

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1. Background**

Palembang is one of the oldest cities in Indonesia. Palembang is also known as the earth of Srivijaya which was the center of the Srivijaya Kingdom at its time. This city has a lot of uniqueness, ranging from the diversity of typical food, religion, ethnicity and race. In addition, the Palembang people are heterogeneous which consists of a mixture of several ethnicities, including Malay, Chinese, and Arabic, Javanese and their descendants as well as other ethnic groups from several regions in Indonesia who come to Palembang to work, study or lived in Palembang.

Palembang has a diversity of cultural heritage from the past which until now can still be felt. The existence of a building which is a legacy of the past with the age of tens of years and even hundreds of years is of infinite value as a relic of history. The buildings that were built in the past are a reflection of the people of their time. The existence of evidence of cultural heritage in Palembang can be seen through the very real culture in the architecture of buildings such as the Limas House, Cheng Ho Mosque, Arab Village and hundreds of year's old Chinese temples which have a unique building design in Palembang.

The Chinese temples or worship building which can be called a house of worship is one of the important relics in Palembang. According to the Ministry of Religion (2018), there are 115 temples spread across various sub-districts in Palembang and are divided into Vihara, Cetiya, and TITD (Tri Dharma or *Klenteng*). In Indonesia, Tri Dharma or *Klenteng* is the name for a place of worship for adherents of traditional Chinese beliefs in general. Annisa (2017) states that tri dharma means three teachings of truth whose appreciation is united in the teachings of Buddha, Confucianism, and Taoism.

There are three TITD (Tri dharma) which are famous and can be used as tourist objects because of their uniqueness and interesting history in Palembang,

namely; the Candra Nadi Soei Goeat Kiong (Dewi Kwan Im) temple which is located at 10 Ulu and is on the edge of the Musi River which has stood firm since 1773 during the Palembang Darussalam Sultanate and the Dutch Colonial era. It shows four dragon statues that become an attraction and symbol of the attention for anyone who sees it when entering the pagoda area. In this oldest temple there is the tomb of a Palembang commander of Chinese descent who is Muslim, namely Ju Sin Kong or known as Apek Tulong. Second, the Tridarma Gie Hap Bio Temple is located on Diponegoro Street, Talang Semut, which was established in 1883 which is the second oldest pagoda in the city of Palembang. This temple was being renovated directly using architects and materials from China. Third, the Hok Tjing Rio Temple which is located in the middle of Kemaro Island and surrounded by the Musi River. In front of the temple, which was founded in 1962, there are the tombs of Tan Bun An and Siti Fatimah, who are famous for their legendary love stories on this island.

Based on the writer's observation, it is found that in the Covid 19 pandemic era especially for Omicron variant, these temples face some problems. For example, the pandemic outbreak gives a big impact to the number of visitors. The managements have to limit the visitors who want to worship, even in the Chinese New Year event. The other problem is about stigma that these temples are specially made for Buddhists. Even though, these temples are also open to public tourist visitors who want to enjoy the uniqueness of the building and history.

Considering the problems, the writer thinks that these temples need a promotion to attract tourists or prospective visitors as a preparation for the end of Omicron variant and reopening of massive tourist visits, and to show that those temples are friendly for public tourists. Promotion can be done in two ways, namely printed and online media. The printed media can be applied in magazines, booklets, posters and newspapers. However, this promotion has not been able to be used to reach many people to find out the tourism products being promoted. But now, there are online media platforms that can be used for promotion such as YouTube, Instagram, and Facebook. Schwemmer and Ziewiecki (2018) stated that YouTube, which is considered to be the largest video sharing site, has undergone

substantial changes. Over the last decade, the platform developed into a leading marketing tool used for product promotion by social media influencers.

Therefore, the writer chose a way to increase tourist visits to these Chinese Temples as tourism objects through online media promotion and it will be applied in video by uploading and sharing the video on social media platforms, the video promotion will quickly spread to massive viewers. These social media platforms allow almost anyone to reach global viewers for interpersonal interaction and exchange information that allow people from different parts of the world to connect and exchange information with each other. According to Sahoo & Mukunda (2020), the media plays an important role in many aspects of tourism, especially in information seeking and decision-making behavior and promotions that focus on best practices for interacting with consumers through social media channels.

When producing a video, script is the important element to convey the message of the video. The information about these Chinese Temples will be delivered through the script of the video. It is necessary to put the English script into the video in order to make the video not only watched by domestic viewers but also foreign viewers. The script will consist of the information of the history, location and the view of these Chinese Temples. Therefore, based on the explanation and the reasons above, the writer chose a title **"Designing a Video Promotion Script of Chinese Temples as Tourism Destination in Palembang"**.

## **1.2. Problem Formulation**

The problem of this report is how to design a promotion video script of Chinese Temples as tourism destination in Palembang. Based on the problem formulation, the problem of this final report limited toward Chinese temples and its promotion video script.

## **1.3. Objectives**

The purpose of the report is to know the way how to design a video promotion script of Chinese temples as tourism destination in Palembang in order the tourism objects of Chinese temples is always able to be exposed to public in

order the society not only from Palembang as local people, but also people from other city even other country will know the existence of Chinese temples and are able to be always preserved as tourism destination in Palembang.

#### **1.4. Benefits**

The benefits of the report are:

1. For readers

It gives knowledge and information to the readers about Chinese temples and able to add references and be useful for readers and who will carry out further research as a source of information to develop.

2. For State Polytechnic of Sriwijaya

This research is expected to be used to add references as material for further in-depth research in the future come and introduce the polytechnic in tourism field.

3. For the Chinese temples

The Chinese temples can be known and socialized from adults to young generations and being the media to introduce the Chinese temples in Palembang.