

CHAPTER 1 INTRODUCTION

1.1 Background

Indonesia is an archipelagic country with diverse natural and cultural resources that provide considerable potential for tourism development. Coastal destinations are among the attractions that can support tourism activities and provide opportunities for environmental and educational experiences. In Banyuwangi, for example, Grand Watu Dodol has been developed as an educational tourism destination that combines coastal attractions with environmental learning (Putri et al., 2024). These developments show that coastal tourism can offer experiences beyond scenery alone. At the eastern tip of Java Island lies Banyuwangi, which is known as The Sunrise of Java and offers various tourism destinations, including beaches. One of these destinations is Sukamade Beach, located within Meru Betiri National Park. The beach is associated with sea turtle conservation and provides opportunities for visitors to learn about wildlife and environmental protection. This conservation character gives Sukamade a distinctive tourism value compared with destinations that are promoted mainly for scenery. observe turtle nesting activities up close, participate in conservation programs, and learn about the importance of protecting marine ecosystems.

Tourism activities at Sukamade Beach Banyuwangi aim to balance environmental preservation with educational and economic benefits for local communities. However, the development of tourism at Sukamade Beach Banyuwangi faces several challenges, including environmental vulnerability, limited accessibility, and the need for effective management strategies. According to staff of Meru Betiri National Park, reaching Sukamade Beach Banyuwangi can take several hours through difficult and forested terrain, which may limit accessibility for some tourists. The journey to Sukamade Beach Banyuwangi is time-consuming and highly dependent on weather conditions, as heavy rain can make the roads muddy and slippery. These conditions pose serious challenges to tourism development. The writer conducted a preliminary study with the staff of Meru Betiri National Park and also a staff of Sukamade Beach Banyuwangi

organizer—to obtain information about the availability of promotional media for the destination. The staff stated that they use a website <https://merubetiri.id> and social media such as Instagram @btn_merubetiri, youtube @merubetiri and Tiktok as promotional media. Furthermore, one of the staff mentioned that the visitors came from foreign country such as Denmark, Australia, Russia and Netherlands. This indicates that Sukamade Beach Banyuwangi has potency to attract not only domestic tourists but also international tourists. Furthermore, Meru Betiri National Park opens an opportunity for every student, researcher or everyone who wants to create a promotional media that help Sukamade become well known to the wider visitors. Therefore, the promotional media should be able to reach both local and foreign visitors. One way to achieve this is by using a bilingual promotional video.

A bilingual video was produced in Indonesian and English with the purpose to communicate information more effectively to wider visitors. Indonesian is intended for domestic tourists, while English is to facilitate international tourists to understand the attractions, facilities, activities, and travel information related to Sukamade Beach Banyuwangi. By providing information in two languages, the promotional video is expected to increase the visibility of Sukamade Beach Banyuwangi and attract more visitors from both local and international visitors. However, additional promotional media are required to introduce Sukamade Beach Banyuwangi to wider tourists. People are mostly use social media platforms such as YouTube, Facebook, Instagram and TikTok. Social media help attract more local and international tourists by sharing engaging photos and videos accompanied by captions and emojis, and it is more easily accessible to the general public. For that reason, the writer with the agreement of staff of Meru Betiri National Park agreed to make promotional video as a media promotion for Sukamade Beach Banyuwangi.

1.2 Objective

The objective of this final project was to create a video as a promotional media to promote Sukamade Beach Banyuwangi to the world.

1.3 Significances

Based on the objective mentioned, the reports and products of the final project provided benefits for the following parties:

1.3.1 For the Writer

This final project helps the writer improve creativity and technical skills such as editing and visual storytelling. It also enables the writer to build portfolio that demonstrate the ability to create effective promotional media for tourism destinations.

1.3.2 For Meru Betiri National Park

The product of this final project provides a promotional media in the form of bilingual video that can be used as a medium to promote Sukamade Beach Banyuwangi that hopefully can attract local and international visitors.

1.3.3 For Viewers

Viewers get information and visual description about Sukamade Beach Banyuwangi such as information about access and accommodation.

1.3.4 For the Students of the English Study Program

The product of this final project can be used as a reference for the English Study Program students who want to make similar final project to make a video as promotion media in different place.