

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi is a regency in easternmost of East Java Province and located at the eastend of Java Island which popular with its tourism object and culture. This regency has various tourism objects such as Ijen Crater, National Parks of Alas Purwo, Lider Waterfall, Green Bay Beach, Pulau Merah Beach, Plengkung Beach and many others. Those are natural tourism objects in Banyuwangi that always attract tourist both domestic and international to visit. According to Dinas Kebudayaan dan Pariwisata Banyuwangi, in 2017 foreign tourists' arrivals reached 91,000 visitors, while domestic tourist reached 4.8 million visitors.

Government of Banyuwangi is not only relied on the natural tourism objects to attract the tourists but also always create new attractive programs by conducting some international event, such as International Tour de Banyuwangi Ijen, Banyuwangi Ethno Carnival and International Surfing Competition. They hope those events can attract more foreign tourist and increase the economic aspect in Banyuwangi. The dream of this city to be the attractive destination is supported by coastline length of Banyuwangi regency that around 175 kilometers. Those data according to the explanation of the head of BPBD Banyuwangi. Its potential make Banyuwangi has huge chance to develop more beaches to be tourism objects. The beaches that has already developed are red island beach, Plengkung beach, Green bay beach, Wedi Ireng beach etc. Those beaches in a very short period have already known by tourist and now become the prior destination in Banyuwangi. However, there are some beaches that are in developing process but still less of promotion especially in northern beach near of the citycenter such as Bangsring beach (Bangsring), GWD or as we know Grand WatuDodol (Ketapang), and Boom Beach(Mandar).

Those beaches are potential being other favorite destinations in Banyuwangi because the location is near from city and the road access is adequate enough. The first location is Bangsring. Bangsring has already been becoming one

of frequently visited tourism object for local tourist but for foreign tourist it is still to be increased. Bangsring has a lot of spots and tourism activities that offered to be enjoyed by tourist such as rumah apung, jet ski, banana boat, kano, and scuba diving. According to Dinas Kebudayaan dan Pariwisata Banyuwangi during 24th December 2017 to 1st January 2018 Bangsring beach has visited by around 25.000 local tourist. Based on those fact it is needed more promotion to increase foreign tourist. The same condition is also happen to GWD (Grand WatuDodol). It has already developed by the government and make GWD more clean and different with before. According to Dinas Kebudayaan dan Pariwisata Banyuwangi GWD crowned to be cleanest beach in ASEAN by ASEAN Tourism Forum. Beside that Banyuwangi during 1st June 2018 to 26th July 2018 the visitors in Banyuwangi reached 26 thousand visitors. Seeing those potential of tourism object, the government boost some development in GWD to give different environment become more interesting and modern touch to the visitor. As we know, Watu Dodol changed its named to be GWD or Grand WatuDodol since 2014

Other part of northern beach of Banyuwangi is Boom beach. It is one of tourism objects in Banyuwangi that also near to the midtown and become favorite place to relax and gather by society especially young people. This beach now is conducting such a project as a tourism destination cooperated with Pelindo which is the official company to manage the harbor. The Beach has 44,2 hectare will be equipped with dock yacht, hotel, and restaurant. The government is trying to increase the visitor not only from local but also foreign by conducting some event in Boom Beach such as Gandrung Sewu, Banyuwangi Jazz Festival and Banyuwangi Green Fashion Recycle etc.

Based on the discussion with the official staff of Dinas Pariwisata Banyuwangi, those three tourism objects needed another form of promotional media to introduce and promote them more to domestic and foreign tourist. The staff of Dinas Pariwisata Banyuwangi needed effective promotional media which could reach wider viewer. Actually they already have booklet as their promotional media. Unfortunately there was no promotional media in video form until now. As a student of English Student Program who conducted a final project the writer offered help them to make a promotional media needed. In this case they wanted to have a promotional media in the form of video. By using promotional video to promote northern beach, it would be more effective to show characteristic aspect and

the real condition of tourism object in northern beach. It also could be put in many social media such as facebook, youtube and instagram that owned by Dinas Kebudayaan dan Pariwisata. Perhaps, this promotional video was expected to help Dinas Pariwisata Banyuwangi to promote northern beach of Banyuwangi.

1.2Objective

The objective of my final project was to make a promotional video of "*northern beach in Banyuwangi*".

1.3Significances

The product has some significants form this following part:

1.3.1 For the writer

The writer is able to apply the skill that have been learned in English Study Program especially in speaking, writing, and computer it also give the writer knowledge about tourism.

1.3.2 Dinas Pariwisata Banyuwangi

This product can be used as a promotional media to help Dinas Pariwisata Banyuwangi to promote the northern beach in Banyuwangi by social media.

1.3.3 The Students of English Study Program

This final project can be used as a reference for the students in English Study Program who want to conduct the similar project especially in promotional video.

1.3.4 For the tourists

This product will help the local and foreign tourists to know and get the detailed information about characteristic and situation of northern beach in Banyuwangi.