

CHAPTER I

INTRODUCTION

1.1. Background

Indonesia is one of the developed countries that has various tourism potentials in its cities. According to Syambudi (2019), Indonesia was visited by more than 158 million foreign tourists in 2018, an increase of more than two million foreign tourists from the previous year. The drastic increase in the number of tourists and the influx of foreign currency seems to be continuing. It is undeniable that tourism is the most developed and in-demand business sector. Not only nature tourism but also diverse cultural tourism from various ethnic groups in Indonesia can be a tourist attraction for its visitors. South Sumatra is one of the cities in Indonesia that has a variety of wealth, both in terms of culture and natural tourism. Cultural tourism such as the Rimau Monument from Pagaralam, Rafting Competition from Lahat Regency and natural tourism such as Buluh Waterfall, Dempo Park and Pagaralam Paragliding Tour.

Especially Green Paradise Tourism, Bumi Agung, North Dempo, Pagar Alam, South Sumatra, is the right place for local and foreign visitors to unwind. In this place, visitors can be pampered with calm views, fresh air, green paradise is one of the beautiful tourist objects in South Sumatra, but not yet widely known by the public because of the latest tourist spots and lack of promotion, therefore this area should be promoted as potential tourist destinations.

In addition to providing information about Green Paradise, promotion has an important role for tourism development, in order to shape the image of tourism, and increase tourist visits. It also determines the success of tourism efforts to create tourist demand. Promotions are intended to inform, invite and persuade tourists to stay and come to these tourist attractions. Promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products (Tjiptono, 2015, p.387).

There are two kinds of promotional media, namely print media and electronic media. Examples of print media are booklets and brochures, while electronic media are video, television, radio and the internet. Along with technological advances, the development of promotional media has begun to shift to digital media, one of which is in the form of video. In a promotional video all information can be quickly implemented, because the media presented in the form of visuals and audio. Promotional videos have several advantages over other conventional promotional media, namely having a broad reach to the audience, displaying the reality of objects, and can be applied in various digital media, such as on television, YouTube, travel websites, and various social media. In its application, promotional videos are often used as a medium to introduce or recall information about a product, service, event or destination (Anam, 2018). In addition to conveying all information about the company,

promotional videos can be used as promotional media to increase tourism brand awareness. However, the video requires proper copywriting to be an effective promotional video, so that the promotional message can be conveyed to the audience.

In this report, the author chooses to write video copywriting as a medium for promoting local tourism destinations. This is done because the right copywriting can increase the effectiveness of promotions and persuade potential visitors as audiences to take desired actions, such as visiting local tourist destinations.

1.2. Problem formulation

Based on the background above, this report will discuss how to copywrite the Green Paradise Tourism video to promote the city tourism object of Pagaralam?

1.3. Scope of problem

Due to the limited time and budget of this project, the matter will only be limited to one local tourist destination, Green Paradise Tourism. In addition, the limitation is regarding the language used in this video, which is English. It was chosen based on the consideration that English

1.4. Purpose

The purpose of this report is to find out the steps of video copywriting to promote green paradise tourism.

1.5. Benefit

This report will provide several benefits for both parties. For students of the English Department of the Sriwijaya State Polytechnic, the goal is to provide knowledge about video copywriting for the promotion of regional tourism destinations. For the Pagaralam City Tourism Office, it will be a medium to help the Lahat Regency Tourism Office actually promote green paradise tourism to attract more visitors to visit the place. So that with the presence of both local and international visitors, tourism in the city of Pagaralam will be more successful. is an international language, so that its contents can be understood internationally.