

CHAPTER I

INTRODUCTION

1.1. Background

Natural tourism has great potential in the tourism industry because most tourists usually take their time to enjoy the natural scenery. In addition, natural tourism becomes a strong attraction to bring tourists to come to the city because natural tourism is one of the reasons why people want to visit the city for healing. Tourism is the largest industry in the world, and nature-based tourism (NBT) is one of the fastest growing segments of the industry (Kuenzi & McNeely, 2008). The primary objective of NBT is to facilitate an increased understanding of nature via a direct interaction with the natural environment (Newsome, Moore, & Dowling, 2002). As such, NBT depends “on the use of natural resources in relatively undeveloped or undisturbed natural areas” (Lee, 2009). By engaging with both the living (e.g., flora and fauna) and nonliving (e.g., rocks, waterfalls, and other landforms) aspects of the natural environment, nature-based tourists satisfy a unique set of tourism needs including an increased understanding of nature, enhanced interpersonal relationships, and an escape from the pressures of everyday life (Luo & Deng, 2008).

Pagar Alam City is one of the tourist destinations in South Sumatra which is rich in natural beauty and cultural arts. One of the most famous tourist destinations in Pagar Alam City is Mount Dempo. Mount Dempo is located in the Gunung Dempo Street, Pagar Alam, South Sumatra. Mount Dempo is one of natural tourism where we can feel the sensation of hiking and climbing. The number of visitors at the Mount Dempo Tourism object is quite a lot, especially on holiday, commemorations, new years and so on.

Mount Dempo Tourism Object is a mainstay tourist attraction for Pagar Alam City and the only mountainous natural tourist attraction that presents the natural beauty of plantations. This attracts quite a lot of tourists to visit the Mount Dempo Area tourist attraction. Mount Dempo Area has a lot of tourist attraction

that has the potential to become a very good tourist destination in Pagar Alam. Furthermore, from the morning until the evening, Mount Dempo Area offers panoramic views of sunrise and sunset posts.

The writer has done the preliminary mini research about the digital promotion of Mount Dempo Area. The writer were search trough video on Youtube and websites about tourism destination in Pagar Alam. It was found that some videos on YouTube are only about climbing Mount Dempo and tips for climbing the mount. The website inform only a few destinations in the Mount Dempo Area. In fact, in Mount Dempo Area there are many destinations and they need to promote.

The writer also had the aim to make a video of Mount Dempo Area to promote natural tourist destinations which was uploaded in writer's social media. Because based on the results of google research, social media is the most effective media to share something in the form of video. Through this video, the writer hopes that Mount Dempo Area tourism will become much more well known to many visitors in order to attract more tourist to visit Mount Dempo Area. In addition, the writer also wants to introduce Mount Dempo Area more because this tourist attraction is a mountainous natural tourist attraction. Therefore, this tourist attraction has a tourist attraction in the form of the natural beauty of the mountains which have views of the vast expanse of tea plantations and it is different from other natural attractions in the province of South Sumatra.

Based on the explanation above, the writer is interested to introduce Mount Dempo Area to a lot of people which led her to conduct the research entitled **“Writing Video Script of “Mount Dempo Area” as One of Natural Tourism Destinations in South Sumatera”**.

1.2. Problem Formulation

The problem of this research are formulated to the following question:
“How to write a video script of Mount Dempo Area as one of the natural tourism destinations in South Sumatera?”

1.3. Research Purposes

The purpose of this research is to investigate how to write a video script of Mount Dempo Area as one of the natural destinations in South Sumatera.

1.4. Research Benefits

This research will give some benefits to its user including the writer and the reader. Those benefits are :

1. For writer
 - a. Knowledge on how to write and make a video script
 - b. New insight and information about the Mount Dempo Area in South Sumatera
2. For reader
 - a. New information on how to write and make a video script
 - b. New information about the Mount Dempo Area as a natural tourism destination in South Sumatera

This outputs of this research is a script. The writer hopes that this report can be used to promote about Mount Dempo Area in South Sumatera as one of the most fun and challenging natural tourism destination.