

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is a prominent sector and has an important role in the world economic sector. According to Scott (2009), tourism is a comprehensive and vast growing global industry and is a crucial benefactor to local and national economies. Tourism sectors provide 3,6% of global GDP and 2,8% of worldwide employment. Tourism has various purposes especially as recreational provisions that help people by eliminating exhaustion. Tourism provides many things to be explored so that people know what the best way to spare time is. Various tourism choices, such as the beauty of nature, national parks, and culinary could become the best options for holiday.

However, tourism is one of the sectors that are severely impacted by the Covid-19 Pandemic. The impact has interfered with the world economic balance, including Indonesia. Indonesia, nowadays, is trying to heal from the Covid-19 pandemic. Therefore, Indonesia needs to prepare for dealing with the problem. The preparations needed to bring back the tourism sector, such as improving promotional media, became one of the prominent supporting elements (Sabon et al, 2018). Those preparation has been implemented in some areas in Indonesia. Banyuwangi is one of the cities in Indonesia that are taking an action preparing new normal era. This regency is taking on actions and preparing new normal era in enhancing domestic visits as the first step to reintroduce local tourism potential followed by health protocol (Safutra, 2020). It needs cooperation from the society to get involved in improving local tourism area. Therefore, people can involve directly within it and give support to all tourism activities (Purnamasari, 2011). Tourism activity that rests on local business activity could be enhanced properly to serve local tourism activities to the tourists that lead to mounting the visits of that region. Tourism attractiveness must convey the main attraction of that region for instance, we can also buy a souvenir after visiting the tourism are (Hernanda et al, 2018). There must be tourism places that offer one-stop destinations, which can increase the number of visits.

One of the tourism businesses full filling the purpose is Ijen Maning. It was established in September 2017 and is still running its business. Ijen Maning is located in Kluncing Licin village, Banyuwangi. Ijen Maning is running several business sectors, such as a homestay, a traditional restaurant, and coffee products such as roasted beans or coffee powder. Ijen Maning owns a shop to sell their traditional meals and coffee products. Coffee production has become a prior sector in this business. Several coffee products that have been released are Arabica, Robusta, Liberia, Civet Coffee and Wine Coffee. The shipping product has been done in several areas around Java Island and overseas shipment.

The writer had the preliminary study by visiting to Ijen Maning. From the information that the writer got, the owner stated that he needs promotional media to introduce their services or products. The owner also stated that the promotional media must focus on coffee production as the main sector. To reach more people, Ijen Maning needs to be supported with proper promotional media to boost its popularity, especially its coffee products. According to Fitriyanti (2016) Promotional media aimed to influence the customers or visitors about a company or industry product. Therefore, the author proposed to make a promotional video for Ijen Maning. The video can be easily found on the website or social media to reach more audience. Therefore, by using a promotional video, Ijen Maning can promote its product as well as the potencies of its region, which is Banyuwangi.

1.2 Objective

The writer decides to make a video as the promotional video of Ijen Maning.

1.3 Significances

Based on the objective above, the significances of making this video entitled “The Precious Black Seeds of Ijen”. They are:

1.3.1 The Writer

This project can help the writer to apply his English skills such as writing and public speaking such as dubbing. This project can also upgrade the writer’s skill in Editing Application that the writer got from computer class.

1.3.2 The Owner of Ijen Maning

The promotional video can assist the owner to introduce Ijen Maning’s business.

1.3.3 The Customer

The promotional video can lead the customers to know the products of Ijen Maning.

1.3.4 The Students of Language, Communication and Tourism

This final project can be used as a reference for those who are going to conduct the final project of promotional video or video subtitling.