

## **CHAPTER I**

### **INTRODUCTION**

This chapter discusses about the background, the problem formulation, the limitation of problem, the purpose and the benefits.

#### **1.1 Background**

Indonesia is a country that is rich with beautiful tourism destinations. According to Condé Nast Traveler Magazine (2020), Indonesia is the sixth best country in the world in 2020 for tourism destinations. There are some famous tourism destinations in Indonesia that widely known by domestic and foreign tourists, for example Toba Lake in North Sumatra, Gili Island in Lombok, Borobudur temple in Magelang, and etc.

South Sumatra is one of the provinces in Indonesia that has many attractive tourism destinations. For example, Benteng Kuto Besak with sparkling lights that highlight the walls of Benteng Kuto Besak at night, Jakabaring sport city with a big sports venue, Sultan Mahmud Badarudin II Museum with a collection of historical relics, Kawah Tekurep tomb with its ziarah kubro once in a year and Sabokingking tomb with the tomb of Ratu Sinuhun as the creator of Simbur Cahaya or known as common law.

Sabokingking tomb is one of the oldest tombs complex in Palembang. The existence of Sabokingking tomb was known before the Islamic era in Palembang, around 7th century AD. In this Sabokingking tomb, there were the tombs of Prince Sido Ing Kenayan (1622-1630), Sido Ing Pasaeran or Jamaluddin Mangkurat I (1630-1652), Al Habib Al Arif Billah Umar bin Muhammad Al Idrus bin Shahab, Kiai Kibagus Abdurrachman and Ratu Sinuhun and etc. Ratu Sinuhun is believed as the creator of Simbur Cahaya. This common law contains about the procedures for women and men to get married, the rules of farming, activities that are prohibited by religion, and other traditions. Even though this law have been made for hundreds of years ago, but it can be still applied with the certain condition nowadays (Hendrawan, 2019). Sabokingking tomb is located at Jl.

Demilangkah No.1253, Sei Buah, Ilir Timur II. Sabokingking Tomb Complex is divided into three parts, namely the main gate, the bridge, and the main building. The main gate is in the form of paduraksa. A corridor bridge has a function for a link between the main gate and building. The main building has a rectangular floor measuring 13.40 x 4.74 meters, consisting of a main room and terraces which has a several groups of tombs.

Unfortunately, in this era, many local, domestic, and foreign tourists do not know well about Sabokingking tomb. The information about Sabokingking tomb is also still lean especially about Simbur Cahaya that is used as a guide for citizen. Therefore, Sabongkingking tomb needs to be promoted with the aims to introduce tourism destination and increase tourists awareness of the important value of tourism destination. According to Manafe, Setyorini, and Alang (2016) tourism destination promotion has several purposes such as to promote tourism destination as a tourism destination attraction, enhance and strengthen the image of tourism in domestic and international markets, disseminate knowledge about tourism products that have been developed and will be developed, and build and maintain effective communication with the international media and press.

Promotion can be done in some ways, such as using **printed media**, **electronic media**, and **internet media** like *website*, *blog*, *social media* and so on. Nowadays, more people use internet media to promote something. They prefer to use social media because it is easier to find the newest information. Social media usually provides information through pictures and videos so that the information conveyed is more attractive and easier for people to understand. According to Trinanda (2015), promotional videos are videos that will be used as a medium to introduce a product or service, provide information, and influence the target audience to be interested in the products offered.

Based on the explanation above, the writer is interested to write the final report with the title “**Designing a Video to Promote Sabokingking Tomb as a Religious Tourism Destination in Palembang**”.

## **1.2 Problem Formulation**

The problem formulation of this final report is “How to design a video to promote Sabokingking tomb as a religious tourism destination in Palembang?”.

## **1.3 Problem Limitation**

Based on the background and problem formulation described, then the limits imposed in this final report is focus on the information about the steps how to design video about Sabokingking tomb as a religious tourism in Palembang with Indonesia subtitle and English narration.

## **1.4 Purpose**

The purpose of this final report is to know how to design a video to promote Sabokingking tomb as a religious tourism destination in Palembang.

## **1.5 Benefit**

The benefits of this final report are to give knowledge to the students of English Department of Sriwijaya State Polytechnic about how to design a video to promote Sabokingking tomb as a religious tourism in Palembang.