

CHAPTER I

INTRODUCTION

This chapter focuses on the background, problem formulation, problem limitation, purpose and benefits of the report.

1.1. Background

Tourism development program in Indonesia is expected to be able to attract the presence of domestic and foreign tourists which will eventually bring income for state finances. Shopping expenses of the tourists in Indonesia are expected to increase local income. It is also expected that the construction of supporting infrastructure to the tourist location, including transportation, lodging and even shops is developing.

In comparison to other provinces in Indonesia, like West Sumatra, Nusa Tenggara and Bali, South Sumatra is still considered as left behind in tourism development. To increase visits to South Sumatra province, the South Sumatra administration office has formed the South Sumatra Tourism Promotion Board. According to Ms. Irene Camelyn Sinaga, head of the South Sumatra Tourism Agency, the Tourism Promotion Board would consist of local and international tourism business entrepreneurs. Also, the board will come up with creative innovations to develop South Sumatra's tourism. In line with this statement, Mr. Alex Noerdin, the former governor of South Sumatra province, argued that more visitors will come as the existing tourism spots improved, such as the 1001 megalith prehistoric site and some waterfalls in Lahat Regency (Thejakarta.com, 2016).

Lahat Regency is a very potential tourism destination in South Sumatra province. It covers a total area of 4.361.83 km² and had a population of Census and 392.829 at the 2015 Census. Compared to other regencies in South Sumatra province, Central Bureau Statistics of Lahat Regency (2018) shows the numbers of visitors in Lahat Regency. It is concluded that Lahat Regency is less visited,

despite having tons of natural beauties. Lahat used to be famous for its megalith prehistoric site. But, as the time goes by, Lahat is like being grounded. Having many natural attractions such as waterfalls, hills and megalith prehistoric site, Lahat should be more famous like it once was. Waterfalls are beautiful and relaxing. There are places for people that like natural attractions with 76 waterfalls in Lahat Regency such as Maung Waterfall, Buluh Waterfall, Bidadari Waterfall, Gunung Nyawe Waterfall.

Maung Waterfall is one of 76 beautiful waterfalls in Lahat Regency. It is located in Atung Bungsu, Dempo Selatan, Trans SP II Padang Muara Dua, Gumay Ulu, Trans SP II Padang Muara Dua, Gumay Ulu, Kota Lahat Sumatera Selatan. Maung Waterfall used to be a world trending topic. The visitors, both domestic and foreign visited this natural attraction of Lahat Regency. Now unfortunately, it seems that Maung Waterfall is not as famous as it used to be even though it is a beautiful attraction owned by Lahat Regency.

Maung Waterfall is a great potential place to be a good tourism destination in Lahat Regency. In order to help it be a good tourism destination, people need to know about this attraction. This is when promotion is needed. There are many ways to do a promotion. Persuasive presentation is one of them. Persuasive presentation is one of the best ways to promote a product because in a persuasive presentation, everything is detailedly explained. By having everything detailedly explained, people will know about the product, so that the people might have interest with the product. When the presentation is done, next thing to do is try to find a way to make it easily accessed. A video promotion is one of the best way to support the presentation to be easily accessed. It can be accessed through some popular platforms such as *YouTube*, *Instagram* and *Twitter*. Not only is it easily to be accessed, it is also much more efficient and cheaper.

Video is something common in this era. It can be easily accessed through some popular platforms such as *YouTube*, *Instagram* and *Twitter*. Not only is easy to be accessed, using video as a medium to do a promotion is much cheaper and much more efficient. Whereas, a persuasive presentation is a specific type of presentation in which the speaker has a goal of convincing the audience to accept

his or her point of view. The presentation is arranged in such a way as to hopefully cause the audience to accept all or part of the expressed view. The success of a persuasive presentation is often measured by the audience's willingness to consider the speaker's argument. In addition, a promotional video is one of the mediums that can be used in presenting a presentation. A promotional video is common in this globalization era because technologies are developing and it is much easier, much cheaper and much more efficient. People can easily watch a promotional video on some popular platforms such as *YouTube*, *Instagram*, etc. Hence, a persuasive presentation through a promotional video is an effective way to promote and be able to persuade people. With that being said, we need to develop an effective persuasive presentation through a promotional video in order to promote and be able to persuade people.

1.2. Problem Formulation

The problem of this research was formulated as follows: "How do we develop effective persuasive presentation for promoting Maung Waterfall through a promotional video?."

1.3. Problem Limitation

Due to the time and budget constraints, the problem was limited on the numbers of tourism destination and the language in the video. Only one of the natural beauties in Lahat Regency, Maung Waterfall was presented. Also, the language that was used was only one language, which was English. By using English, hopefully the video could reach and attract people from around the world to visit Indonesia, especially Maung Waterfall in Lahat Regency.

1.4. Purpose

The purpose of this report was to find the steps for developing an effective persuasive presentation for promoting the Maung Waterfall through a promotional video.

1.5. Benefits

This report had benefits for three parties. They were the local tourism office in Lahat Regency, the local tourism destination and the future researchers. For the local tourism office in Lahat Regency, the video was useful to help them promote Maung Waterfall. For the local tourism, the video was useful to increase the local income by attracting both domestic and foreign tourists with the beauty of Maung Waterfall. For the future researchers, this video could be a good reference to help them get much information about Maung Waterfall.