

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Tourism plays an important role in improving the economy, especially for Balinese. Where most of the Balinese people work in the tourism sector such as hotels, travel agents, tour guides, and restaurants. This tourism sector seems to be the main center of the Balinese economy. This is because the Bali area is rich in traditions, culture, and many destinations which has beautiful scenery and also good environment that can be attract domestic and foreign tourists to visit the island which is called Island of God.

However, in the current situation, the tourism sector in the province of Bali has experienced a very significant decline due to the COVID-19 pandemic. This pandemic has caused all access to the island of Bali to be temporarily closed and tourist destinations are also closed to avoid the spread of COVID-19, which cases had increased in 2020. Not only destinations but also there are several hotels in Bali that were forced to close and lay off their employees because of a lack of work. Many Balinese people who initially worked in the hotel sector chose to take other jobs to meet their needs because they could no longer depend on tourism in a pandemic situation, some of them chose to sell food, drinks, and other homemade products.

In 2022, tourism of Bali is starting to rise because the number of COVID-19 cases is decreasing and foreign tourists visiting Bali do not need to undergo quarantine after arriving in Bali (Wijaya 2022). To attract tourists back to visit the island of Bali, the promotion role of each destination on the island of Bali is very important. This promotion can be through an online promotion or social media which has a wide scope. Social media that can be used as promotional media are Instagram, Facebook, and YouTube. Because the information sent can be conveyed

quickly, this promotion can be made in the form of videos, pamphlets, and brochures that are packaged online.

In addition to social media, promotions can be done through the website. This website can be used to convey information about tourist attractions by making a description of a tourist spot equipped with photos, videos, and brochures. This website is also used by almost all hotels to deliver information, to make it easier for people to get information about facilities, events, and make online reservations. Not only hotels but several government agencies in the province of Bali also use websites to provide information on public services, one of which is the Bali Government Tourism Office.

Bali Government Tourism Office is one of the government offices which is responsible for the sustainability and development of tourism in Bali. The Bali Government Tourism Office website contains profiles and public services such as current information, public complaints or aspirations pages, cultural events, tourist village lists, tourism regulations, and surveys. In addition, during this pandemic, the Bali Government Tourism Office is taking steps to promote tourist attractions through this website. This promotion is in the form of videos from every tourist spot in Bali, the videos offer information to prospective guests about the places of interest in Bali (<https://disparda.baliprov.go.id/en/>).

Website is a kind of media promotion mostly used by people for promotion. Media promotion is a facility that uses to support promotion activity and to simplify the promotion process when promoting a product or service to the public (<https://pintek.id/blog/media-promosi-untuk-pemasaran-online/> accessed on March 23, 2022). In relation to media promotion, some researches were conducted. One of them is a tourism analysis in Tebo Regency and design web-based information system as promotional media (Ardhiyani & Mulyono, 2018). In that research, the writer aims to design a website as a tourism information system related to destinations in Tebo Regency and as a tourism promotional media. The research used data collection methods through literature study, interviews, observations,

analyzing software requirements, creating databases, and designing the web with an application and testing program as the final step in making a web-based information system. The other research namely web-based virtual tour applications as media promotion (Prasetya, 2011) explained that promotion and marketing is one of the problems in tourism development. Information and communication technology has the potential to overcome existing problems.

This study aims to describe the content of each promotional video of tourist attractions on Bali Government Tourism Office website because the promotional video does not contain an explanation but only an overview of tourist attractions and it is expected that this research may complete the result of the study on promotional media in Bali.

## **1.2 Statement of Problems**

1. What information is included in the promotional videos on the Bali Government Tourism Office website?
2. What is the structure of the content presentation in the promotional videos on the Bali Government Tourism Office?

## **1.3 Purpose of Study**

1. To describe the information included in the promotional videos on the Bali Government Tourism Office website.
2. To describe the structure of the content presentation on the promotional videos on the Bali Government Tourism Office website.