

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism was one of the fastest growing industries in Indonesia. This fact could be proven by the increasing number of visitors not only from domestic but also from foreign. According to the data of the National Medium Term Development Plan (RPJMN) 2010-2014 in Farachdiba Diana (2014) that the number of foreign tourist arrivals increased from 5 million to 6,4 million or an increase of 28%. The number of domestic tourists increased from 198.4 million inhabitants to 225 million people or increased by 13.41%. According to Law of Tourism No. 10 Year 2009 in Prasetyo Putro (2013) tourism objects had uniqueness and value for cultural diversity, the natural beauty that became a tourist destination. Those tourism objects were so popular and very often visited by visitors, but there were some great tourism objects that tried to be developed by the Government. One of them was a tourism village.

Tourism village was a village with its uniqueness or characteristic in tradition, culture and history to attract tourists visit in that place. The advantages of a tourism village were reducing unemployment in the village and providing employment for local communities. Besides that, a tourism village also maintained the preservation of natural resources in the village especially in Banyuwangi.

Banyuwangi was a city that has potential of a tourism village. A tourism village in Banyuwangi had been developed and created to refresh a visitor's mind with family or friends. The location of a tourism village closes each other, such as Tamansari village, Kemiren village, Olehsari village, Kawitan village, Kawitan village also Gintangan village. There were famous tourism products in Banyuwangi, namely Batik Gajah Oling from Kawitan village, Bamboo Handicraft from *Kampung Wisata Kerajinan* in Gintangan Banyuwangi.

Kampung Wisata Kerajinan was located in Gintangan village, Rogojampi district about 20 km from the city of Banyuwangi. In the 1800s, there was a married couple named Madram or Sulung Agung who was the aide of Raden Sidopekso

and his wife named Raden Ajeng Raminah. Both of them were tripes because the area of Gintangan had no source of springs. Every afternoon Sulung Agung and his wife took the water in the Kaligung river for their daily needs. They used a container of bamboo sticks called “Gontang” to take water. People give name *gontang* become *gontangan*, then changed into *Gintangan*. Finally, Gintangan was used as the name of the region. *Kampung Wisata Kerajinan* in Gintangan has long been known as a center of handicraft industry, especially from bamboo. As a tourism village also held an activity to increase the knowledge about bamboo, introduce the bamboo handicraft itself and how to make a handicraft from bamboo, aims to attract tourist to visit in it. There are events of Gintangan village that are bamboo craft festival and fashion show made from bamboo would held in 5 May.

Although *Kampung Wisata Kerajinan* had good tourism potential, but it did not make visitors of that place increased rapidly. Based on the writer’s observation, it actually already promotional media, that was website from *Pemerintahan Kabupaten Banyuwangi* the name was Banyuwangi Tourism and webside from Gintangan village, the name was *web desa gintangan*. Unfortunately, both of website only covered little information, picture and location. The writer did interview with Headman and Secretary of that place, they said that the website did not complete enough to cover all of information in this place. They said that they need promotional media likes promotional video to promote it. They also said that promotional video better than website because video showed the detail information, had good language and content to make easy understand for viewers.

The writer made promotional video of *Kampung Wisata Kerajinan* in Gintangan Banyuwangi, which gave specific information about location, showed the activities of the that place and events in it. Also the writer gave this video to headman of Gintangan village and he will upload in their website and social media. Hopefully that promotional video could increase tourists especially foreign tourists to visit in *Kampung Wisata Kerajinan* and made more famous than before.

1.2 Objective

The objective of my final project was to make a Promotional Video of *Kampung Wisata Kerajinan* in Gintangan Banyuwangi. The title is “The Aesthetica of Bamboo Handicraft in Gintangan Banyuwangi”.

1.3 Significances

Based on the objective above, hopefully this final project gave benefit and information to the following part:

a. To the Writer

The writer was able to apply the writer skill such as speaking skill, translation skill, writing skill and computer skill in making the promotional video.

b. To the Tourist

The tourist got information clearly from the video about *Kampung Wisata Kerajinan* in Gintangan Banyuwangi. Also, the tourist could enjoy and interest to visit in this village.

c. To the *Kampung Wisata Kerajinan* in Gintangan Banyuwangi

This product gave benefit to Gintangan village, such as attract a tourist to visit in Gintangan and improved the economy of Gintangan village with a promotional video.

d. To English Study Program

This product could be as information, knowledge and reference for student of English Study Program, who want to conduct the final project especially in making promotional video.

