

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is a sector that constantly renews and develops over time. In addition, in Indonesia itself, there are many places with the potential to become tourist destinations and provide a livelihood for the local community. Eddyono (2021) states that tourism is one of the service industries that is growing rapidly and has many opportunities to continue developing. Thus, the development of the tourism sector is expected to become a real economic activity capable of reducing poverty problems in the economy. Positive effects resulting from the development of the tourism sector include lowering the unemployment rate and creating job opportunities for communities around the tourist destinations.

This study is based on the problems resulting from interviews with local residents as well as an employee who works at the beach. The result is about the lack of promotion of the tourism destinations, these are Pantai Glagah and Pantai Congot. Therefore, the researcher conducted further research on the tourist attractions, which are subsequently written and explained in the study below.

One of the cities frequently visited by both domestic and international tourists is Yogyakarta. The reason is that the city has unique characteristics, such as its enduring cultural heritage, beautiful natural attractions, and its status as an educational center. Mali (2021) says Yogyakarta is known as a city of struggle, a cultural hub, and an educational center. Yogyakarta has the natural and cultural tourism. This day, Yogyakarta remains a popular tourist destination both in domestically and internationally. According to Mali (2021), as a featured tourism destination of Indonesia, Daerah Istimewa Yogyakarta requires various efforts in the development of a world class tourism destination. There is stagnation in the development of tourism products for visits to Daerah Istimewa Yogyakarta, which are still concentrated only on three main axes, namely Borobudur, Prambanan, and the Kraton of the Sultanate, and Malioboro in Yogyakarta. Based on the study

above, the tourist only knows the attractions in Yogyakarta, such as *Tugu Jogja*, *Malioboro*, and *Prambanan*.

According to Fatimah and Rahayu (2023), the five regencies or cities in Daerah Istimewa Yogyakarta, Kulon Progo Regency had the slowest economic growth between 2013 and 2015. This resulted from the Kulon Progo economy being entirely dependent on agriculture. As a result, the local government kept working to enhance Daerah Istimewa Yogyakarta's infrastructure development. At the same time, Kulon Progo was chosen by the central government to be the location of an international airport. It is anticipated that the building of this airport will create economic opportunities, lessen rates of unemployment and poverty, raise local revenue, and strengthen the tourism industry. Because of that statement, Kulon Progo Regency is not very well known among domestic and international tourists due to a lack of tourism promotion and a lack of branding highlighting its natural resources and tourist attractions. Nabella et al. (2022) said that although the tourist attractions have been well managed, Pantai Glagah tour operators underpromote them in their tour packages. As a result, there is a need to strengthen the administration of tourist attractions from a sustainable professional standpoint. The Government of Kulon Progo does not exist for them, because they never have promotion and branding for the tourist attractions, especially in tourism.

According to Nabella et al. (2022), the results of the study concluded that the potential of Pantai Glagah is not only natural resources, but also social, economic, and cultural potential. Supporting factors in the development of tourism potential at Pantai Glagah consist of culinary tourism and cultural tourism. The inhibiting factors in the development of tourism potential at Pantai Glagah are the lack of public awareness, the creation of slum beaches due to unmaintained amenities, and the provision of inadequate facilities. Based on the results of the study, there is a lack of support from the surrounding community to assist in developing good facilities and provide information related to these tourist attractions to local and foreign tourists.

Based on these issues, the researcher decided to create a product that could serve as a medium for promotion, branding, and providing information in an

engaging and easily accessible way for everyone. According to Li and Sun (2025), viewers can empathize with fictional or non-fictional characters in interactive videos. Perceived interaction can increase viewer's empathy for story characters, even in interactive tales, according to a number of studies. As a result, the researcher came to the conclusion that the benefits of interactive films include the ability to elicit sympathy, empathy, and energy from the video material, as well as the fact that they are simpler to comprehend due to their use of clear and expressive language. The researcher decided to develop a product that makes use of interactive films because of their benefits. For this reason, one way to introduce and promote tourist destinations so everyone can see them is to create interactive videos that can attract viewers to visit Pantai Glagah and Pantai Congot. An interactive video is an audiovisual medium that invites viewers to engage with the content within the video.

This product was created as an Interactive Video to promote, provide information and branding the hidden gems behind Yogyakarta International Airport, namely Pantai Glagah and Pantai Congot to domestic and international tourists. Besides that, the product helps tourists by recommending tourism destinations in Yogyakarta besides *Tugu Yogyakarta, Malioboro, and Prambanan Temple*. Tidar, Muryani, and Ahmad (2022) state that Kulonprogo Regency is a regency located on the western side of the Special Region of Yogyakarta. The northwest part of Kulonprogo Regency is a mountainous area of the Menoreh Hills, while its southern part consists of gentle lowlands extending to the coast and bordering the Indian Ocean. This geographical area, surrounded by mountains and the coast, gives Kulonprogo Regency a natural environment that is lush and beautiful. Creating interactive videos to promote tourism is an effective way to showcase the beauty of tourist destinations and provide travel itineraries. The video is uploaded to a YouTube channel so everyone can watch it, and it can help provide information and recommendations on other tourist destinations, especially those near the airport. The video contains subtitles and voice-over to provide the information.

1.2 Research Questions

Based on the discussion above, the following is the formulation of the problem, which serves as a guideline in this research:

1. How to make an interactive video for a tourism destination around Yogyakarta International Airport for a short trip?
2. How is the respondent's feedback about the interactive video for tourism destinations around Yogyakarta International Airport for a short trip?

1.3 Research Objectives

Below are the research objectives that align with the research questions above:

1. To make an interactive video for tourism destinations around Yogyakarta International Airport for a short trip
2. To obtain and analyze the respondent's feedback about the interactive video for tourism destinations around Yogyakarta International Airport for a short trip

1.4 Research Benefits

The following are the purposes of the research objectives of this research, namely:

1. For Travelers
They can get recommendations and information about tourism destinations around Yogyakarta International Airport, Kulon Progo, quickly and in a way that is easily understandable for domestic and international tourists.
2. For Academic
This research can serve as a reference in the literature review for research and development of a product. In addition, it can be used as a guide in the creation of products, particularly videos that function as promotional media, branding, and providing information related to tourism destinations around Yogyakarta International Airport.

1.5 Output of The Research

This product is an interactive video with a duration of 10 minutes 28 seconds. The video is presented in straightforward and engaging language so that viewers can enjoy its content. The title is “A Hidden Paradise Around Yogyakarta International Airport”. The video highlights the beauty of two beaches, there are Pantai Glagah and Pantai Congot. The purpose of this video is to be an audiovisual medium for introducing, providing information, and promoting Pantai Glagah and Pantai Congot to domestic and international tourists. The video uses Indonesian Voice-over and English subtitles. The video uses an interactive language to make the video enjoyable, interesting, and easy to understand for all ages. Therefore, the video was uploaded to the Youtube channel of *Bahasa Asing Terapan SV UNDIP*.