

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses about the background, problem formulation, problem limitation, purpose, and also benefit from the study.

1.1 Background

Tourism is one of the leading sectors in national economic development. Especially in reducing the number of unemployed and increasing the productivity of a country. As a source for foreign exchange recipients, this can be seen from the increasing number of domestic and foreign tourist visits. Destinations and tourist attractions are the main factors why tourists are attracted to come to Indonesia. Nature tourism, historical and cultural tourism, culinary tourism, sports tourism, and religious tourism are several types of tourism. Religious tourism is one of the tours that need to be promoted because it is a tourism that has potential in Indonesia. Religious tourism is a tourist object that refers to historical places that have a special meaning, such as mosques, tombs and temples. Cultural activities, the beauty of the architecture of worship places, and historical developments in Indonesia are several things that have potential to attract religious tourism. Additionally, religious tourism must continue to be introduced and developed to maintain cultural values and as a means to improve religious knowledge.

Palembang has kinds of tourism destinations offered are very attractive, starting from sports tourism, historical tourism, culinary tourism, and religious tourism. Palembang has several religious tourism objects that have historical heritage and evidence of the spread of Islam in Palembang. Islam leaves behind various important historical relics, such as tombs, mosques, former kingdoms, jewelry, customs and so on which can be used as potential tourist attractions.

Bagus Kuning is one of the religious tourism destinations in Palembang, a place that holds many stories of religious values. According to historical records, the spread of Islam in Palembang occurred during the Palembang Sultanate in the 16th century. One of the figures who took part in the spread of Islam in Palembang

was Putri Mulya Syarifah Mahani binti Syekh Dik Syekh Zainal Abidin Al Abib Yama, known as Ratu Bagus Kuning. *Bagus Kuning* is a tomb complex on Jalan DI Panjaitan, Plaju, one of them is the tomb of Ratu Bagus Kuning.

However, in the growing era, many tourists do not know well about Bagus Kuning because of a lack of information and promotions. For that reason, a media that is expected to provide better information and promotion is needed. Electronic media is one of the media that can be used in promotions such as Video.

Video is often used as a promotional media because it has many advantages such as providing two sensations simultaneously, namely audio and visual. The writer chooses a documentary video because the documentary video present information about the history of an object that is obtained directly from certain sources. Video can be posted on social media like YouTube, Instagram, Facebook, and Twitter so that everyone can access. Using documentary video as a promotional media can be a great way to introduce *Bagus Kuning*.

Therefore, the writer chooses the documentary video as one of Bagus Kuning's promotional media to be published on social media. The video explains information about the history of *Bagus Kuning* and the video with the script is expected to be an attractive promotional tool because tourists can see clearly what is in a tourist attraction and can hear and read its history through selected sources.

Based on the background above, the writer is interested in writing a final project entitled “**WRITING A DOCUMENTARY VIDEO SCRIPT OF BAGUS KUNING AS A RELIGIOUS TOURISM IN PALEMBANG**”. By writing documentary video script, it is expected that it can provide interesting information about *Bagus Kuning* as religious tourism in Palembang.

1.2 Problem Formulation

Based on the background above, the problem formulation of this final report is “How to write a documentary video script of *Bagus Kuning* as a religious tourism in Palembang”

1.3 Problem Limitation

Based on the background and problem formulations described, this final project report focused on how to write a script in a documentary video of *Bagus Kuning* as religious tourism in Palembang.

1.4 Research Purpose

Based on the problems above, the purpose of this research is to apply the steps of writing script of *Bagus Kuning* as a religious tourism in Palembang. The focus is on applying steps of writing script by Friedmann (2010).

1.5 Benefits

The benefit of this research is to increase the writer's knowledge about the process of writing a documentary video script specifically to promote a destination. In addition, it is also to increase the knowledge of both local and foreign tourists about *Bagus Kuning* as religious tourism in Palembang.