

CHAPTER 1. INTRODUCTION

In this chapter, the writer explains the background of the project, the objective of the promotional video, and the significances of this final project for the writer, Legomoro Waterfall, tourists, and students of the English Study Program.

1.1 Background

Indonesia is a country with thousands of islands and offers a variety of tourism opportunities. This country is rich in natural landscapes, rich traditions and historical heritage that attract domestic and international tourists. The Indonesian government prioritizes the development of the tourism sector as a major driver of economic growth by enhancing leading destinations and improving the quality of tourism services. With more than 17.000 islands, Indonesia offers a captivating combination of culture, natural scenery and historical wonders. From the busy streets of Jakarta to the serene beaches of Bali and the temple walls of Yogyakarta, this country offers an unfogetable experience for every traveler. Overall, Indonesia is diverse cultural and natural attractions place it as one of the most promising tourist destinations in the world (Stainton, 2023).

The diverse tourism potential spread across Indonesia makes each region unique and appealing. Each region offers not only natural beauty but also rich culture and unique local traditions, which provide a memorable travel experience for visitors. Banyuwangi boast captivating natural resources such as mountains, forests, national parks, and the sea, and it also feature a diverse range of ethnicities and cultures. As the largest regency in East Java, Banyuwangi becomes a popular topic because its tourism development receive support from both the regency and central governments through international promotions. In the past, Banyuwangi is known as a mystical region with limited promotion, which result in relatively few visitors. However, the region has many natural and cultural tourist destinations, including Kawah Ijen, Pulau Merah, Taman Nasional Alas Purwo, Festival Gandrung Sewu, and Desa Adat Osing Kemiren (Wulandari, 2021).

Furthermore, Banyuwangi Regency, often referred to as the “Happy City” and known as “The Sunrise of Java,” offers potential in waterfall tourism, further enriching its natural attractions. With its combination of unforgettable landscapes and vibrant cultural traditions, Banyuwangi continues to develop its tourism sector as a key driver of local economic growth by focusing on improving infrastructure, strengthening promotion, and enhancing service quality (TIMES Indonesia, 2024).

However, this remarkable natural tourism potential is often not utilized optimally. One hidden gem in Banyuwangi is Legomoro Waterfall, which lies in the middle of dense pine forests, with fresh water sprays and cool air. The waterfall offers unspoiled natural beauty, with clear water, lush woods, and a peaceful atmosphere. Legomoro Waterfall is not just an ordinary waterfall – it presents unique attractions. Located in Sumbermulyo Hamlet, Margomulya Village, Glenmore District, Banyuwangi, the site is known as a twin waterfall because two streams flow from springs near Mount Raung’s slopes. Its potential is still not widely recognized by either local or international tourists. The tourism area sits in Block 36 B of KRPH Sumbermanggis, within the Perhutani KPH West Banyuwangi area. The name “Legomoro” literally means “happy to come”, signifying that visitors feel satisfaction once they reach the location. Two water streams form a 10-meter-high waterfall, cascading into a semi-natural pool almost the size of a volleyball court, bordered by sandbag piles. The flowing water creates a small river with four artificial tiers. Around the area, various stone carvings like dragons, tiger heads, and elder figures enhance its appeal.

Unfortunately, Legomoro’s beauty and biodiversity remain a well-guarded secret of nature. Conventional promotions, such as dusty brochures and rusty information boards, fail to capture Legomoro’s essence. Modern tourists who grow more environmentally conscious and seek authentic experiences crave more than just beautiful scenery. They want to connect with nature, learn about ecosystems, and contribute positively to local communities.

Legomoro Waterfall has great potential to attract local and international tourists. However, current promotional efforts are not fully effective in reaching a broader, more diverse audience. The lack of interactive and immersive information is a

major barrier, preventing the destination's development and introduction in an increasingly competitive tourism market.

This is where promotional videos play a key role in unlocking Legomoro's wonders. A promotional video is not just a collection of beautiful moving images – it acts as a window into Legomoro's soul, a tool to convey natural beauty, biodiversity, and conservation importance. With cutting edge cinematography technology like drones that capture breathtaking aerial perspectives and macro lenses that reveal hidden details of moss and insects – we can create videos that not only promote the site but also educate and inspire viewers.

Recognizing the urgent need to boost Legomoro Waterfall Glenmore's appeal and visibility, this final project focuses on developing promotional strategies through video production. The promotional video is comprehensively structured, combining visualization of Legomoro's stunning natural beauty while showcasing information about unique geological formations, biodiversity, and local stories associated with the waterfall. By leveraging the power of visual storytelling and interaction, the project aims to overcome geographical and informational barriers related to this natural tourism site, so it can reach a wider audience. It is hoped that this step will not only increase public awareness and interest in visiting Legomoro Waterfall but also contribute to sustainable tourism progress in Banyuwangi, as digital technology is optimally utilized.

1.2 Objective

The objective of this final project is to make video as a promotional medium for Legomoro Waterfall.

1.3 Significances

Based on the objective, the significance of the final project and product were expected to be helpful for some parties:

1.3.1 For the Writer

Writer can apply the writing skills in writing proposals, developing scripts, creating storyboards, final project reports, and applying skills learned from content creation classes, including video and photography, and video editing.

1.3.2 For the Legomoro Waterfall

For Legomoro waterfall, the writer hopes that the results of this project will have a positive impact and succeed in fulfilling its goal as a tool to provide information about Legomoro waterfall to tourists.

1.3.3. For the Tourist or Viewers Legomoro Waterfall

The promotional video can help tourists get detailed information about Legomoro waterfall.

1.3.4 For the Student of English Study Program

The final project can be a reference for students from the English Study Program or those doing a final project with a similar product.