

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is the action of person or group of people to go away to other places that is Tourism destination for lots of purposes such as recreation, relaxation, and pleasure according to what they want. Tourism is an important component for the economy of some countries that have plenty of tourism attraction. In a way, with lots of tourist come to participate in a tourism activity it also means that the country economic is increase. According to Paria and Amir (2021) the tourism industry cannot play a full role in the prosperity of the city's economy, but it has direct and indirect positive impact on the economy of communities. The direct effects of the tourism industry arise from the initial expenditure of tourists on consumer goods and services. This part of the effects creates direct employment and foreign exchange earnings through the production and sale of goods and services to tourists.

There are different kinds of Tourism Destination (Hayley,2020) that available in some area that is Beach areas, Natural areas, Town and Cities, Winter Sport areas, and Areas known for culture and heritage that makes people attract to visit it. Not far from PagarAlam City area there is a destination that include as a natural tourism that is Lawang Agung Waterfall. Lawang Agung is one of the tourism destinations where people can experience the sensation of natural waterfall. The waterfall Located in the village of Lawang Agung, Lahat district. The local government and villagers has tried to promote Lawang Agung waterfall with media such as some videos in youtube and blog online from some visitor. The video published is outdated and consists of vlog and interview with people about what they think of Lawang Agung Waterfall and also there is no subtitle. This might be the reason many people do not notice about the existence and information about Lawang Agung Waterfall. Many people only know about the Dempo Mountain as an icon of PagarAlam. But in fact, Lawang Agung Waterfall can be a good potential tourist

destination to be developed in the Lahat District. Therefore, Lawang Agung Waterfall needs to be conserved and promoted to maintain its societal existence.

In order to attract tourists, the government must develop a marketing strategy, especially in the field of media promotion. Therefore, in the development of tourism, information technology is very necessary because with the help of information technology, tourism promotion can be carried out quickly and clearly. Promotion according to Tjiptono in Selang (2013:73) is a form of marketing communication

which is a marketing activity that seeks to disseminate information, influence/persuade, and/or increase target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned.

Therefore, in this final report, the author is interested in contributing to the promotion of Lawang Agung Waterfall through video because video promotion is more interesting and exciting than photos or text. It also gives more flexibility in using video as a promotional tool.

Based on the discussion above, the writer is interested in choosing the topic **“Writing a video script of Lawang Agung Waterfall as one of tourism destinations in Lahat District”** for this Final Report. The writer would like to give the detail information about Lawang Agung waterfall through a video.

1.2 Problem Formulation

Based on the background above the problems formulation of this research is how to write a Video Script of Lawang Agung Waterfall as one of Tourism Destinations in Lahat District.

1.3 Purpose

The purpose of this research is to write a Video Script of Lawang Agung Waterfall as one of Tourism Destinations in Lahat District.

1.4 Benefit

The benefits of this report are:

1. for the researcher
 - a. Getting knowledge about how to make a video script
 - b. Getting new information about Lawang Agung Waterfall as one of tourism destinations in Lahat District.
 - c. To complete the requirement to finish study in English department at State Polytechnic Sriwijaya
2. for readers
 - a. Getting knowledge about how to make a video script
 - b. Getting information about Lawang Agung Waterfall