

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is an activity of traveling from one place to another place by one or more people. Tourism is a favourite activity that is often done by someone to just take a vacation or relieve stress. Tourism is a trip made by one or more people by visiting a place recreational purpose, personal expansion, or learn about the attractions they visit (Government Act No.10 of 2009 on Tourism) in Sari (2015). Meanwhile, according to Suwanto (2009) in Fitroh, et al (2017) tourism is a trip that is carried out by a person or group of more people who have several objectives, including the desire to get pleasure and fulfill curiosity about something, whether related to sports activities, health, convention activities, religious matters and needs of other businesses.

In terms of tourism, Indonesia is one of the countries that is famous for its tourism. Many areas in Indonesia have tourism places that are quite well-known and visited by local and foreign tourists, such as Bali, East Java, Central Java, and West Java. A province that has well-known as tourist destinations above, is East Java. East Java has many cities that have beautiful and well-known tourism for both local and foreign tourists. One of cities in East Java, Indonesia is Bondowoso which is known as *Tapal Kuda* city. Bondowoso is called as *Tapal Kuda* city because the shape of the area on the map is similar to that of a horseshoe. Bondowoso has many tourist destinations. Some of the tourisms in Bondowoso are Ijen Crater, Mount Ijen, Wurung Crater, Mount Raung, Blawan Waterfall. The characteristic of a tourist attraction in the tourism industry which is claimed by Bondowoso Regency has enormous potential in capturing the environment and foreign invaders (Tourism, Sports and Youth Transportation Office of Bondowoso Regency, 2015). With so many tourism in Bondowoso, travel agent is certainly needed to make it easier for tourists or visitors to explore tourism in Bondowoso. Travel agent is services that provide transportation and tour services. According to Damardjati (2010) the definition of travel agency is a company that manages and conducts travel and the transfer of personnel (including travel equipment) from one place

to another. One of the travel agents in Bondowoso is Fathihtour Wisata that provide travel agent services. Fathihtour Wisata provides excellent service completed with attractive tour packages so that customers do not have to worry about the services provided by Fathihtour Wisata.

To find out more about Fathihtour Wisata, the writer conducted a preliminary interview with the owner of Fathihtour Wisata and gave several questions such as promotional media the owner used to promote Fathihtour Wisata. From this interview, the writer knew that Fathihtour Wisata did not have any promotional media in the form of videos because this travel agent only used social media such as WhatsApp, Instagram, Facebook, and Telegram as promotional media. The owner said that the promotional media was incomplete and needed to be updated, so the writer proposed to the owner to make a video as a promotional medium for Fathihtour Wisata and as the writer's final project. The promotional media used by the owner was indeed running. However, Fathihtour Wisata's social media could not attract tourists to use the services of Fathihtour Wisata because the photos and videos taken were not interesting. The owner needed another promotional media so that the promotion would be more attractive and attracts many tourists because the social media used for the promotion of Fathihtour Wisata was deemed less effective as a promotional media and information on social media was out of date. Therefore, the owner needs an effective promotional media that provided detail information such as videos to be used as promotional media for Fathihtour Wisata. According to the owner of Fathihtour Wisata, promotional media in the form of videos were very useful to promote Fathihtour Wisata in detail so that customer will be more familiar with Fathihtour Wisata. Video was a moving image that contained information about the company so that it did not make customers more aware of Fathihtour Wisata such as the facilities and services offered by Fathihtour Wisata. According to Irfan (2013) Video organization profile is one of the compelling media in spreading organizations, items, and advancements for the capability of a zone. From the owner of Fathihtour Wisata, the writer suggested making a promotional video. The owner agreed and asked the writer to make a promotional video as a medium in order to improve the quality of promotions owned by

Fathihtour Wisata. With this video promotion media, it was hoped that customers will attract to use the services offered at Fathihtour Wisata. This video contained detail information about Fathihtour Wisata so the customers have been more interested to use the services offered by Fathihtour Wisata.

1.2 Objective

The objective of this final project was to made a promotional video for Fathihtour Wisata in promoting the services offered by Fathihtour Wisata.

1.3 Significances

Based on the objective above, the significances of the report and product of project were:

1.3.1 For the writer

The writer could improve her skills in terms of writing, speaking, and translation. Besides that, the writer also learned about the design for the promotional video making.

1.3.2 For the owner of Fathihtour Wisata

The owner could use this final project product as additional promotional media to attract customer. So, the customers were interested to use the services offered by Fathihtour Wisata.

1.3.3 For Tourist

The results of this final project were able to provide complete and clear information for the customers.

1.3.4 For students of the English Study Program

The students English Study Program could use this report and product as their reference in writing their final project later.