

CHAPTER 1. INTRODUCTION

1.1 Background

Nowadays, tourism grows more rapidly than other sectors. Tourism industry is related to the world of hospitality, specifically hotel, since hotel provides facilities and accommodations to facilitate and support the operation of tourism in Indonesia (Sulastiyono, 2016). According to Sulastiyono (2011) in Moha and Loindong (2016), hotel is a business run by its owner that provides food, drinks, and lodging, to people who are traveling. It has important roles. Beside improving the development of the hospitality industries, it can also help to increase Indonesia's economy (Tricahyadinata, 2018). There are many hotels in Situbondo. One of them is Utama Raya Hotel. Utama Raya Hotel is a sharia hotel and is located in Banyuglugur, Situbondo. It is a strategic and main route for people who are travelling on land from Surabaya to cross the channel to Bali. The application of sharia principles (Islamic law-based treaty laws) is done in order to provide a peaceful, comfortable, stable, and welcoming environment for both Muslim and non-Muslim guests (Mujahidin, 2018).

The writer conducted a preliminary study by interviewing the manager of Utama Raya Hotel. He mentioned that Utama Raya Hotel was established in 2005. At the beginning, Utama Raya Hotel only had 6 units of deluxe rooms and 3 units of VIP rooms. In 2007, the hotel was renovated and now, it has 55 units of deluxe rooms, 17 units of villas, and 31 units of cottages. This hotel also provides facilities such as rest area, minimarket, café, and restaurant. Utama Raya Hotel also has uniqueness that other hotels do not have. It has 80 public toilets and a gas station. It has also obtained an official approval from the Department of Transportation of Situbondo to manage its surrounding beach as a tourist attraction.

The writer obtained further information about Utama Raya Hotel after she conducted a preliminary study by interviewing its hotel manager. The Hotel

manager said that Utama Raya Hotel has an Instagram account (@utama_raya) as its promotional medium, but they could not attract many visitors or guests from it because it was not active anymore. The last post of this account was a year ago since Utama Raya Hotel did not have any new contents to publish. In addition, Utama Raya also made a company profile video 2 years ago and it was not published on any platform. It just showed some spots of the hotel area, without any explanation about the rate, the location, and other detailed information about the hotel. Therefore, the manager of Utama Raya Hotel asked the writer to make a video as promotional media so that it can improve the quality of hotel promotion and help visitors find information about Utama Raya Hotel easily. The video will be uploaded as a new Instagram content of hotel promotion and will be saved as an archive belonging to the hotel, so that receptionists can explain location and facilities by showing the video to their prospective guests.

Based on this condition, the writer made a promotional medium in the form of video about Utama Raya Hotel. As stated by Arifin, et al. (2018), video is an important advertising medium because it offers images, sound, and complete product details. Thus, video can make viewers and prospective guests interested since they can see a clear overview from the pictures and diagrams that are included in the video.

1.2 Objective

The objective of this final project is to make a video as a promotional medium in English with Bahasa Indonesia subtitle for Utama Raya Hotel Situbondo.

1.3 Significances

Based on the objective above, the significances of this final project are:

1.3.1 For the writer

The writer can apply her writing skill when making a script and apply translation skill in translating video script from bahasa Indonesia into English script. The writer is also able to apply her English pronunciation ability when voiceovering the video.

1.3.2 For Utama Raya Hotel

This video can be used as a medium of promotion to promote Utama Raya Hotel.

1.3.3 For viewers

The product of this final project can help viewers to get information that they need about Utama Raya Hotel.

1.3.4 For students of the English Study Program

This project can be used as a reference for students of the English Study Program who will conduct a similar project especially in making a promotional video.