

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the writer would like to describe about the background, the problem formulation, the purpose, and the benefits of this report.

#### **1.1 Background**

Tourism is the activity of humans traveling within their own country or to other countries to visit certain interesting places with the aim of relaxing or other purposes. According to Nasrullah et al. (2020) tourism is a journey taken by a person from an area of origin to the tourist destination to enjoy recreational activities to fulfill the various desires. When people do travel, they will visit some tourist destination.

Indonesia is one of the countries famous for its many tourist destinations. A recent global study published found that tourist in others country targeting Indonesia as their first destination (THE JAKARTA GLOBE, 2020). They choose Indonesia as a destination because this place has a charm and uniqueness that will not be found anywhere in the world. Indonesia has many places that often visit by the tourist. Those places offer a variety of tourism starting from nature tourism, historical tourism, cultural tourism, special interest tourism, culinary tourism, and others. Indonesia has a variety of tourism with its attraction and uniqueness. This factor makes Indonesia become a country that rich in tourism object.

Laksana (2020) says that a tourism object is an important component in the tourism industry and one of the reasons for visitors to travel. Tourism objects can be divided into two kinds such as natural tourism objects and man-made tourism object (Suwantoro, 2004). Natural tourism object is tourism object that have natural tourist attractions such as river, sea, mountain, beach, and lake. Meanwhile, man-made tourism object is tourism object attraction that is deliberately made to attract visitors to come to the area such as the park, garden, statues, and museum. Palembang, as a Capital City in South Sumatera also have

various man-made tourism. The new man-made tourism in Palembang is *Kolam Susu*.

*Kolam Susu* is located in Lebong Gajah, Padat Karya Palembang. This destination is the new destination in Palembang. *Kolam Susu* is a recreation area where there is restaurant and interesting photo spots. Start from hut on the fish pond, tower jodoh, boat, love garden chair and in every corner of Kolam Susu given aesthetic wood accents. This place present a natural atmosphere with the beautiful view especially at night because there are decorative lights. In this destination there are various kind activities that we can do start from taking a picture or photo, relaxing with your family, watching live music, and also enjoying the culinary delights.

However, this place is not yet famous because it is a new tourism destination. The writer interviewed with some people and the result most of them do not know about this destination. Although the distance from the Capital to the Kolam Susu is also not too far, it only takes 20 minutes of travel and the distance is only about 10 km.

Therefore, Kolam Susu needs more promotion as a new tourism destination in Palembang. According to Yahya (2015) there are three kinds most demanding promotions, namely; video, photograph, and text or writing. Writing a script about this destination and pour it into video can be a good way to introduce this destination. In this final report the writer use the video script media as a media for promoting Kolam Susu as a new tourism destination in Palembang. Promotion by using videos is more interesting because it combine images, sounds and also text. In addition using the videos as promotion media is also very flexible. They can be viewed offline (without an Internet connection) and can also be uploaded to online sites like YouTube, Instagram can be watched by more people and reach out to wider area. So, it can be an effective way to increase the number of tourist to visit this new tourism destination.

Based on the explanation above, the writer interested to write this final report entitled **“Writing Video Script of Kolam Susu as a New Tourism Destination in Palembang”**.

### **1.2 Problem Formulation**

The problem formulation of this final report is “How to write a video script of Kolam Susu as a new tourism destination in Palembang?”

### **1.3 Research Purpose**

The research purpose of this research is to know how to write a video script of Kolam Susu as a new tourism destination in Palembang.

### **1.4 Research Benefits**

This final report provides benefits both of the writer and readers. This report can be used to increase the insight and knowledge about how to write a video script of Kolam Susu as a new tourism destination in Palembang. In addition, this final report can be used to promoting and give information about Kolam Susu as a new tourism destination in Palembang.