CHAPTER I

INTRODUCTION

This chapter consists of background, problem formulation, problem limitation, purposes and benefits.

1.1. Background

The role of the national tourism sector is important. It can be seen by its contribution in foreign exchange earnings, regional income and regional development. According to the Ministry of Tourism's Pocket Book (2016), the contribution of the tourism sector to the national Gross Domestic Product (GDP) in 2014 has reached 9% or Rp. 946.09 trillion. Meanwhile, foreign exchange from the tourism sector in 2014 reached IDR 120 trillion and contributed 11 million people to employment opportunities (Cramez, et al, 2021). However, in the era of the Covid-19 pandemic, the tourism sector experienced a very drastic decline. In addition, many tourist spots have been forced to close to reduce the spread of the virus. Due to this situation, many people lost their job, as well as workers in the tourism sector. Therefore, several ways to keep tourism activities running well should be found.

The tourism activities in Palembang face difficult situation. In coping with this situation, one of the solutions to keep the tourism activities running well is by conducting the online promotion for the tourism destination in Palembang. One of the popular tourism destinations that is usually visited in Palembang is *Benteng Kuto Besak. Benteng Kuto Besak* is one of the relic sites of the colonial era which is used as an open entertainment place that sells the charm of the Musi River and historical buildings. The charm of *Benteng Kuto Besak* will be more beautiful at night, and there are many sellers who offer various types of goods start from souvenirs, clothes, and the culinary.

Culinary tourism at *Benteng Kuto Besak* are very popular, especially among young people. The offered culinary are richly diverse, start from snacks to heavy

meals. It makes *Benteng Kuto Besak* one of the places that must be visited while in Palembang. However, in the era of the Pandemic everything are completely limited, many tourists have to keep their intention to travel. But at the other side, the tourism industry still need to run properly by using existing technology.

The tourism industry needs media to promote the culinary tourism of *Benteng Kuto Besak*. With this media, it is hoped that tourists who have not had the chance to visit in person can still enjoy the beauty and atmosphere when traveling at Benteng *Kuto Besak* and also to increase income of the seller in the pandemic. There are many ways to promote the culinary tourism of *Benteng Kuto Besak*, one of which is by using a video script. Video script is crucial to help reader and viewers comprehend of the text, Norbury (2017) it means is needed to explain the content of the video in order the people can understand the video. There is a specific way to write a script, so that it shapes an effective video, Benazzani (2017) it means that the script have to relate with the video and makes the video better.

The elements to make a good video script are hook, introduction, body, and also closing, Jakacaping (2018). And some tips to make a good video script for promotion are proposed by Cockerham (2016), they are: write a video brief first, turn your message into a story, speak in a language your audience understands, keep it short and sweet, do not just use words, do several script readings, and check against your brief, Therefore the script will be well organized when implemented into the virtual tour video and also making promotion more effective.

Based on the statement above, the writer would like to write the final report project with the title "Writing a Video Script of Culinary Tourism in *Benteng Kuto Besak*".

1.2. Problem Formulation

Based on the background, the problem is how to write "A Copywriting Video Script of Culinary Tourism in *Benteng Kuto Besak*"

1.3. Problem Limitation

This research will be focused on how to write copywriting video script of culinary tourism in *Benteng Kuto Besak* in two languages English and Indonesia.

1.4. Purposes

Based on the problem formulation, the writer has identified the purpose of this research is to apply the steps in writing a copywriting video script of culinary tourism in *Benteng Kuto Besak.*

1.5. Benefits

The benefits of this report are:

1. For the Students

   To escalate the understanding about script writing and to expand the insight about culinary tourism in *Benteng Kuto Besak*.

2. For State of Polytechnic of Sriwijaya

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

3. For the Tourism of Palembang

   To popularize and give information about the culinary tourism in *Benteng Kuto Besak* to the foreign and domestic people.