

CHAPTER I

INTRODUCTION

1.1 Background

Tourism refers to travel undertaken by individuals or groups to a destination for recreation, personal development, or to enjoy tourist attractions. Tourism is also a vital sector that plays a role in boosting the local economy and promoting local tourist destinations with the potential to attract both domestic and international travellers. Daerah Istimewa Yogyakarta (Special Region of Yogyakarta) is a premier tourist destination boasting diverse potential, including natural, cultural, and culinary attractions (Siregar, 2024).

As one of the main gateways to Yogyakarta via air travel, Yogyakarta International Airport serves as a gateway for both domestic and international tourists. The existence of this airport presents a significant opportunity for providing effective information to newly arrived visitors, as it functions not only as an air transportation hub but also as a strategic starting point for tourist journeys, particularly for accessing the Kulonprogo region, which boasts diverse natural tourism potential (Simaryani & Muhammad, 2024).

In the tourism industry, the concept of a short trip refers to a tourist trip with a limited duration, typically just one day or a few hours. Travelers on this type of trip definitely need practical, concise, easy-to-understand, and easily accessible information to make the most of their time. In this context, the information needed is not just about tourist destinations, but also about destinations that include culinary recommendations to enhance the appeal of the short trip experience, with the primary focus remaining on tourist destinations located near Yogyakarta International Airport (Hendrawan, Indraswari, Antara & Widihasani, 2022).

Means of transportation also have many unforeseen events that can hinder their departure. Causes can include weather, technical, operational, or external factors (Sumantri, Abimanto & Putra, 2022). These unexpected things can cause departure delays, flight schedule changes, aircraft changes, flight cancellations, or flight diversions (Perwira, 2025). However, the obstacle that often occurs is the

delay in departure. Departure delays usually occur by at least 3 hours and often make passengers bored if they wait at the airport. Passengers can fill their bored time by visiting tourist attractions around the airport, one of which is Pantai Glagah and Pantai Congot, which are only about 15 minutes away from the airport. The beach can be reached using public transportation such as Gojek/etc.

Many tourists from abroad who get off at Yogyakarta International Airport choose the main and famous attractions such as Tugu Jogja, Malioboro, or Prambanan Temple. Even though there are several hidden-gem tourist attractions around the airport area that provide no less beautiful experiences, such as Pantai Glagah and Pantai Congot. The purpose is to introduce tourists to hidden-gem tours that are near the airport, around 7-8 km away. In addition, the advantage of this video is that it explains and shows the route from the airport to the tourist attractions of Pantai Glagah and Pantai Congot. Therefore, it is expected to help tourists easily find these places. This video also uses Indonesian voice-over with English subtitles that local tourists can understand (Yudisthira and Riananditasari, 2023).

This interactive video also has the potential to be an effective information medium for tourists who have a short travel time around Yogyakarta International Airport, because it can present practical and easily accessible destination information through a combination of moving images, audio, and narration that can increase tourists' interest in tourist destinations around Yogyakarta International Airport. In addition, the development of multimedia technology also presents the concept of interactive video, which allows for more communicative information. Interactive video is not only a medium for promotion, but also a medium that can provide a more engaging viewing experience for the audience (Apriyani, Rohadi, Amala, & Savira, 2024).

Based on the description above, this study aims to design an interactive video for introducing tourism around Yogyakarta International Airport, especially at Pantai Glagah and Pantai Congot. It is expected that this interactive media can help introduce tourism around Yogyakarta International Airport to tourists with a short travel time.

1.2 Research Questions

To provide a clear direction in the implementation of research, several research questions were formulated as follows:

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

1.3 Research Objectives

Based on the formulation of the problem that has been presented, the objectives of this research are as follows:

1. To develop an interactive video for tourism destination around Yogyakarta International Airport.
2. To obtain the respondent's feedback about the interactive video for tourism destination around Yogyakarta International Airport.

1.4 Benefits of the Research

The results of this research are expected to provide benefits for several parties, particularly tourists and the Applied Foreign Language Study Program.

1. For tourists

The results of this research are expected to benefit tourists by offering practical, timely information about tourist destinations near Yogyakarta International Airport. Furthermore, this interactive video is expected to simplify short-trip travel planning through concise and targeted information, while also introducing alternative tourist destinations, such as Pantai Glagah and Pantai Congot, as attractions that are closer to the airport than other popular destinations such as Malioboro, Tugu Yogyakarta, and Prambanan Temple.

2. For the academic Applied Foreign Language

The results of this research are expected to serve as a reference for future studies related to the development of interactive video as a tourism promotion medium. In addition, this research is expected to contribute to

the Applied Foreign Language Study Program by providing insights into the application of multimedia and foreign language communication in promoting tourism destinations.

1.5 Output of the Research

The interactive product video titled "A Hidden Paradise Around Yogyakarta International Airport," with a duration of 10 minutes and 28 seconds, has been published on the YouTube channel *Bahasa Asing Terapan SV Undip*. This interactive video was made to introduce and promote tourist destinations around Yogyakarta International Airport, with the target user being tourists who have just arrived at the airport and are travelling with limited time.