

**THE IMPACT OF INDONESIAN FILM TOWARDS PROMOTING
RANU KUMBOLO LAKE IN EAST JAVA, INDONESIA
CASE STUDY: '5 CM MOVIE'**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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A phenomenon called film-induced tourism which lately been increasing the amount of visitor towards a destination that appear through a movie. Watching movie is an intangible visual experience, but it could be change into an actual experience by visiting the film locations. It will give tourist an involvement and recreate their own feeling by experiencing themselves into a destination. In this research, evaluate the correlation of film-induced tourism towards the effectiveness of promotional destination tool. By using a novel-based movie from Indonesia, '5 Cm' movie and Ranu Kumbolo Lake, which is located in Mount Semeru in East Java, Indonesia; as the location which will be promoted as the result of watching '5 Cm' movie. The research methods will be using quantitative data and also questionnaires as research techniques. This research shows a strong relationship between film-induced tourism and the effectiveness of promotional destination tool, which shown by Structural Equation Modeling (SEM).

Keywords: Film-induced Tourism, Promotion Tool, Destination Image



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DEDICATION

I dedicate this works firstly for Jesus Christ for His enormous love and blessing.
Also for my beloved parents, Benny and Lanny whose keep supporting me with
everything they had, endlessly.



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