

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a wonderful country to explore. Indonesia has so many places to explore with a thousand of island, hundreds of culture, and also hundreds of ethnic. According to Astuti (2014), Indonesia has tourist attraction such as marine tourism, cultural tourism, and agro tourism those develop rapidly. Indonesia is a country that well known as a heaven of earth because Indonesia has a so many beautiful places to coddle of eyes. Indonesia has a lot of provinces, and each province had their own tourism places. For example in East Java.

One of cities that located in East Java is Situbondo. Situbondo is located in the north coast territory of Java island. Situbondo is well-known as the World of *Sholawat Nariyah*. The reasons Situbondo is known as the world of *Sholawat Nariyah* because *Sholawat Nariyah* as popular literature for the original people of Situbondo. The government of Situbondo is more existing the religious aspect in every event in Situbondo. Situbondo regency has a strong religius culture. Besides, Situbondo also has some of wonderful tourism object. The tourism object of Situbondo known as the east side of paradise. Each tourism object in Situbondo very potential to explore like a beach, mountain, and others. Tourism object in Situbondo is already explored with domestic or foreign tourists, like a Baluran National Park and Pasir Putih Beach. The majority of tourism object in Situbondo is a natural tourism object. Based on Nateya (2017), Situbondo regency has a quite well known natural tourism that is Pasir Putih Beach, because Pasir putih beach has a beautiful curved topography that overlooking to the sea with a beautiful forest as a background.

Situbondo also has some potential tourism objects. Situbondo regency recently has opened 3 potential tourism objects there are Kampung Kerapu, Kampung Blekok, and Plaza Rengganis. Based on the data of visitor those tourism objects that released from *Dinas Pariwisata KAB Situbondo* explained

that Kampung Kerapu already visited 113.303 domestic tourism and 20 foreign tourists per-2019, for Kampung Blekok that already visited 62.782 domestic tourists and 20 foreign tourists per-2019, and for Plaza Rengganis that already visited 4.788 domestic tourists per-2019. Kampung Kerapu and Kampung Blekok are located in Kendit sub-regency and Plaza Rengganis located in Sumbermalang sub-regency. Based on preliminary study, Kampung Kerapu is very potential to be developed as tourism object in Situbondo because in Kampung Kerapu the visitors can see the original life of the Situbondo's fisherman and the visitor also will entertain with a dancing waterfall at the night. Kampung Kerapu also offers a good spot for the visitor to see the beautiful sea and hills. Besides that there is Kampung Blekok which present a beautiful scenery with a crossing a long wood bridge and mangrove forest with habitats of the storks around of the wood bridge. Plaza Rengganis is a new destination object in Situbondo with natural and beautiful scenery. The visitor can enjoy the panorama of Plaza Rengganis and Plaza Rengganis also provide some beautiful photo spots.

Dinas Pariwisata Kab.Situbondo already has a promotional media such as instagram, YouTube Channel, and booklet. Those promotional media concern to some of tourism objects in Situbondo regency. From those media generally they use Bahasa Indonesia to inform to the tourists. Especially in instagram account of *Dinas Pariwisata Kab.Situbondo* mostly they concern to the events that will be held by *Dinas Pariwisata Kab. Situbondo* such as JSNC (Jatim Specta Night Carnival), Ojhung Festival, and others . For the youtube channel and booklet of *Dinas Pariwisata* explained about the tourism object and the local culture by using Bahasa. From that case the writer know that those tourism objects are still less exposed yet because there are no potential promotional media to inform the tourist who wants to visit those places especially for foreign tourist. Because of it, it is necessary to make a promotional media to attract the tourist. The writer will make a video as a promotional media for those tourism objects. The video will show the real condition in those tourism object. The project will be created bilingual in

order the domestic tourists can understand. The target from this project will help *Dinas Pariwisata Kab. Situbondo* to promote those tourism objects in order to persuade the tourist for coming to Situbondo Regency and explore the tourism object in Situbondo especially to Kampung Kerapu, Kampung Blekok, and Plaza Rengganis. The writer decide to make a promotional video because this kind of media more acceptable with the society and this is one of effective media to attract the tourists to come in Situbondo regency. According to James J. Spillane (1987) in Hayuardhani (2017), the promotional video is one of the effective media in promoting a product such as a company, product up to regional potential. The use of communication from audio and visual for delivering promotions will be more effective because the results will be includes all the things related to the object.

1.2 Objective

The objective of this final project is to make a promotional video of Kerapu Beach, Kampung Blekok, and Plaza Rengganis. The title will be “Making a Promotional Video of 3 Epic Places in the west side of Situbondo”.

1.3 Significances

1.3.1 For the writer

This final project is to fulfill the requirement of graduation of diploma 3 degree in Politeknik Negeri Jember. The writer can apply the skills such as writing, speaking, translation, and computer that have been learned in English Study Program and also the writer will get the tourism knowledge.

1.3.2 For *Dinas Pariwisata Situbondo*

This product can be use as a promotional media and help *Dinas Pariwisata Situbondo* to promote the tourism object in Situbondo.

1.3.3 For The Students of English Study Program

This final project can be use as a reference for the students of English Study Program who want to conduct a similar project.

1.3.4 For the Tourists

This product will help the domestic and foreign tourist to know and get detailed information about Kerapu Beach, Kampung Blekok, and Plaza Rengganis because it shows the real condition of those tourism objects.

