

CHAPTER I

INTRODUCTION

This chapter describes the background of the final report, the problem formulation of the final report, the purpose of the final report and the benefit of the final report.

1.1 Background

Indonesia is one of the countries that has various tourism objects such as nature tourism objects, religion tourism objects, cultural tourism objects, etc. For nature tourism objects Indonesia has Komodo Island, Raja Ampat, Parangtritis beach, etc. Borobudur temple, Cheng Ho masque, Tanah Lot temple, Prambanan temple are the examples of religion tourism objects. Then Indonesia has cultural tourism objects that consist of historical heritage, diversity of art and traditional customs. Therefore, all of those types of tourism objects make Indonesia become tourism destination.

Tourism destination must provide facilities that can support tourism development. It is in line with the theory of Pitana (2005)

Suatu destinasi harus memiliki berbagai fasilitas kebutuhan yang diperlukan oleh wisatawan agar kunjungan seorang wisatawan dapat terpenuhi dan merasa nyaman. Berbagai kebutuhan wisatawan tersebut antara lain, fasilitas transportasi, akomodasi, biro perjalanan, atraksi (kebudayaan, rekreasi, dan hiburan), pelayanan makanan, dan took cinderamata.

It means that tourism destination must have the various facilities needed by tourists, so tourists can feel comfortable. One of the facilities is souvenir store that provides a lot of kinds of souvenirs. According to Spillane (2001), souvenir store can support tourist activities and it can complement the needs of tourists by buying the products offered. Tourists can buy souvenir that has the characteristics of an area. With the availability of souvenir store, it can encourage tourists to visit and enjoy tourism activities in a relatively longer time.

Souvenir itself is an important element in tourism industry. It can be used by tourists as their memories during their stay in a destination. Souvenir has many forms that describe the area of tourism destination in which they are made, for examples souvenirs from Palembang are key chains, *tanjak*, miniatures, wallets, tissue boxes, t-shirts, hand fans, bag accessories, etc. Unfortunately, Palembang has not developed the creation of the souvenir. The main weakness is the type of the souvenir that does not vary. In addition, the type of Palembang Souvenir is basically the same in every year.

Palembang needs to develop the creation of the souvenir. In here, the writer is interested to give information of developing phone case using the illustration of Palembang tourism objects to be the new creation of Palembang souvenir. Phone case is one of the cellphone accessories used by consumers for several reasons, including for stylish and for protecting cellphone from scuffs. The reasons why the writer chooses phone case as a souvenir from Palembang because there are no souvenir from Palembang in the form of phone case using the illustration of Palembang tourism objects and also nowadays cellphone is one of the most developed communication technologies in the world, so the high demand for cellphones is also followed by the high demand for phone case.

Furthermore, due to the lack information about how to design the phone case using Palembang tourism objects illustration, the writer is interested to give people information about how to design phone case as the new creation of souvenir using Palembang tourism objects illustration through video. Video is interesting media to promote something, because it can give some explanations for persuading people to design the phone case using Palembang tourism objects as souvenir. Therefore, promotional video is more quickly known by many people, because video can be shared in social media such as youtube, facebook, instagram and others.

Therefore, the writer would like to write the final report entitled **“Designing a Video Script of How to Design Phone Case as souvenir Using Palembang Tourism Objects Illustration”**.

1.1 Problem Formulation

The problem to be discussed in this final report is “how to write a video script of how to design phone case as souvenir using Palembang tourism objects illustration?”

1.2 Purpose

The purpose of this final report is to know the process of writing video script of how to design phone case as souvenir using Palembang tourism objects illustration.

1.3 Benefit

The benefit of this final report is to give knowledge about how to write video script of how to design phone case as souvenir using Palembang tourism objects illustration to the English Department students of State Polytechnic of Sriwijaya.