

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses about background, problem formulation, research purpose, and research benefits.

1.1. Background

Tourism is considered as one of the biggest industries in the world. As a result of globalization, this industry has developed in recent years. Development also creates an impact in some aspects. One of them is economic growth. Tourism makes a contribution of economic development, and possible to give opportunity in many aspects, even to small businesses (Vukadinovic et al, 2020). While research conducted by Ivanov and Webster (2011) shows that tourism has contributed towards economic development on a global scale for one decade. In addition, the existence of this industry may create new employment opportunities. Haryana (2020: 310) states in his research that the industry involves a business unit that needs human resources to play the role in the tourism industry. Therefore, tourism is important to be improved as it will be able to have many positive-profitable impacts.

In Indonesia, tourism is also considered as important industry. The data from *Kementerian Pariwisata* (2019) shows that the Gross Domestic Product (GDP) in the tourism sector was increased up to 4.80%, which was higher than in the previous years. No wonder that tourism can contribute a lot economically, since Indonesia is supported by the existence of various tourism destinations that are diverse in each region, such as NTT, Papua, South Sumatra and others.

South Sumatera is one of region in Indonesia that consists of many districts, each of them has its beautiful destination such as Banyuasin. Banyuasin Regency is one of the regencies that has many attractions, especially in the tourism section. There are several tourist destinations that can be visited there, such as Taman Nasional Sembilang, Monument Front Langkan, Danau Tanah Mas, and one new tourist destination namely Via Crucis Sukomoro.

Via Crucis Sukomoro is a religious tourist destination that was built as a park for Christians and especially for all interfaith pilgrims who want to know and understand the way of the Suffering of Jesus. This place is a continuation of the earlier built Maria Mater Misericordiae Cave and was inspired by one of the tourist attractions called Via Doloras in Jerusalem. For Christians, Via Doloras has a deep meaning because it is a street in the old city of Jerusalem that Jesus walked during the crucifixion process. There are a lot of people who want to visit this place to reflect on the journey of the passion and death of Jesus by doing the Devotion to the Way of the Cross. This is done by walking and praying along the path that Jesus walked, from when He received the death penalty until He arrived at Calvary to be crucified. Via Crucis Sukomoro is an alternative that was built so that Christians in the Banyuasin area and other pilgrims can do this activity.

Via Crucis Sukomoro began construction on February 27, 2021 and was completed and blessed by Mgr Yohanes Harun Yuwono and Mgr Emeritus Aloysius Seodarlo SCJ (Archbishop of Palembang Archdiocese) on December 12, 2021. This place is territorially located in the service area of St. Stefanus Talang Betutu Parish, Palembang. The distance to this place is only about 17 kilometers from Sultan Mahmud Badaruddin II Airport Palembang, which takes about 30 minutes to arrive. This place can be accessed by motorcycle, bus, or car, and the road to this place also tends to be smooth. While visiting this place, visitors can also visit the Maria Mater Misericordiae Cave, the Sumarah Nursing Home, and the Griya Anak Sayang (GAS) Nazareth, because they are in the same location. When entering the complex gate of this place, the atmosphere is calm and comfortable. There are large trees with shady green leaves with sturdy trunks towering high, which give this place a shady impression.

Based on the writer's observation, it is found that Via Crucis Sukomoro has not been officially registered as a tourist destination in South Sumatra (southsumateratourism.com). This may be due to the fact that this place is a new tourist spot. The writer considers it necessary to introduce this place as an official tourist destination in Banyuasin, so that tourists who access information about tourist attractions in Banyuasin can find out about it. In addition, there needs to be

an increase in promotion of this place to attract the attention of tourists so that with the rapid increase in tourists it can help more optimal development in the fields of facilities, infrastructure, and other aspects of this place.

Considering the problems, the writer thinks that Via Crucis Sukamoro needs a promotion to attract tourists. There are 5 (five) ways to introduce tourism object according to Subhiksu and Utama (2018), using leaflet, booklet, exhibition, mass media, and in information section in public area. Writer proposes using a video to promote the tourism object. A video can be distributed through online media like the internet or through social media, as mass media has now developed into online. This method is effective and should be used because most people currently use and access online media. Furthermore, a promotional video had a significant positive impact on a tourism destination's image (Sani et. al, 2009).

In making a video, there is an essential element to be prepared. The element is called a script. Moreover, Chappel (2011) states that a script is one of the most critical elements of video production. Therefore, the writer would like to write a final report entitled "Writing A Video Script of Via Crucis Sukomoro As One of the Tourism Destinations in Banyuasin Regency."

1.2. Problem Formulation

The problem of this research are formulated as the following :

1. How to write a video script of Via Crucis Sukomoro As One of Tourism Destination in Banyuasin Regency?

1.3. Research Purposes

The purpose of this research are :

1. to write a a video script of Via Crucis Sukomoro As One of Tourism Destination in Banyuasin Regency.

1.4. Research Benefits

The output of this research is a videoscript. The writer hopes that this report can be used to promote about Via Crucis Sukomoro As One of Tourism Destination in Banyuasin Regency.