

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is one industry that has a potency to boost national incomes. Since Indonesia is an island nation with a vast territory stretching from Sabang to Merauke, tourism in Indonesia is very potential. According to Nurmansyah (2014) from Sabang to Merauke, Indonesia`s tourism potential is vast, with a variety of tourism items that are expected to draw more national incomes both from domestic and International tourists. The tourism sector was inseparable from the existence of a travel agency that will help visitors to reach the tourism object they are going to. Therefore, this will be able to increase the productivity of a travel agent due to the many benefits obtained from the number of tourists visiting a tourism spot. This prove that the tourism sector is very important for economic growth in Indonesia.

A travel agency provides transportation for an individual or a group of people who want to travel is known as Tour and Travel. Tour and travel or travel agents are supporting tourism activities in Indonesia along with other tourism services. BPS (*Badan Pusat Statistik*) in Carlina & Pandoyo (2020) stated that the travel service business has grown, indicating that the growth and increase in tourist visits to various regions, particularly Java and Bali has been significant. From this data, this has an impact on the number of travel agency establishments to support tourism sectors in Indonesia.

Anggrek Tour and Travel is one of the oldest travel agents in Situbondo district. Anggrek Tour and Travel is located in Situbondo at Anggrek-street, Patokan sub-district. This travel agent has been established 3 November 2013. Anggrek Tour and Travel has a lot of experiences in the tourism industry. Customer comfort is a top priority for Anggrek Tour And Travel management. They always prioritize friendly and good service so that customers feel comfortable. As a result, Anggrek Tour And Travel is very serious in giving services to the customers. They facilitated visitors who travelled with several packages that were available, such as Malang tour packages, Yogya tour packages

and Bali tour packages. This travel agency actually has many customers and has visited many tourist attractions in Indonesia. However, when this pandemic has been taking place since January 2020, Anggrek Tour Travel has also been affected by the current situation. As a result, for a year this travel agent only had one trip. Anggrek Tour and Travel usually promotes its travel agency through Instagram social media. As a result, there are still many shortcomings in promoting their travel agency.

To know more about Anggrek Tour And Travel, the writer conducted a preliminary study to obtain more information from the owner. The writer inquired about prior advertising materials used to advertise Anggrek Tour And Travel. The owner said that they just had an Instagram to promote Anggrek Tour And Travel as a travel agent in Situbondo. Anggrek Tour And Travel's Instagram account has approximately 130 followers. The content on their Instagram was only in the documentation of activities and greetings to celebrate holidays and also there were no posts that promote their travel agency. Their Instagram account also has not reached many people because the numbers of followers are not so much and it cannot be said to be used as a promotional medium. Afterward, the Instagram account does not invite the people to use this travel agency. From that explanation, the owner wants to have a video as a promotional media of Anggrek Tour and Travel. They also said that by using a promotional video, every people were known detail information about Anggrek Tour and Travel. Promotional video can engage a lot of people because it conducts and presents a moving images and sound. Daryanto in Yuanta (2020) stated that a video is an electronic medium that can incorporate audio and visuals to create a pleasing impression. The owner hopes that promotion through video media, people will be more interested in this travel agent.

Based on the explanation above, Anggrek Tour and Travel is a travel agency that has been established for a long time, but does not yet have a proper promotional media. To attract the attention of viewers, a good promotional media is needed so that this travel agency can be more widely known by the public. The writer made a promotional video for Anggrek Tour and Travel by conducted the

final project to help Anggrek Tour and Travel in promoting this travel agent through the products that the writer made.

1.2 Objective

The objective of this final project was made a promotional video of Anggrek Tour and Travel that can be used to help this travel agency in promoting their travel agent. This promotional video was in English with Indonesian subtitles.

1.3 Significances

The writer hoped that this final project and the product can bring benefits to several parties, especially:

1.3.1 For the Writer

By conducting this final project, the writer can apply the skills and knowledge that have been learned at Politeknik Negeri Jember especially in English Study Program, such as Writing, Speaking and Translation.

1.3.2 For the Viewers

The product of this final project can help viewers to know the detail information about Anggrek Tour and Travel in Situbondo and gave them information about products of Anggrek Tour and Travel;

1.3.3 For the Owner of Anggrek Tour and Travel

The product of this final project can be used as a medium for promoting Anggrek tour and travel so that people know more about this travel agency because it contains detailed information about Anggrek Tour and Travel;

1.3.4 For the Students of English Study Program

This final project can be used as a reference for the students of English Study Program who want to do a similar final project, particularly in making a promotional video.