

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is one of the countries in Southeast Asia which has many attractions for tourists with its beautiful tourism fascination. According to Wijayanto (2013) in Bahiya (2018) tourism is a journey from one place to another that is temporary, carried out individually or in groups, to find a balance or harmony and happiness with the environment in the social, cultural, natural, and social dimensions knowledge. According to Gunawan (2019) tourism is a form of tourism activity it can be assisted by various kinds of activities and the servants who perform and developed them by the community, state and region. It can be concluded that tourism is a journey from one place to another individual or in groups with various activities and services to find balance or balance harmony and happiness with the environment in the social, cultural, natural, and social dimensions of knowledge.

Indonesia is a beautiful country to explore. Indonesia has so many places to explore with a thousand islands, hundreds of cultures, and also hundreds of ethnicities. Indonesia is famous as a country for its natural beauty. In Indonesia, there are many provinces, and each province has its tourist attractions. East Java is one of the provinces that has various kinds of tourism, especially its natural beauty.

Bondowoso is one of the cities in East Java province which is famous for its natural tourism. Bondowoso is an area located in the eastern part of the island of Java, commonly known as *Tapal Kuda*, located between several mountains, including the foot of Mount Lange, the foot of Ijen, and Mount Ranti. The natural potential of the mountains in Bondowoso Regency allows many tourists from various regions to visit the Regency. The Tourism Office of Bondowoso Regency plays an important role in the development of the tourism sector in Bondowoso Regency. Tourist attractions are supported by human resources and supported by tourism facilities, and others. One of the tourism facilities in Bondowoso is hotels and homestays.

A hotel is a place of accommodation to stay for tourists or visitors who are on tour or just visiting a place. Apart from being a place to stay, the hotel also provides excellent services for all visitors. Accommodation is not only a means of temporary accommodation for people who are traveling but has also developed towards fulfilling other needs such as recreation, sports, and business trip. Bondowoso has several ordinary hotels as well as star hotels. Examples are the Ijen View Hotel, Grand Padis Hotel and, Dreamland Hotel.

Dreamland Hotel is a 2-star hotel located on Jl. Kis Mangunsarkoro No.999, Lumbung, Tamansari, Kec. Bondowoso, Bondowoso Regency, East Java. It is strategically located close to the city. It is including one of the new hotels in Bondowoso. Dreamland Hotel was built in December 2019 and grand opening in February 2020. Alex Gunawan is the CEO of Dreamland Hotel. Dreamland Hotel has 2 floors with 47 rooms has a modern hotel concept with international standards and has various facilities to add to the comfort of the visitors. There are many facilities in this hotel. The facilities offered to customers are restaurants, cafes, parking areas, open areas to relax and gardens. The establishment of the Dreamland hotel, the owner hopes to create a comfortable residence for hotel visitors.

Based on the interview the writer did with the General Manager of Dreamland Hotel, the writer got some important information that Dreamland Hotel does not have enough promotional media because Dreamland Hotel is a relatively new hotel in Bondowoso city. Dreamland Hotel has been promoting on Facebook, Instagram, and pamphlet. With the promotions that have been carried out, of course, it is still not enough to increase visitors in the current pandemic era. Facebook hotels only display ratings from visitors, Instagram only provides information about the promos offered, and pamphlet only provides price information and descriptions along with hotel room facilities. The data the writer got from December 2019-2021 was 3,800 guest visitors. The General Manager said the number was still small because the General Manager targeted the number of hotel visitors to be 5000 visitors. According to the General Manager, the

promotional media used by the hotel was still not enough to make visitors familiar with the Dreamland hotel and still not enough to attract visitors.

The General Manager suggested the writer to make a promotional video about Dreamland Hotel to attract visitors. From the preliminary study, the writer decided to make a hotel promotional video in the form of a soft file. The soft file will be uploaded to the hotel's social media and will be given to the hotel. It's just that it looks and the contents can explain the hotel in detail. The writer hopes that this project can help tourists and provide more information about Dreamland Hotel with this project aims to promote Dreamland Hotel and be known more than before.

1.2 Objective

The purpose of this final project is to create promotional media in the form of a video for Dreamland Hotel Bondowoso in Indonesian.

1.3 Significances

Based on the objectives above hopefully, this final project can provide benefits following parties:

1.3.1 To the Writer

The writer can apply writing and translation skills. Writing skill is when the writer writes the script for this promotional video. The translation will be done when the writer translates the manuscript from Indonesian to English. In addition, the writer has known the types of language styles commonly used in promotional videos.

1.3.2 To the Tourists

The tourists can get information and know the condition of the situation from Dreamland Hotel and Longue.

1.3.3 To the Dreamland Hotel

This product will benefit Dreamland Hotel in Bondowoso. They can use this product to promote Dreamland Hotel to tourists and make them interested in visiting the place.

1.3.4 To English Study Program Students

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