

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesian tourism is one of the most popular travel destinations, attracting not only domestic but also international tourists (Salim et al., 2018). According to Ibrahim et al. (2024), tourists are interested in visiting Indonesia because of its natural beauty and rich cultural diversity. According to the Indonesian Central Statistics Agency (2025), the number of foreign tourist visits increased by 12.33 percent from August 2024 to August 2025, reaching 1.51 million. Meanwhile, the number of domestic tourist trips was 93.57 million, an increase of 23.31 percent over the same period. According to a Booking.com survey, 65% of Generation Z prefer nature tourism or outdoor activities (Rahjasa et al., 2023). Indonesia's natural destinations offer beautiful landscapes, including waterfalls, beaches, mountains, forests, lakes, and cliffs. Among Indonesia's many attractive destinations, East Java stands out as one of the most beautiful natural destinations.

The success of East Java Province in attracting a significant number of domestic tourists is due to its diverse tourist attractions, including natural beauty, cultural richness, and a rich historical heritage (Durohman & Shofiati, 2024). Based on data on domestic tourist travel in East Java Province for the period 2019–2023, there has been a significant annual increase in visits. In 2019, the number of trips recorded was around 85.48 million, increased to 127.10 million in 2020, and rose again to 159.07 million in 2021. A more significant increase occurred in 2022, with 200.55 million trips, and the highest figure was reached in 2023, with 207.81 million trips. Cumulatively, the total number of domestic tourist trips in East Java over five years reached approximately 780.02 million, indicating that East Java is one of the main domestic tourist destinations with strong and sustainable tourism growth (Durohman & Shofiati, 2024). The main destinations East Java's tourism is dominated by natural destinations such as beaches, mountains, craters, and waterfalls. One of the regions with this potential is Probolinggo Regency, known as the gateway to Bromo Tengger Semeru National Park and home to various other natural tourist destinations, such as waterfalls and beaches. With its strategic

location on the Pantura route and the presence of these leading destinations, Probolinggo has a great opportunity to develop into a premier tourist destination that supports tourism growth in East Java.

In addition to Bromo Tengger Semeru National Park, which is internationally recognized as a major tourist destination in Probolinggo Regency, the Regency also has other tourist destinations with great development potential, especially beach tourism. One such destination is Bohay Beach, located in Pesisir Hamlet, Binor Village, Probolinggo Regency. Bohay Beach is strategically located on the North Coast Pantura route in East Java, making it easily accessible to tourists, especially domestic travelers by land from Java to Bali. This beach is managed by Village-Owned Enterprise BUMDes Binor Energy, which has demonstrated good institutional performance by being nominated as one of the top 6 BUMDes in East Java in 2020. In its management, BUMDes Binor Energy collaborates with various partners, such as PLN Nusantara Power, BRI, Resto & Café Pantai Binor, and Bank Negara Indonesia BNI. Bohay Beach has several tourism attractions, including beach scenery, water activities, and coral reefs protected by the local community. With these tourism assets and its strategic location, Bohay Beach has strong potential to attract more visitors and become a leading tourist destination in Probolinggo Regency.

Even though Bohay Beach has great potential and is well managed, its tourism promotion remains limited. The promotion of Bohay Beach mainly uses photographs and has not yet fully utilized video to promote the destination. Based on the writer's preliminary study, which included observation and interviews with Bohay Beach managers, it was found that Bohay Beach does not yet have bilingual promotional videos to effectively reach wider audiences. According to the manager, Bohay Beach has received visits from international tourists, highlighting the need for promotional content that is accessible to both local and foreign visitors. This indicates that the tourism potential of Bohay Beach has not yet been promoted optimally.

Therefore, the writer proposes creating bilingual promotional videos for Bohay Beach as a more effective promotional strategy. The bilingual promotional

video is expected to reach a wider audience of both domestic and international tourists and to convey destination information in a visually appealing, understandable way. By using two languages, the potential of Bohay Beach as a strategic natural tourist destination with unique appeal can be optimally promoted, thereby increasing tourist interest and supporting the development of local tourism.

With its great tourism potential, Bohay Beach needs an effective promotional strategy to make it better known to the wider community. The use of promotional videos as an audiovisual medium can convey information in an engaging way, increase tourist interest, and extend their reach through social media (Maidasari et al., 2021). Promotional videos also play a role in strengthening brand awareness and influencing tourists' decisions to visit. In addition, the use of bilingual or multilingual promotional videos, which involves using two or more languages in a single promotional medium, allows for more flexible and effective delivery of information to local and foreign tourists (Garcí, 2009, cited in Ma & Zhang, 2024). Therefore, the use of bilingual promotional videos is an appropriate strategy for developing Bohay Beach as a leading tourist destination in East Java and for improving the local community's welfare.

1.2 Objective

The objective of this final project was to produce a bilingual promotional video for Bohay Beach in Probolinggo to attract domestic and international tourists.

1.3 Significance

The product of this final project is expected to give benefits to the following parties:

1.3.1 For the Writer

This final project helped the writer improve skills in writing a final project proposal, creating a video script, editing videos, and filming.

1.3.2 For the Viewers

The promotional video is expected to provide clear, engaging information about Bohay Beach, enabling viewers to learn more about the destination and its tourism potential.

1.3.3 For Bohay Beach BUMDes Binor Energy

The product of this final project is expected to help Bohay Beach BUMDes Binor Energy promote the tourist destination to a wider audience, attract more visitors, and support more effective promotion through video media.

1.3.4 For the Students of the English Study Program

The proposal and product of this final project can serve as references for students in the English Study Program at Politeknik Negeri Jember who want to create a similar final project, especially for making promotional videos, and to gain new knowledge about video editing techniques.