

CHAPTER 1

INTRODUCTION

1.1. Background

Palembang city is a very potential city in tourism industry since it has several tourism destinations such as nature tourism, historical tourism, cultural tourism, etc. Palembang city has many interesting attractions such as Musi River, Ampera Bridge, Punti Kayu, Monpera, Benteng Kuto Besak, Kampung Kapitan, Kampung Arab Al-Munawar and much more.

Kampung Kapitan, a village in the region 7 Ulu Palembang is an old China village established since Dutch Colonial era. The small village was used to dwelling place for China immigrants in Palembang. The colonial government provided localized Chinese area for the ethnic to live there for a political purpose.

Kampung Arab Al-Munawar is a village in the region 13 Ulu Palembang is located at the edge of Musi River. This village is an Arabian village and has a lot of Arab culture associated with the history of Palembang which consists of the Home and Building are generally aged over 100 years.

Kampung Kapitan and Kampung Arab Al-Munawar is one of heritage tourism attractions in Palembang. This village has potential to attract more tourist to come and visited Palembang tourism. To develop these destinations become an attracting destination, it will be needed a promotion in attempt to make the tourist interested to visit. According to Sudiarta (2011) as cited in Sudiarta blog (2011) said if the tourism sector will be developed to grow rapidly if the media is able to do its part to improve and publish the potential areas of tourist destination both natural tourism, cultural, and historical attractions.

The challenge of the covid-19 epidemic was faced by Kampung Kapitan and Kampung Arab Al-Munawar. During the pandemic, several locations were

temporarily shuttered until the outbreak was over. To address the issue, Kampung Kapitan and Kampung Arab Al-Munawar must advertise their attractions in order to encourage more visitors to visit them. They have advertised their attractions in the newspaper, on social media, and on their website. The majority of the material is presented in the form of writings and images. There are just a few videos promoting and describing Kampung Kapitan and Kampung Arab Al-Munawar. All of the videos that were advertised were created in Indonesian. It indicates that the films were created for domestic tourists rather than foreign tourists.

Video is a technology that is used to capture, record, process, transmit and rearrange moving images. Which usually uses celluloid film, electronic signals, or digital media. Digital video itself is a type of video recording system that works using a digital system compared to analog in terms of video representation. Video writing also as a liaison between potential customers with the act of buying. Through video, we can promote Kampung Kapitan and Kampung Arab Al-Munawar using good effect, attractive design, and created promotional video.

Copywriting is one of the most effective methods for eliciting reader responses. In copywriting, media can take the shape of images or videos in addition to text. Copywriters must be able to excite, attract, move, identify, activate togetherness, and transmit messages of comparative worth to the general audience; this video should offer enough information about Kampung Kapitan and Kampung Arab Al-Munawar.

Based on the explanation above, the writer is interested to finding out how to create promotion video as the title in this final report as a promotion media to promote Kampung Kapitan and Kampung Arab Al-Munawar. The writer would like to write the final report entitled **“Writing Copy of an Online Video for Kampung Kapitan and Kampung Arab Al-Munawar as Tourist Destinations in Palembang”**.

1.2. Problem Formulation

Based on the background information above, problem formulation of this report is “How to write copy of Online Video for Kampung Kapitan and Kampung Arab Al-Munawar as Tourist Destinations in Palembang”

1.3. Problem Limitation

Based on the background and problem formulation above, the writer will focus on how to write copy of Kampung Kapitan and Kampung Arab Al-Munawar video as Tourist Destination in Palembang.

1.4. Research Purpose

Based on the problems mentioned above, the purpose of this research is to apply the steps of writing script of Kampung Kapitan and Kampung Arab Al-Munawar as Tourist Destination in Palembang.

1.5. Research Benefits

The benefits of this report are:

a. For State Polytechnic of Sriwijaya

To support the cooperation between State Polytechnic of Sriwijaya and industry in Palembang and South Sumatera in general.

b. For Kampung Kapitan and Kampung Arab Al-Munawar

To popularize Kampung Kapitan and Kampung Arab Al-Munawar to world and to attracted more foreign tourists to visit.