

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses the background, problem formulation, problem limitation, purposes, and benefits in conducting this research.

1.1. Background

In Indonesia, business development in the current era of globalization has triggered intense competition, one of which is in companies engaged in services such as travel agencies. According to data from the Central Bureau of Statistics, the number of travel agency has been increasing. In East Java Province, the number of travel agency in 2017 was recorded 1054 companies. While, the number of travel agency in Bali was recorded as 457 in 2020. Meanwhile, according to the data from Regional Planning and Development Agency in Yogyakarta Province, there were 706 travel agencies in 2020. Based on the data, it cannot be denied that the competition among travel agency has been getting tighter because of the large number established travel agency that offer similar products and services. The phenomenon is resulted from the travel needs that was previously classified as tertiary needs has now begun to shift to primary human needs (Carlina and Pandoyo, 2020). Moreover, touring and traveling are not only to get rid of boredom, but have become basic needs of society (Setyaka, 2013). Thus, a travel agency is something that is needed by society to provide their necessity. Therefore, given the number of travel agencies that have sprung up, in order to survive in the competition in the world of tourism, a travel agency needs to carry out a promotion.

Companies need promotions to convey information related to the products or services they offer. The purpose of this element is to make the people accept the idea of products and services and eventually purchase them (Cindy, 2020). Moreover, promotions are carried out to improve the image and products of a company (Adhoyo, 2013). Therefore, without promotional activities, a company's business will not run (Woen and Santoso, 2021). Thus, promotion is very

important for the success of a company. In order to delivered information to people various media can be used.

There are several kinds of media promotion such as print, electronic, and online media. Promotion using print media is generally carried out in offline promotions using booklets, brochures, posters, banners and so on. Then, promotion through electronic media such as television or radio. Furthermore, promotion through online media is carried out by utilizing various online media such as social media in *Facebook*, *Instagram*, *YouTube* and so on. Nowadays, media promotion through social media is more effective than promotion through electronic and print media because the development of online media is more rapid and broad. According to Fedorov (2014) unlike print, broadcast, radio and other basic media, content shared via social media can be accessed by users more quickly and in a more scalable way. Moreover, information posted on social media experiences message repetition and can increase people's interest in a company's products (Suryani et al., 2020). In addition, according to Oktavianus (2019) promotion through print media is still less informative, a more effective way to promote it is through promotional video.

Video is one of the right promotional media in marketing products and services, because videos can be uploaded on social media such as on *YouTube*, *Instagram*, *Facebook*, and so on. Therefore videos are easily accessible to everyone and can be watched anytime and anywhere. Quoting data from the KataData page written by Jayani (2020), that the number of social media users in Indonesia reaches 160 million users or around 59% of the total population of Indonesia. It is hoped that an increase in social media users from the community will watch the video, starting from the local community to the foreign. In addition, videos can display more than just pictures and text. According to Mikkola (2020) “Videos stimulate our memories better than written content. Videos help with brand remembrance and make logos or businesses more recognizable”. From the advantages of the video, therefore video is the right promotional media to promote a company.

One of the travel agents that need video promotion is Naja Tour and Travel Palembang. The writer has found that there is no promotional videos or company profile videos for Naja Tour and Travel Palembang on YouTube. Miles (2014) states that the reason many businesses have not used YouTube services is because of a lack of creativity or enthusiasm, fear of appearing in front of the camera, not understanding marketing strategies and fear of failure to be factors for not using video in marketing. If this is allowed, it will have a negative effect on the existence of Naja Tour and Travel as a tour and travel agency company. Since increasingly spread out and become competitors for the company, the writer would like to make a promotional video for Naja Tour and Travel Palembang.

There is one important element in making a video, namely a script. The function of using this script is as a work guideline in making videos so that the process is well directed so that the delivery of the narrative can be done correctly. Using a video script aims to produce a good video to make the Travel Agency promotion more attractive. With this video, it is hoped that it can attract tourists to use the services of Naja Tour and Travel Palembang as their travel agency.

Based on the statement and data above, the writer interested in doing a research about Naja Tour and Travel and promoting the it through a video. Therefore, the writer would like to write a final report with entitled *Copywriting a Promotional Video Script of Naja Tour and Travel in Palembang*.

1.2. Problem Formulation

Based on the background information above, the problem formulation of this final report is “How to write a promotional video script of Naja Tour and Travel in Palembang”.

1.3. Problem Limitation

Based on the background and problem formulation described, the writer will focus on how to write a promotional video script of Naja Tour and Travel in Palembang in two languages English and Indonesia. The English version was intended to develop the writer's English skills and the understanding of foreign readers who do not understand Bahasa Indonesia. Whereas the Bahasa Indonesia

version was developed to local people so that they can understand the meaning of the script.

1.4. Research Purpose

Based on the problems mention above, the purposes of this research is to know the steps in writing a promotional video script of Naja Tour and Travel in Palembang. The focus is on applying steps of writing script by Friedman (2006) in his book entitled “writing for visual media”.

1.5. Research Benefits

The benefits of this final report are as follows,

1. For Readers
 - a. Giving knowledge and information about introduce Naja Tour and Travel in Palembang.
 - b. Raising the motivation and attracting reader to know, preserve and buy packages in Naja Tour and Travel in Palembang
2. For State Polythecnic of Sriwijaya
 - a. Introducing the polytechnic in travel agency field
 - b. Being an object for the further research
3. For Naja Tour and Travel in Palembang
 - a. Being media to promote the Naja Tour and Travel in Palembang
 - b. To popularize Naja Tour and Travel in Palembang to world and to increasenthe selling of packages in Naja Tour and Travel in Palembang
4. For Writer
 - a. To getting know how to writing a video script
 - b. Getting information about Naja Tour and Travel in Palembang