

CHAPTER I

INTRODUCTION

1.1. Background

Tourism is one of the important things for a country to introduce the existing culture and become the attraction of a country. It can also help the economic growth in a country, tourism has a great impact on a country in attracting society's attention to visit one of the existing tourist objects. In Indonesia, tourism is one of the sectors that has become an attraction and is one of the economic growths for parties related to tourism. Based on "Legislation No. 10 of 2009 that tourism is everything which related to travel, including the concession objects and attractions and businesses that have relation with the operations of tourism. So, tourism includes all activities related to the tour." business and tourist attractions such as tourism areas, recreation areas, heritage areas, museums, religious areas, mountain, beach, lake, sea, forest. business in tourism such as culinary, transport tourist, travel agent, hotels.

There are various kinds of tourist objects, according to Ismayanti (2010), based on the type of tourism object, tourism can be divided into several types: marine tourism, ethnic tourism, ecotourism, hunting tourism, sports tourism, culinary tourism, religious tourism, agro tourism, cave tourism, shopping tourism, ecology tourism, cultural tourism. Religious tourism is a tourism that is quite attractive to tourists because it keeps stories and historical relics. Religious tourism is a trip or visit made by both individuals and groups to places and institutions that are considered important in spreading Islamic preaching and education (Shihab, 2007: 549).

In Indonesia, especially in Palembang, there are some religious tourism destinations that can be visited such as, Masjid Cheng Ho, Masjid Al-Mahmudiyah (SURO) , Bukit Siguntang, Pulau Kemarau and etc. Those destinations have their

own uniqueness. Masjid Agung which is a historical heritage and also one of the icons of the city of Palembang which is the largest mosque in the city of Palembang it is a religious tourism destination that can be visited and can be used as a tourist attraction to make tourists visit. Where, Masjid Cheng Ho is a sign of a relationship between the Tionghoa descendants and Palembang Society. While , Bukit Siguntang is a cultural tourism and religious tourism destination that offers various collections of ancient artifacts. Bukit Siguntang which is located at an altitude of 29-30 meters above sea level, is known as the highest area in the city of Palembang. Masjid Al-Mahmudiyah (SURO) is one of the mosques that is included in the cultural heritage because of the historical values contained in it,

In this report, the writer would like to explore Masjid Al-Mahmudiyah (SURO) as one of the religious tourism objects where in this place is has several islamic history in Masjid Al-Mahmudiyah. There are some reason why the object, It has the potential to become a religious tourism attraction in Palembang, It is also one of the oldest mosques in the city of Palembang, than it has the historical story where one of its history is when this mosque during colonial rule had a prohibition to spread Islam at that time. It makes this place has high potential in the religious tourism sector in Palembang.

Some of people in Palembang do not know about this attraction as Al-Mahmudiyah has the potential to attract the attention of tourists to come and visit the place (The result of the interview)

There are several ways to promote this tourist spot to be being known : using media such as newspapers, magazines, booklets and videos. In this final report, video is chosen as a promotional media. Video is a series of motion pictures accompanied by sound that form a unity that is strung into a plot, with messages in it for the achievement of learning objectives which are stored by the storage process on tape or disk media (Arsyad, 2004: 36 in Rusman et al 2011: 218).

In the selection of the promotional media used is video media where this video attracts more attention because it shows the state of tourism without being stiff, seems flexible and videos can be distributed very easily in this era through

social media distribution. so that not only Indonesians can see Palembang city attractions.

Based on the description, the writer would like to Promote the religious tourism attraction in Palembang to increase tourist visit the place. The title that is chosen for this final report is “Designing a video script of Masjid Al-Mahmudiyah (SURO) as a religious tourism in Palembang”.

1.2. Problem Formulation

Based on the background above, the problem formulation of this final report is “How to design a video script of Masjid Al-Mahmudiyah (SURO) to promote religious tourism in Palembang”.

1.3. Problem Limitation

The final report will be limited by designing a video script of Masjid Al-Mahmudiyah (SURO) to promote the islamic religious tourism in Palembang in Video Promotion Version

1.4. Purpose

The Purpose of this final report is to know the step of designing a video script of Masjid Al-Mahmudiyah (SURO) to promote the religious tourism in Palembang

1.5. Benefits

Benefits of this final report are:

1. For Writers. It is as educational knowledge that can be used by the writer to know more about Masjid Al-Mahmudiyah (SURO) as the religious tourism in Palembang.
2. For the reader. it gives some information about Masjid Al-Mahmudiyah (SURO) as the religious tourism in Palembang
3. For State Polytechnic of Sriwijaya. It is archived as the educational files of the religious tourism about designing a video Script of Masjid Al-Mahmudiyah (SURO) the religious tourism in Palembang
4. For Dinas Pariwisata kota Palembang. this final report can be a promotional religious tourism to promote the religious tourism in Palembang.