

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Indonesia is one of the developed countries that has a range of tourism potential in its provinces. According to Syambudi (2019), Indonesia has been visited by more than 158 million foreign tourists in 2018, an increase of more than two million tourists from the previous year. The drastic increases in the number of tourist and the entry of foreign currencies still seem to continue. It cannot be denied that tourism is the most developed and in demand business sector. Not only natural tourism but also the diverse cultural tourism of various ethnic groups in Indonesia can be a tourist attraction for the visitors. South Sumatra is one of the provinces in Indonesia that has a variety of riches in its regencies or cities, both in terms of cultural and natural tourism. The cultural tourism such as *Bidar Race* from Palembang cities, *Rakit Race* from Lahat Regency and the natural tourism such as *Buluh Waterfall*, *Green Canyon* and *Maung Waterfall* in Lahat Regency.

Especially Maung Waterfall in Rinduhati village, Gumay Ulu district, Lahat Regency, it is the right place for local and foreign visitors to release fatigue. In this place the visitors can be spoiled by the sound of calm water, fresh air. They can also swim in the waterfall and take pictures in beautiful views. Maung Waterfall is one of beautiful tourism destination objects in South Sumatra, however, it has not been known by many people due to the lack of promotion, and therefore this area must be promoted as a potential tourism destination place.

In addition to providing information about Maung Waterfall, promotion has an important role for tourism development, in order to shape the image of tourism, and to increase tourist visits. It also determines the success of tourism efforts to create tourist demand. Promotion is intended to inform, invite and persuade tourists to stay and come to these tourist attractions. Promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products (Tjiptono,2015, p.387).

There are two kinds of promotion media, printed media and electronic media. Examples of printed media are booklets and brochures, while electronic medias are video, television, radio and internet. Along with technological advances, the development of promotional media has begun to shift to digital media, one of which is in the form of video. In a promotional video all information can be quickly implemented, because the media presented is visual and audio. Promotional video has several advantages over other conventional promotional media, namely having a wide reach for the audience, displaying the reality of objects, and can be applied in various kinds of digital media, such as on television, YouTube, travel websites, and various social media. In its application, promotional videos are often used as a medium to introduce or recall information about a product, service, event or destination (Anam, 2018).

Promotional video has high impact in introducing a product. Teixeira (2017) a video can be used for promoting. Furthermore, video is considered as effective media to promote since video can be spread easily through online media. The consumption of online video has seen a rapidly rising trend over the past years (Bullock, 2016). The reason is because a video also can be produced in creative way by combining multiple aspects such as images, music, and voice. Moreover, Rosianta and Sabri (2018) state that video has several advantages in advertisement because the combination of visual and audio and it works well in delivering the messages and attracting viewers' attention. Moreover, copywriting can be used in video as media for promoting. In addition to conveying all information about the company, the video promotion can be used as a promotional media to increase brand awareness of tourism. However, the video needs a proper copywriting to become an effective video for promotion, so the message of promotion could be delivered to the audience.

In this report, the writers chooses writing the copywriting of the video Maung Waterfall as a medium promotion for local tourism destination. It is done because a proper copywriting could increase the effectiveness of promotions and persuade the potential visitors as audience to take the desired action, such as visiting the intended local tourism destination.

## **1.2. Problem Formulation**

The problem of this final report is how to copywrite a video of Maung Waterfall to promote Lahat Regency Tourism Object?

## **1.3. Problem Limitation**

Due to the time and budget constraints of this project, the problem was limited to only one local tourism destination, Maung Waterfall in Lahat Regency. Moreover, the limitation is about the language used in this video, namely English. It is chosen based on the consideration that English is an International Language, so the content can be comprehended internationally.

## **1.4. Purpose**

The Purpose of this report is to know to the steps in copywriting a video of Maung Waterfall to promote Lahat Regency Tourism Object.

## **1.5. Benefit**

This Report have some benefits to two parties. For students of English Department of State Polytechnic of Sriwijaya is to give knowledge about copywriting video for a local tourism destination promotion. For Tourism Department at Lahat Regency, it is medium to help Tourism Department actually at Lahat Regency for promoting Maung Waterfall to attract more visitors to visit that place. Hence, by having visitors both international and local, the tourism in Lahat Regency would be more successful.