

CHAPTER I

INTRODUCTION

This chapter describes the background of the research, problem formulation of the research, purpose of the research, and the benefits of the research.

1.1. Background

According to Legawa (2008) a tourism destination is an entity in a specific geographical area that contains components of tourism products and services. It also contains other supporting elements such as tourism industry players, communities, and development institutions that work together to create visit motivation and the overall visit experience for tourists. It can be said that tourism is a trip from one place to another carried out by individuals or groups that are temporary in visited.

Every city in Indonesia has several tourism destinations including Palembang. There are so many kinds of tourism destinations that you can visit in Palembang such as religion destinations, culinary destinations, historical destinations and recreational destinations. When we hear about Palembang, two of the things that we will remember about this city are Ampera Bridge and Pempek. Those are the icon of Palembang City that cannot be forgotten by visitors who came to this city. Besides, there are also some recreational tourism destinations that you can visit in Palembang, one of them is Taman Wisata Alam Punti Kayu.

Taman Wisata Alam Punti Kayu is located on Jalan Kol. H. Burlan Km 6 Palembang. This destination has natural beauty and green scenery that can make visitors enjoy the beauty of the forest which are the overgrown pine trees and a wide variety of other flora. The access to go to this tourism destination can be easily accessed with various types of transportation.

Taman Wisata Alam Punti Kayu has many kinds of tourism attraction offered to visitors such as suspension bridges, duck boats, dragon boats, mini zoo,

training outbound equipped with bridge and flying fox canopies. Taman Wisata Punti Kayu is the only one conservation forest in the middle of city with the width of the area is about 98 hectares. In addition, to support the tourism activities in the forest area, Taman Wisata Alam Punti Kayu also has some supporting facilities for visitors such as parking area, toilet, mosque, canteen, toilets and so on.

In every year, Taman Wisata Alam Punti Kayu was renovated. The renovation carried out by the manager were the improvement of the waterpark and some public facilities such as prayer rooms, toilets and gazebo. Also, Taman Wisata Alam Punti Kayu added some tourism attractions and certainly had more spots to support tourism activities. there are several landmark replicas of wonders the world as well as replicas of other interesting buildings such as replicas of the Statue of Liberty, the Eiffel Tower, the Tower of Pisa, Pyramid Egypt, Big Ben London, Sydney Opera, Windmills in the Netherlands and Red Telephone Box. In 2020, Taman Wisata Punti Kayu added tourist attraction, jeep riding around that forest natural tourism.

Although, Taman Wisata Alam Punti Kayu has added new attractions and renovated the facilities. Taman Wisata Alam Punti Kayu was temporarily closed for almost six months from March to August due to Covid-19 pandemic. Therefore, the writer needs media to help them for re-promote this tourism destination in order to provide information and to attract more visitors.

Promotion is one of the ways to draw the attention of the potential tourist to visit that destination. Nowadays, technology can be used as the media promotion. The media can be reached by many people who want to know and to come to the destination. There are two kinds of media that can be used, printed media and electronic media. Printed media can be done through booklet, brochure, magazine, etc. While, electronic media can be done through vlog and video. The writer chose media promotion through video. Video is one of the ways to promote a destination. Video promotion contains a script. Script is important part of making video. Script is basic idea that needed to make a video.

This would be a great idea to promote a tourism destination by making a video with an appropriate script. Taman Wisata Punti Kayu has some interesting things for its visitors. Based on the explanation above the writer is interested in discussing this problem in this final report with the title of **“Designing a Script for Video Promoting of Taman Wisata Alam Punti Kayu as A Tourism Destination in Palembang”**

1.2. Problem Formulation

This problem formulation of this research is ‘How to design a script for video promoting of Taman Wisata Alam Punti Kayu as a tourism destination in Palembang?’

1.3 Problem Limitation

The writer’s focus was the script and the content to introducing Taman Wisata Alam Punti Kayu as Tourism destination in Palembang because Taman Wisata Alam Punti Kayu was temporarily closed for almost six months from March to August. Therefore, the writer needs media to help them for re-promote this tourism destination in order to provide information and to attract more visitors.

1.4 Purpose

The purpose of this report was to find out how to design a script for video promoting of Taman Wisata Alam Punti Kayu as a tourism destination in Palembang.

1.5. Benefits

1. For the writer

Improving the ability of writing and having experience on designing the video script to promote Taman Wisata Alam Punti Kayu as tourism destination in Palembang.

2. For State Polytechnic of Sriwijaya

To getting information about Taman Wisata Alam Punti Kayu

3. For the readers

Getting more information and knowledge about Taman Wisata Alam Punti Kayu as tourism destination in Palembang.