

CHAPTER I

INTRODUCTION

1.1. Background

Palembang as the oldest city in Indonesia has various ethnic groups in its society. The various ethnic groups in Palembang are Chinese, Arabic, Indian, and Malay who live in groups (Yusuf et al., 2020). The existence of this ethnic diversity makes Palembang as one of the most culturally diverse cities in Indonesia, ranging from dances, crafts, clothing and special foods. In addition, the diversity of ethnic groups also makes Palembang have several interesting places to visit, since these places focus on developing and preserving Palembang culture. One of them is Kampung Pengrajin Anyaman Nipah.

Kampung Pengrajin Anyaman Nipah is often referred to as a place that develops and preserves one of Palembang's local handicraft cultures, namely Nipah woven crafts. This village is located on Jalan Faqih Usman, Gang Prajurit Nangyu, 3-4 Ulu, Palembang. The uniqueness of this village is that apart from visitors being able to buy Nipah woven crafts, visitors can also see the process of making these woven crafts. This is because most of the people in Kampung Pengrajin Anyaman Nipah are craftsmen who produce Nipah woven crafts every day to meet their daily needs.

Based on the writer's observations, it is found that Kampung Pengrajin Anyaman is less popular than other Palembang craft places like Kampung Tuan Kentang. There are several factors that contribute to this problem, such as the lack of available information about the village that can be accessed by the public either through print or electronic media, and the information managed is less attractive. Moreover, the lack of attention from the government felt by the craftsmen in this village made this cultural craft itself not exposed. Meanwhile, information about this village is very much needed because this village is the only village in Palembang that preserves local culture through Nipah woven crafts.

Considering the problems, the writer thinks that the village needs a promotion to be known by the wider community. Promotion can make Kampung Pengrajin Anyaman Nipah become popular to attract many tourists or potential visitors. In addition, this action can make the village become a tourist destination to learn how to make woven crafts from Nipah leaves that have become part of the local culture. Therefore, promotion can encourage the economy and empower the villagers of Kampung Pengrajin Anyaman Nipah.

Promotion can be done through various media. Promotion can be classified into 2 categories according to Katz (2017), print media and electronic media. Along with the development of information and communication technology, electronic media has been a primary needs for most people. Therefore, the writer proposes to use a video for promoting Kampung Pengrajin Anyaman Nipah. A video can be distributed through online media like internet through YouTube. Moreover, Faris and Pratikto (2020) state that amongst all social media, YouTube is the most famous social media platform mainly focused on video content with 88% access by Internet users aged 16 to 64 in Indonesia. In addition, Halim et al. (2020) state that YouTube is not only considered as a channel for video sharing, but also as an effective marketing channel of products and services.

In making a video, there is an essential element to be prepared. The element is called as a script. Moreover, Kuncoro et al. (2020) states that script is considered as critical element that becomes the main reference or a guide in conducting video production activities. The activity of producing a video without using a script is a waste of nothing. Therefore, the writer would like to write a final report entitled **“Designing a Video Script of Kampung Pengrajin Anyaman Nipah in Palembang”**.

1.2. Problem Formulation

Based on the background above, the problem formulation of this final report is “How to design a video script of Kampung Pengrajin Anyaman Nipah in Palembang”.

1.3. Objective

The objective of this final report is to design a video script of Kampung Pengrajin Anyaman Nipah in Palembang.

1.4. Benefits

The benefits of this final report are as follow.

1. For Readers
 - a. Being a reference to write a final report on the same topic.
 - b. Giving knowledge and information to the readers about Kampung Pengrajin Anyaman Nipah.
2. For State Polytechnic of Sriwijaya
 - a. Introducing the polytechnic in tourism field.
 - b. Being an object for the further research.
3. For Kampung Pengrajin Anyaman Nipah
 - a. Being one of the media to introduce the village and its crafts.
 - b. Being a medium to promote the village.