

CHAPTER I

INTRODUCTION

1.1. Background

Tourism destinations are multidimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by many attributes attached to the destination (Ritchie and Geoffrey, 1993 cited Sudiarta, 2014). The purpose of tourist to come to tourism destination are to refresh themselves, increase knowledge and make themselves comfortable while avoiding the business of the day.

Palembang is one of cities that has many tourism destinations. There are historical tourism destinations, cultural tourism destinations, nature tourism destinations, religion tourism destinations and many others. Meanwhile, the promotion is the important aspect to make that tourism destination know by many people. The Government of Palembang has focused to develop tourism destinations in this city. In Palembang there are so many tourism destinations that can be visited and has elements of culture. Those are Rumah Ong Boentjit, Kampung Al-Munawar, Kampung Kapitan and so many others.

Rumah Ong Boentjit is a house that has shaped like a Palembang Tradisional House, but has typical Chinese ornaments and interiors. Rumah Ong Boentjit is estimated to have lifespan of more than 300 years. Even it is very old, this house is still decent and occupied by the eight offspring of Baba Ong Boentjit (palembang.tribunnews.com). This house is located in Seberang Ulu 1 District.

Nowdays, there are so many people in Palembang do not know well about Rumah Ong Boentjit. Although there have been many media promotion for this destination. There are instagram, YouTube and facebook. The writer thinks that promotion is less effective based on the writer's experience when coming to this destination. Therefore, Rumah Ong Boentjit needs other promotion media including printed media, electronic media and outdoor advertising media.

There are three tourism promotion that demand, there are video, picture or photo and text or script (Yahya, 2015). Promotion using video is considered more attractive than others. If we use video as a promotional media, it is very flexible. We can upload this video to YouTube, Instagram, Facebook and others and also they can be viewed offline (without internet connection). This makes this video can be watched by more people and reach a wider area.

Based on the explanation above, the writer is interested in designing a video promotional and script. Therefore, the writer would like to choose the title “Designing video script of Rumah Ong Boentjit as Tourism Destination in Palembang”.

1.2. Problem Formulation

The problem of this research is “how to design video script of Rumah Ong Boentjit as Tourism Destination in Palembang ?”

1.3. Problem Limitation

Based on the problem formulation above, the writer focus to the content of video and the script to introduce Rumah Ong Boentjit as Tourism Destination in Palembang.

1.4. Purpose

The purpose of this Report is to find out the way how to design video and script to promote Rumah Ong Boentjit as Tourism Destination in Palembang.

1.5. Benefits

1.5.1. The writer

From this report the writer know more information Rumah Ong Boentjit and learn how to take a shoot and editing video

1.5.2. Academic

From this report the writer hope this report can become reading list and references for further research.

1.5.3. Stakeholder

From this report the writer hope this report can be impetus for stakeholder to making promotions for Rumah Ong Boentjit.

1.5.4. Tourist and Public

From this report the writer hope this report can make tourists and public to know more about tourism destination Rumah Ong Boentjit.