

CHAPTER I

INTRODUCTION

1.1. Background

Tourism is an important aspect in human life. Humans need tourism to refresh their minds and souls of fatigue and activities undertaken daily. Theobald, 1998 states that tourism is the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited. As cited Marpaung (2002) tourism is temporary displacement of humans for getting out of routine jobs and out of his residence. Most people travel for staying and getting fun, but some tourists also travel with other object such as the task of the office or school. Indonesia is one of countries which has many interesting destinations to be visited by tourists such as tourism objects, culture, arts, customs.

The province of South Sumatra consists of 13 districts and 4 municipalities which have many destinations that have their own uniqueness and characteristics with natural beauty that is an attraction. Attractions in South Sumatra are very diverse, ranging from mountains, hills, caves, waterfall tours, city tours, and culture. One of the cities in South Sumatra that has a wealth of natural beauty and tourist attractions is Pagar Alam City. Pagar Alam City is also included in the list of the fifth best tourist destinations in South Sumatra, Pagar Alam is famous for its natural attractions such as Mount Dempo tourism which is popular with its tea gardens. Pagar Alam City also has other attractions such as waterfalls, lakes, and lematang rivers. Here is also famous for historical tours such as the Stone Elephant Statue, Stone Graves, and others which can be historical and educational tourist destinations. Not only that, Pagar Alam City is also famous for its several Agro Tourism Destinations. Agro Tourism is a type of tourism activity that focuses on tourism involving some local agricultural land and plantations, which

aims to become an attraction for potential tourists themselves, and aims to introduce the diversity of the local area.

Mr. D Agro Tourism is one of about 10 Agro Tourism Destinations owned by the city of Pagar Alam, Mr. D Agro Tourism located at the Tebat Limau area, Pelang Kenidai Village, Dempo Tengah, Pagar Alam City, South Sumatra Province. Mr. D Agro Tourism is one of the tours that has been operating for two years since it opened at the end of 2020, Mr. D Agro tourism has a cool and strategic atmosphere so it is easy to visit and comfortable. There, tourists can carry out various fun activities with their families by enjoying every tourist attraction activity that is provided, such as enjoying children's games, enjoying and directly feeding ornamental fish in the pond, and enjoying views of various kinds of ornamental flowers. Then, the tourists can take selfies while wearing traditional Japanese traditional clothes which are symbols of the country itself. Not only that, Mr.D Agro Tourism also provides hall facilities for tourists who want to enjoy free karaoke facilities and typical snacks from Pagar Alam City, besides enjoying the view of ornamental plants there are also citrus and durian plants where the fruits can be picked directly from the tree.

However, not many potential tourists know about this tourist destination, this happens because of the lack of information and promotional media in introducing this Mr. D Agrotourism attraction. Promotion is very important to introduce tourist destinations to potential tourists. Therefore, it needs a media to promote_Mr. D Agro Tourism by using technology such as print media such as newspaper, magazine, brochures, and posters. And non-print media such as television, radio, social media/ internet, and website.

In today's modern era, most people prefer non-print media over print media as a mean to promote something. That's because by using this non-printed media, everyone can access information faster from various circles, even from foreign countries. Through a promotional video design that is disseminated on

social media is the best way to be able to inform and attract potential tourists to visit the city's destinations. According to Riana (2007), video can clarify and facilitate the delivery of messages, overcoming the limitations of time, and space.

Therefore, a video can be a good way to promote Mr. D Agro Tourism Destination. According to Mac Farland (2014), that video is a powerful tool for promotion, because videos are watched online more and more every year including an 80% increase in online video consumption over the last six years, 55% of the majority of video viewers are news among internet users and 2 billion watch views of video displayed via YouTube.

Based on the statements above, the author got the idea to create a final project report with the title "**Designing a Video Script as Media Promotion of Mr. D Agro Tourism in Pagar Alam**". So that it will make potential tourists more interested in visiting destination, and can find and access information easily about Mr. D Agro Tourism in Pagar Alam.

1.2. Problem Formulation

The problem of this study is ” How to design a video and script of Mr. D Agro Tourism in Pagar Alam ”.

1.3. Objective

Based on the problem formulation, the writer focused to the content of video and the script to promote Mr. D as Agro Tourism Destination in Pagar Alam.

1.4. Benefits

The research benefits are:

1. For Writer:
 - a. To Promote Mr. D Agro Tourism in Pagar Alam by using video script

- b. The writer can get knowledge and information about designing a video script as media promotion of Mr. D Agro Tourism in Pagar Alam.

2. For Reader:

- a. Giving information and knowledge to students of State Polytechnic of Sriwijaya, especially for English Department. This final report can be a new collection for library of English Department

3. For Tourist

Provide more detailed and in-depth knowledge of what facilities and attractions are offered by Mr. D Agro Tourism for tourists.