

# CHAPTER I

## INTRODUCTION

This chapter presents the background of study, the problem formulation and limitation, the purpose and the benefits.

### 1.1 Background

Tourism destination is a geographical region that has requirements to attract the visitors to come. Undang-Undang Pariwisata No. 10 tahun 2009 about Tourism states that “*Destinasi pariwisata atau destinasi wisata adalah kawasan geografis yang terletak dalam satu atau lebih wilayah administratif yang di dalamnya terdapat daya tarik pariwisata, fasilitas umum, aksesibilitas, dan masyarakat yang saling terkait dan melengkapi terwujudnya kepariwisataan*”. A tourism destination or tourist destination is a geographical area located within an administrative area that has tourism attractions, facilities, accessibility, and communities that support and complement tourism. Tourist attraction is used to attract tourists to visit a destination such as an object and something that tourists can do. Then, public facilities are additional things that tourists need, including toilets, prayer rooms, parking area, and so on. Furthermore, accessibility relates to the ease of accessing a destination including transportation, routes, etc. Communities are participants or people who carry out tourism activities.

Meanwhile, a tourism attraction is a thing or object that can be seen, touched or felt in a tourism destination to attract tourists to visit. Tourism attraction can be the main reason for tourists to visit a tourism destination. There are three kinds of tourism attractions. First, tourism attraction of nature is a tourism destination that is formed due to natural phenomena without human intervention such as waterfalls, hills and so on. Then, cultural attraction is a tourism attraction in the form of customs, history and art of an area such as museums, temples, art galleries, etc. Furthermore, there is the tourism attraction artificial (*man-made attraction*), it is defined as a place or object created by humans to attract tourists to visit such as park, *man-made* lake, waterpark and so on.

Over time, tourism destinations in our country are developed. Indonesia Government focuses on tourism development intensively since the New Order. The tourism sector has opportunities for income in the economics. Banyuasin as one of the districts in South Sumatera that participates in developing the tourism sector. There are several artificial (*man-made*) tourism destination in Banyuasin, South Sumatera such as Selfie Putri Park, Kampung Sawit Philip 2 Mini Lake, Air Batu Lake and Tanah Mas Lake.

There are several artificial (*man-made*) tourism destinations in Banyuasin. First, Selfie Putri Park is an artificial (*man-made*) tourism destination located in Betung Sub-district which presents tourist attractions in the form of diverse and unique photo spots. Then, Kampung Sawit Philip 2 Mini Lake is an artificial tourism destination located in Betung Sub-district which presents tourism attractions in the form of an artificial lake and also a duck water bikes. Furthermore, Air Batu Lake is another artificial tourism destination located in Talang Kelapa Sub-district which is actually a bluish green artificial lake formed from excavation. One more artificial tourism destination in Banyuasin Regency is Tanah Mas Lake which is located in Talang Kelapa Sub-district which presents an artificial lake inhabited with several types of freshwater fish and several other attractions.

One of the potential tourism destinations in Banyuasin is Tanah Mas Lake. Tanah Mas Lake is an artificial tourism destination in Banyuasin, South Sumatera. It is located in Jalan Palembang - Betung Km 14, Sukamoro, Talang Kelapa, Banyuasin, South Sumatera. This lake was officially opened in 2011. Generally, this destination stands on an area of 3 hectares. Tanah Mas Lake has several attractions to attract visitors. Besides enjoying the view of the lake inhabited by several types of freshwater fish, the visitors can buy and feed the fish in the lake. Furthermore, visitors can also swim in the waterpark that has 9 types of swimming pools and take pictures at several photo spots or rest areas. Besides has several attractions to attract visitors, it also has easy access and affordable prices.

Unfortunately, from the results of interviews conducted by the writer, in this era many people do not know well about Tanah Mas Lake. Even though there

are many social media that promote this destination such as YouTube, Facebook, and Instagram, however the writer viewed that most of the videos in social media were not completed with the bilingual script or narration. Moreover, many people do not know where and what Tanah Mas Lake is. Therefore, Tanah Mas Lake needs more promotional media, such as print media, electronic media, and outdoor advertising media.

There are three most demanding tourism promotions, namely; video, image or photograph, and text or writing. In this final report the writer used the video script media as a media for promoting Tanah Mas Lake tourism destination. Promotion by using videos is also considered more interesting or eye-catching than photographs or texts because videos 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, Facebook, Instagram and can be watched by more people and reach out to wider area.

Furthermore, video and social media has the important function in giving information and promotions for tourism in Indonesia. Video requires several steps in the making process. One of most the important steps in making video is writing a script before video shooting. In a script, to get maximum result, guidelines are needed in the process of making script. The guideline that can be used is the AIDA model copywriting. This model copywriting is often applied to the video script and used in advertisements and promotion of product. Each of stage of the AIDA model has its respective functions in persuading the target and expressing the desire of an advertiser to purchase what is offered. Therefore, AIDA model can be used as a guideline in writing an interesting video script to attract visitors.

Based on the explanations above, the writer is interested in writing a final report entitled “Writing Video Script of Tanah Mas Lake as a Potential Tourism Destination in Banyuwangi”. It expected can be used as the one of references for people to find out information and knowledge about writing processes of video script and about tourism destinations in Banyuwangi by providing a video script that contains information about this destination.

## **1.2 Problem Formulation**

Based on the background above, the problem is “How to write a video script of Tanah Mas Lake as a potential tourism destination in Banyuasin?”

## **1.3 Problem Limitation**

The research discusses about writing video script of Tanah Mas Lake, the writer focuses on the information about the writing process of video script and the information is explained in English and Indonesian to make the local and international people understand. To explore each stage of copywriting processes the writer applied AIDA model.

## **1.4 Purpose**

The purpose of this final report is writing a video script of Tanah Mas Lake as a potential tourism destination in Banyuasin by providing information and knowledge about Tanah Mas Lake.

## **1.5 Benefits**

This final report provides benefits both of the writer and readers. It can be used to increase the insight and knowledge about the process of writing a video script of Tanah Mas Lake. In addition, this final report can be used for promoting and providing more information about tourism destinations in Banyuasin, especially Tanah Mas Lake.