

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses about background, problem formulation, problem limitation, research purpose, and research benefits.

1.1 Background

Tourism is considered as one of the biggest industries in the world. As the results of globalization, this industry has developed in current years. The development also creates impact in some aspects, one of them is in economic growth. Tourism gives contribution of economic development, and possible to give opportunity in many aspects, even to small business (Vukadinovic et al, 2020). While, a research conducted by Ivanov and Webster (2011) shows that tourism has contributed towards economic development on a global scale for one decade. In addition, the existence of this industry may create new employment opportunity. Haryana (2020: 310) in his research states the industry involves a business unit that needs human resource to play the role in tourism industry. Therefore, tourism is important to be improved as it will be able to give many positive-profitable impacts.

In Indonesia, tourism is also considered as important industry. The data from *Kementerian Pariwisata* (2019) shows that the Gross Domestic Product (GDP) in tourism sector was increased up to 4.80%, which was higher than the previous years. No wonder that tourism can contribute a lot economically, since Indonesia is supported by the existence of various tourism destinations.

There are 6 (six) types of tourism destination. They are pleasure tourism, recreational tourism, cultural tourism, sport tourism, business tourism, and conventional tourism (Revida, 2020). For cultural tourism, this is considered as one of the most famous tourism destination. It is reported that this kind of tourism grown rapidly, as it is accounting for over 39% arrivals of tourist globally (Richards, 2018). Furthermore, culture tourism plays a role in preserving culture

of an area. “The main idea in cultural heritage tourism is to save urban heritage and culture” (Lussetyowati, 2015).

Palembang has some cultural tourism destinations. Most of them also relate to the history of the city since Sriwijaya Empire era to Post-Independence era. There are some examples of cultural tourism destination in Palembang, for instance, sites like Pulau Kemaro, and museum like Balaputera Dewa Museum (State Museum of South Sumatra) and Sultan Mahmud Badaruddin II Museum.

Sultan Mahmud Badaruddin II Museum is one of the old museums in Palembang, South Sumatra. The museum is under the auspices of *Dinas Kebudayaan Kota Palembang*. There are some collections inside the museum such as from the Sriwijaya Kingdom era and the Sultanate of Palembang Darussalam era. Some examples of the collections are in the form of replica of inscription, replica of old jars, replica of traditional cloth, and painting. The museum is considered as the place to find and study about the history of Palembang and its culture.

Based on the writer’s observation, it is found that in Covid-19 pandemic era, the museum faces some problems. For example, the pandemic outbreak gives impacts to the number of visitor of museum because the situation leads people not to visit museum. The other problem is related to the stigma that museum is a boring place. Museum considered less attractive, and this makes the tourists feel bored if they hear about going to museum (Hanquinet and Savage, 2012). Meanwhile, museum is important as the way to educate people and preserve culture. “*Museum bisa digunakan sebagai sarana edukasi, riset, pelestarian budaya, dan rekreasi*” (Barus and Suratno, 2015). The functions of museums are for education, studying or researching, preservation, and recreation.

Considering the problems, the writer thinks that the museum needs a promotion to attract tourists or prospective visitors. There are 5 (five) ways to introduce tourism object according to Subhiksu and Utama (2018), using leaflet, booklet, exhibition, mass media, and in information section in public area.

Promoting Sultan Mahmud Badaruddin II Museum has been done by one of the students at English Department. But, the student promoted the museum in the form a booklet. Since the outbreak of pandemic, mass media has been primary needs for most Indonesian people. Therefore, the writer proposes to use a video for promoting the tourism object. A video can be distributed through online media like internet through social media, as mass media now developed into online. This way is effective to be used, as currently most of people use and access online media. Moreover, a promotional video had significant positive impacts on giving image of tourism destination (Sani et. al, 2009).

In making a video, there is an essential element to be prepared. The element is called as a script. Moreover, Chappel (2011) states that a script is one of the most critical elements of video production. Therefore, the writer would like to write a final report entitled **Designing A Video Script to Promote Sultan Mahmud Badaruddin II Museum.**

1.2 Problem Formulation

Based on the background above, the problem formulation of this final report is how to design a video script to promote Sultan Mahmud Badaruddin II Museum.

1.3 Problem Limitation

This report is limited by the process of designing a video script to promote Sultan Mahmud Badaruddin II Museum. The video script is related to the explanation of some historical and cultural objects in the museum to attract people to visit.

1.4 Research Purpose

The research purpose of this final report is to find out the process of designing a video script to promote Sultan Mahmud Badaruddin II Museum.

1.5 Research Benefits

The benefits of this final report are as follows.

1. For Readers
 - a. Being a reference to write a final report on the same topic.
 - b. Giving knowledge and information to the readers about the historical objects in the museum.
2. For State Polytechnic of Sriwijaya
 - a. Introducing the polytechnic in tourism field.
 - b. Being an object for the further research.
3. For Sultan Mahmud Badaruddin II Museum Palembang
 - a. Being one of the media to introduce the museum and its collection.
 - b. Being a medium to promote the museum.
4. For Writer
 - a. Getting to know how to design a video script.
 - b. Getting information about the collections at Sultan Mahmud Badaruddin II Museum.

