

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tourism is a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal, business, or professional purposes. According to Wahid (2015), tourism is a journey from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions.

Lampung has many tourism destinations. There are historical tourism destinations, cultural destinations, nature tourism destinations, religious tourism destinations, and manmade tourism destinations. In Lampung, there are so many manmade tourism destinations that can be visited, one of them is Kampoeng Vietnam.

Kampoeng Vietnam is one of the manmade tourism destinations in Lampung, which is located in Sumber Agung Village, Kemiling District, Bandar Lampung City. The name of Kampoeng Vietnam itself is taken from the name of the village located in the area. The scenery offered by Kampoeng Vietnam is in the form of beautiful nature with a background of sea and hills. The facilities in Kampoeng Vietnam such as restrooms, prayer rooms, restaurants, places to relax and photo spots are well managed. In terms of cleanliness, security, and even the atmosphere, tourists feel very comfortable here.

However, Kampoeng Vietnam is less known to many people because this tourism destination is on the hill. The writer interviewed some people, and most of them do not know about this destination. Although the distance from

the city center to Kampoeng Vietnam is also not too far, it only takes 30 minutes to travel.

Therefore, Kampoeng Vietnam needs more promotion as a tourism destination in Lampung. According to Yahya (2015), there are three kinds of most demanding promotions, namely: video, photograph, and text or writing. Writing a script about this destination and pouring it into a video can be a good way to introduce this destination. Several media can be used to promote Kampoeng Vietnam, such as blogs, booklets, magazines, newspapers, and videos. From all kinds of media for promotion, the writer chooses a video, especially a video script. Promotion by using videos is more interesting because it combines images, sounds, and also text. In addition, using videos as promotion media is also very flexible. For example, people prefer to watch videos rather than read articles because they can be viewed offline (without an Internet connection), see the situation of location, and can also be uploaded to online sites like YouTube, and Instagram can be watched by more people and reach out to wider are.

Moreover, video and social media has a significant capacity in giving data and advancements for tourism in Indonesia. Video requires a few stages in the making process. One of the significant stages in making a video is composing content before video shooting. In a script, to come by the greatest outcomes, rules are required during the time spent making a script. The rule that can be utilized is the AIDA model copywriting. This model of copywriting is frequently applied to the video script and utilized in commercials and the advancement of the product. Each of stage of the AIDA model has its separate capacity in convincing the objective and communicating the craving of a promoter to buy what is advertised. Consequently, the AIDA model can be utilized as a rule recorded as a hard copy of a fascinating video script to attract visitors.

Based on the explanation above, the writer is interested in writing a video promotional and script. Therefore, the writer like to choose the title “Writing a Video Script of Kampoeng Vietnam as a Tourism Destination in Lampung”.

### **1.2 Problem Formulation**

The problem of this research is “how to write a video script of Kampoeng Vietnam as a tourism destination in Lampung?”

### **1.3 Objectives**

This report aims to find out how to write a video script for Kampoeng Vietnam as a Tourism Destination in Lampung by providing information and knowledge about Kampoeng Vietnam.

### **1.4 Benefits**

This final report provides benefits to both the writer and readers. It can be used to increase the insight and knowledge about the process of writing a video script of Kampoeng Vietnam. In addition, this final report can be used for promoting and providing more information about tourism destinations in Lampung, especially Kampoeng Vietnam.