

## CHAPTER I

### INTRODUCTION

In this chapter, the writer discusses the background of research, problem formulation and its limitation, purpose and benefits in conducting this research.

#### **1.1. Background**

Palembang as one of the cities in Indonesia is famous for its tourism. It is evidenced by the existence of interesting tourism objects, such as Ampera Bridge, Benteng Kuto Besak, Kemaro Island, and others. Tourism is one of the sectors that can develop the country, especially in the social and economic fields. There are many kinds of tourism destinations in Palembang such as: religious tourism destination, nature tourism destination, culinary tourism destination, and historical tourism destination. By having those kinds of tourism destinations, it makes many tourists come to Palembang. The tourists are not only domestic tourists, but also foreign tourists.

Besides going to great destinations, visiting Palembang is not complete without buying souvenirs for family, friends or the loved ones. There are many things that could be souvenirs from Palembang such as *songket* and *jumputan* as traditional clothes from Palembang. There are miniatures of Ampera Bridge, Palembang key ring, Palembang T-shirt, Palembang sticker and many more. Palembang typical foods that usually become souvenirs are *pempek* and *kemplang*. Palembang has a lot of souvenir stores for tourists to buy the souvenirs. Some of these souvenir stores are closed due to Covid 19, but there are also souvenir stores that are still operating. One of them is *Rumah Oncak*.

*Rumah Oncak* is one of the souvenir stores in Palembang and still operating during Covid 19 pandemic. *Rumah Oncak* is located at Jl. Enim Raya No. 713, RT. 009 RW.04, Sialang, Sako, Palembang. The distance between *Rumah Oncak* and the city

center is around 8.8 kilometers. *Rumah Oncak* is the new souvenir store in Palembang, there are many people who do not know about this store.

*Rumah Oncak* has been promoting its products through newspapers, social media, and other media. Tjiptono (2014) as cited in Noer (2014) stated that promotion is the marketing activities publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows, ordinary routine. Meanwhile, Alma (2016) as cited in Nugroho (2016) defines promotion as a kind of communication that gives explanation and convince potential consumers about the goods and services in order to gain attention, educate, remind and convince potential customers.

Promotion media can be outdoor promotional media, printed media, and electronic media. Outdoor promotional media is promotional media placed outside the room, like on the road. Examples of outdoor promotional media are billboards, banners, etc. Printed media is static media and prioritizing visual messages generated from the printing process; basic materials and facilities for delivering messages using paper. The example of printed media is newspaper, magazine, leaflet, and booklet. Electronic media is advertising media whose work processes are based on electronic and electromagnetic principles. The example of electronic media is television, radio, or video. In this report, the writer chose the promotion media by making a video. But, the main point is the writer wrote the video script to promote *Rumah Oncak*.

Promoting by using video is more interesting and eye-catching than photograph or text because it combines images, sounds, and also effects. Besides being more attractive, using video as promotion media is very flexible. A video can be a good way to promote Palembang's souvenirs. Mc Farland (2014) says that video is a powerful tool for promotion because video is being watched online more and more every year. It includes an 80% increase in online video consumption over the past six years, 55% of the majority of video news viewers among in term users and 2 billion video views per week are shown on Youtube. It means that video can be a powerful media for promotion and can be used effectively. Video has many benefits, for example a video can record all of the information and people can play it every time and anywhere they

wish. Video can be posted and played in social media such as YouTube, Instagram, and Facebook. Using a video as a medium of promotion to make people from various countries can access it. It could be one of the best ways to promote *Rumah Oncak*. It makes the people know about *Rumah Oncak* in Palembang.

Nowadays, the number of visits from *Rumah Oncak* is very low. This was stated by the owner of the souvenir store. They closed their stand in one of the Palembang malls and opened the stand in their own house. The decrease in the number of visits was also caused by the large number of tourists who did not know about this store and also the Covid 19, where the tourists had not traveled for a long time, let alone to buy souvenirs. With the promotion and also providing information about *Rumah Oncak* which will be carried out by the author in the form of a video, the author hopes that the number of visits from the *Rumah Oncak* will increase. The author uses video as promotion medium because at this time many people prefer watching videos to reading.

When producing a video, script is the important element to convey the message from the video. The information of *Rumah Oncak* 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 not only watched by domestic tourists but also foreign tourists. The script will consist of the information of the location and kinds of souvenirs that are sold by *Rumah Oncak*.

Based on the explanation above, the writer is interested in using video with the explanation and narration to promote, introduce, and give the information of *Rumah Oncak* as a souvenir place and not only to the domestic tourists but also foreign tourists through video. The writer would like to write the final report entitled **“Writing Video Script of Rumah Oncak as The Souvenir Store in Palembang”**

## **1.2. Problem Formulation**

Based on the background information above, the problem formulation of this report is “How to write a video script of *Rumah Oncak* as the souvenir store in Palembang”.

### **1.3. Problem Limitation**

Based on the background and problem formulation described, the writer focused on how to write the copywriting of *Rumah Oncak* as the souvenir store in Palembang.

### **1.4. Research Purpose**

Based on the problems mentioned above, the purpose of this research is to find out how to write a video script of *Rumah Oncak* as the souvenir store in Palembang.

### **1.5. Benefits**

The benefits of this final report are:

1. For the students

To increase the knowledge about script writing and to increase the knowledge of writing good scripts for promotional video.

2. For State Polytechnic of Sriwijaya

To support the cooperation between State Polytechnic of Sriwijaya and industry in Palembang and South Sumatra in general.

3. For *Rumah Oncak*

To popularize *rumah oncak* to the world and to increase the selling of the products in *Rumah Oncak*.