CHAPTER I

INTRODUCTION

This chapter presents the background, the problem formulation, the purpose, and the benefit of this study.

1.1   Background

Palembang is not only famous for its sport tourism destination but also many kinds of tourism destination in Palembang such as: religious tourism destination, nature tourism destination, culinary tourism destination, and historical tourism destination that could be found in Palembang. By having those kinds of tourism destination, it makes many tourists come to Palembang. The tourists are not only domestic tourists but also foreign tourists. The number of tourists who visit Palembang increases every year. It has proved by survey (Poerwanto, 2018)

> *Jumlah kunjungan wisatawan ke Palembang sangat melonjak, ini mencapai hingga 303,63 persen, capaian ini signifikan karena pada tahun 2009 ada 675.689 wisatawan yang datang ke Palembang dan pada tahun 2017 kedatangan wisatawan meningkat,ini sekitar 2.001.417 wisatawan. Itu karena tidak luput dari upaya Dinas Pariwisata dan dibantu oleh pihak-pihak lainnya.*

It means that the number of tourists who come to Palembang had increased. In 2009 there are 675.689 tourists who come to Palembang and in 2017 there were 2.001.417 tourists. The increasing number of tourists is the result of the effort from *Dinas Pariwisata.* However, In 2020, The number of Indonesian tourists, including Palembang city, has decreased due to Covid-19.

In March 2020, there was a sharp spike of Covid-19 in Indonesia which led the government to act quickly to restrict the movement of people in public places. Large-Scale Social Restrictions (PSBB) are in place so that the spread of Covid-19does not get higher. In addition to the restrictions imposed by the Indonesian government, the public has also been afraid of the Covid-19virus that is being dubbed as adeadly virus. As a result, many public places become deserted,

such as shops, offices, places of worship, schools, and entertainment venues. This affects the economic, social, cultural and tourism sectors.

The emergence of Covid-19 greatly affects Palembang in the economic and tourism sectors. The two sectors are related to each other because Palembang's main revenue is in the tourism sector. Since Covid-19 spread in Indonesia, the number of tourists has decreased both international and domestic tourists. In May 2020, palembang tourists dropped dramatically to 88.99 percent month to *month* (mtm), the deepest decrease recorded in Indonesian tourists at 92.45 percent (Sugiari, 2020). This condition cannot be allowed because not only will it harm the government and the province, but palembang people in general will also be affected by the lack of tourists. Many of Palembang's people will lose their source of income, and will lead to higher poverty rates. This will cause a chain effect that will harm the region, even the country.

To re-promote Palembang tourism to the public, *virtual tour* can be used to introduce, remind, and also attract prospective tourists both who have been to Palembang, as well as prospective new tourists. *Virtual tour* offers a real sensation for its users so that it will make prospective tourists feel and judge for themselves how and what is offered by a tourist attraction in Palembang without the need to rely on other parties to review the tourist attractions. People during this pandemic are more engaged at home, of course many also interact and rely on digital technology. Seeing this phenomenon in Indonesian society, accompanied by the public in general who have moved towards the era of society 5.0, where not only in the field of industry is related to digital technology, but in the social field of society has also maximized the use of digital technology in daily life.

Visiting Palembang is not complete without visiting *Benteng Kuto Besak* Palembang. There are many things that could be as destination tourism from Palembang. *Benteng Kuto Besak Palembang* is located *Jl. Sultan Mahmud Badarudin, 19 Ilir, Kec. Bukit Kecil, Kota Palembang, Sumatera Selatan 30113*. Benteng Kuto Besak is one of the biggest tourist icons in Palembang. The uniqueness of this place is that it is on the edge of the river and very close to the Ampera bridge so that tourists can relax on the banks of the Musi river while

enjoying the beautiful night shaded by the glittering city and the sound of the water and looking at the beautiful Ampera bridge decorated with lights that make the bridge more lively. Not only a place to hang out, this area is also often used for culinary bazaar activities to musical performances. Therefore, many tourists are very interested in visiting *Benteng Kuto Besak*, the biggest tourist icon in Palembang

      Benteng Kuto Besak has been promoting its product through newspaper, social media and website. Most of the information that is provided by *Benteng Kuto Besak* is in the form of text and pictures. Only a few of videos that promote and describe *Benteng Kuto Besak*. Unfortunately, all of the videos were made only in Indonesian language. It means that the videos are directed to the local tourist, not to the international tourists. Video is more interesting and easier to be understood by people than other media. In addition, Eros (2016) stated that

> *Jika sebelumnya para pemasar mengandalkan televisi untuk menjual produknya, sekarang media internet telah mengambil alih tahta saluran iklan. Terutama melalui video. Media yang satu ini memang secara ilmiah lebih mudah diproses otak manusia 60 ribu kali lebih cepat dari teks. Menurut agensi EyeWideDigital, memasang video di situs anda meningkatkan* conversion rate *hingga 80%*

It means that information transmitted through video is processed by people sixty thousand faster more than text. According to EyeWideDigital agent, by putting the video into the site, it will increase the conversion rate until 80 percent. It is proved that video is a media that can be accepted by the people easily because video is an attractive media that consists of the combination of pictures, sound, and various effects.

      When producing a video, script is the important element to convey the message from the video. The information of *Benteng Kuto Besak* will be delivered through the script of the video. It is necessary to put the English script into the video in order to make the video is not only watched by domestic tourists but also foreign tourists. The script will consist of the information of the location, kinds of attractions *Benteng Kuto Besak.*

Based on the explanation above, the writer would like to introduce *Benteng Kuto Besak* not only to the domestic tourists but also foreign tourists through video. The writer would like to write the final report entitled **"Making Virtual Tour Video Script Of Benteng Kuto Besak Palembang"**.

1.2. Problem Formulation

Based on the background, the problem formulation of this final report is How to make **Virtual Tour Video Script Of Benteng Kuto Besak Palembang.**

1.3. Problem Limitation

Based on the background and problem formulation described, the writer will focus on How to make **Virtual Tour Video Script Of Benteng Kuto Besak Palembang.**

1.4. Research Purpose

Based on the problems mentioned above, the purpose of this research is to apply the steps of virtual tour video script of *Benteng Kuto Besak.* The focus is on applying steps of writing script by Friedmann, 2006 in his book entitled "writing for visual media"

1.5 Research Benefit

The benefits of this final report are intended:

For writers

The results of this study are expected to apply the knowledge obtained from during the lectures undertaken by the author so as to add knowledge and scientific insight for all people who read it, especially students of Sriwijaya Palembang State Polytechnic majoring in English

For readers

The results of this study can be a contribution of advice for interested parties, this research is also expected to provide knowledge and contribution in advancing education in Indonesia, especially for students of Sriwijaya State Polytechnic Palembang.

For agencies

This research is expected as input material for related agencies in improving the quality of systems and services according to customer needs.