

CHAPTER I

INTRODUCTION

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

1.1 Background

Video has several advantages in promotion because of the combination of audio and visual. According to Riyana (cited in Agustriana, 2014:8) “*Videos can provide meaningful messages so that the information can be fully understood by the viewers*”. This is true because with video visualization the message of a content can be conveyed clearer and entertainingly. It works well in delivering message and attracting viewers’ attention. Not only grab people’s attention, videos are one of the most engaging mediums you can use. They strike a deep connection and elicit strong emotional responses that make people want to share, comment, and like. The video that is made by The Ministry of Tourism is one of the examples. Ministry of Tourism would like to promote the beautiful Bali island. Bali island has many beautiful tourism attraction. After they producing it, the promotional video would be showed on many platform such as TV advertisement, their official website, Youtube and others in orders to let the foreigners and domestic people know the existence and the beautiful of Bali. The video was made in 2013.

Bali is famous because of the beautiful tourism attraction. Meanwhile Palembang is famous for its foods and its sports tourism. Palembang is not only famous for its sports tourism but also Palembang has many kind of attraction, such as culinary, culture and also Palembang has many tourism destination based on the types of tourism such as nature tourism, religious tourism, culinary tourism, and historical tourism. Palembang also has many kind of traditional dance and one of them is Gending Sriwijaya dance.

Gending Sriwijaya dance is a welcoming dance typical of South Sumatra literally means "the rhythm of the Srivijaya kingdom". Dance it shows the joy of the girls Palembang when they received wonderful guest visit. The origin of this dance arose from a request by the Japanese government at the Palembang residency in Hodohan (Japanese Information Agency) to compose songs and greet guests who came to South Sumatra at official events. In addition, Hera (2016) stated that "*Tarian selamat datang dari Sumatera Selatan. Terinspirasi oleh keberhasilan kearifan lokal di Kerajaan Sriwijaya. Sembilan Penari, sesuai dengan jumlah sungai di Sumatera bagian Selatan*". It means, the dance has many means in every elements, from its move, number of the dancers, and costume.

Gending Sriwijaya dance has been introduced and promoted through social media, website, and some printed media. Gending Sriwijaya dance lack promotion and give information through videos and all the videos is explained with Bahasa, it means the videos made for the local viewers and some videos only show the dance. Inpusar (2016) stated that "*64% Pengunjung akan lebih tertarik membeli produk online setelah menonton branded video. 90% calon pembeli bilang kalau video produk sangat membantu dalam proses pengambilan keputusan*". It means, video promotion is more interesting to catch people attraction, and video promotion is very useful to make a decision. It shows that videos are easily accepted by any people because videos contains the combination of audio, animations, picture, effects, and other visual which can interest people.

To produce a video, script is really important to deliver the message from the video to the audience. The information about Gending Sriwijaya dance will be delivered through the script. It is important to use English script into the video in order to make the video will be understand by foreigners. The script will contains the information about the history, costume, movement and the meaning of the song used in the dance.

Related to the fact that people are more interested in watching videos than reading, the writer would like to introduce Gending Sriwijaya dance not only to local people but also foreigner through video. The writer would like to write the final report entitled **“Writing video script of Gending Sriwijaya dance as Traditional Dance of Palembang”**.

1.2 Problem Formulation

Referring to reality that there is still insufficient video information about Gending Sriwijaya Dance, problem formulation of this final report is “How to write a video script of Gending Sriwijaya dance as traditional dance of Palembang”.

1.3 Problem Limitation

The scope of this final report was limited by writing the video script of Gending Sriwijaya dance video as Traditional dance of Palembang.

1.4 Purpose

The purpose of this final report was to apply the steps of writing script of Gending Sriwijaya dance as traditional dance of Palembang and give information about Gending Sriwijaya dance.

1.5 Benefits

The benefits of this final report are:

a. For the students

To escalate the understanding about script writing and to expand the insight about Gending Sriwijaya dance.

b. For State of Polytechnic of Sriwijaya

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

c. For the Tourism of Palembang

To popularize and give information about Gending Sriwijaya dance as traditional dance of Palembang to the foreign and domestic people.