

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is rich in cultural diversity and has great tourism potential. This wealth offers various opportunities for tourism development, especially for tourism industries that can provide benefits to various aspects of people's lives. As stated by (Rusby & Arif, 2020) Tourism plays an important role in improving social and cultural aspects, and it also provides a significant boost to the growth of the tourism industry. One of the sectors that has a big impact on the tourism industry is tourist attractions. Tourist attractions play a supportive role in tourism by helping visitors access great destinations, reduce stress, learn about local culture, gain educational insights, and enjoy everyday experiences. Their existence enables travellers or tourists to enjoy a comfortable and memorable trip.

A good tourist attraction can facilitate cultural knowledge, entertainment, education, and memorable experiences. A tourist attraction is a business that generates revenue and profit by offering and selling access to a place. This industry has significant potential to support and develop tourism for local tourist attractions in Jember, East Java, Indonesia. One example of a tourist attraction that contributes to promoting local tourism is Persemaian Permanen Garahan (PPG) Cluster Durian, which focuses on providing places that mix with pine plants. Persemaian Permanen Garahan (PPG) Cluster Durian is the tourist attraction managed by Perhutani from 2020 until now. The Administrator of KPH Jember, Rukman Supriatna, stated in his opening remarks on Persemaian Permanen Garahan (PPG) Cluster Durian Agrotourism is the first agrotourism destination in the Perhutani Jember area. This place is located in Silo Subdistrict and Sidomulyo Village. This tourist destination offers natural attractions that are refreshing and environmentally friendly. It features various facilities, including outbound activity areas, a camping ground, Jember's local culinary, nursery education, and other attractions that can be further developed in the future.

However, even though they have an interesting tourist attraction, they should create promotional media. Promotional media is a strategic tool used by

organizations or communities to communicate information about their products, services, or events to a targeted audience. Examples of promotional media include brochures, booklets, posters, video and digital content, each of them designed to engage and inform the audience effectively. So the use of promotional media allows tourism managers to distribute information about tourist attractions to potential visitors worldwide (Buhalis & Law 2008).

The writer conducted a preliminary study by visiting PPG durian and held a discussion with Bambang, as a coordinator who monitors PPG Cluster Durian, stated, “PPG Cluster Durian already has promotional media, but has not been updated yet”. PPG Cluster Durian already has an Instagram and TikTok account named @ppg.pinepinus and @ppg.wisata.pinus. The current Instagram and TikTok content primarily features visitor activities during their visit. However, it should highlight the attraction, facilities, and unique features available at the location. Based on the discussion, the writer suggests that they need more promotional media that is more engaging and encourages the attention of visitors. The things that can encourage and describe everything inside the places. The goal of the writer's idea was to create a PPG Cluster Durian visited by a lot of visitors around the world.

A promotional video has many advantages to promote the brand or something. Currently, there are several people who make videos regarding the places, but not in detail about explaining the places, which have several videos that are uploaded on Instagram and YouTube. However, we can't depend on the person who streams their videos regarding the place. For the suggestion about PPG Cluster Durian, create a promotional media that can be more engaging through visuals, so that the consumer can see more details about the places. The writer saw that problem and realised a promotional video is needed as a promotional medium because it enables the delivery of complete, detailed, and well-organised information in a professional format. Through a promotional video, a company can clearly communicate product or service features, benefits, and unique selling points in a way that is easy for potential customers to understand. Making it a flexible tool for various marketing activities such as presentations, exhibitions, and direct distribution to target audiences.

A promotional video was chosen because it can deliver information in a more engaging, clear, and memorable way. The promotional video is very beneficial because it can show the product or brand so that consumers are interested in the product. By combining visuals, sound, and storytelling, a promotional video captures consumer attention faster than text or images alone. It helps build brand awareness, increases audience trust, and makes it easier for viewers to understand a product, service, or message. In addition, promotional videos are highly shareable on social media, allowing wider reach and stronger marketing impact in a short amount of time.

In addition, the writer proposed a bilingual promotional video to solve recent problems. A bilingual video allows you to connect with multiple language groups at once. Instead of limiting your message to one demographic, you expand into new markets locally and globally. Using bilingual promotional videos will reach potential international audiences and visitors, so that the exposure of the PPG Cluster Durian will spread widely. By using bilingual input on the promotional videos, the international visitors can comprehend the messages conveyed, so they will figure out what the tourist place offers or features they get, increasing their willingness to visit. It is in line with the previous statement that the goal of using bilingualism in tourist attractions is to help visitors comprehend the message's meaning.

1.1 Objective

The objective of this final project is to produce a promotional video for PPG Cluster Durian. This video will become a help to promote and attract visitors.

1.2 Significances

Based on the objective above, this product of the final project brings benefits to the people.

1.3 For the writer

This final project will help the writer improve editing skills and translation. This final project also helps the writer understand how to make promotional media.

1.4 For the PPG Cluster Durian

This video assists in introducing and promoting the PPG Cluster Durian. By using both Indonesian and English, the content becomes accessible to international customers, aligning with the company's vision to reach global markets.

1.5 For the reader

The reader can get the information about the PPG Cluster Durian, such as the product.

1.6 For the Students of the English Study Program

This final project can be used as a reference if there is a student who wants to make similar promotional media.