

CHAPTER I

INTRODUCTION

1.1 Background

The current development of tourism, especially in the regions, is directed to increase tourism and encourage economic activities, such as community income and regional income through development efforts by utilizing various tourism potentials of the area. According to Purwanti and Dewi (2014), the influence of the number of visitors is very significant for the development of the tourism industry and also the local revenue, so that domestic and foreign tourists are attracted to visit. Therefore, developing a tourism industry is an important thing to do in order to improve the economy and attract tourists to visit these destinations. This can be done by promoting area that have tourism potential.

One area that has tourism potential is *Kampoeng Tipa Malaka*, also known as *Kampoeng Malaka*. Juarsah (2021), regent of Muara Enim, said that one of the attractions of Kartamulia Village as a place of recreation is that it has a lake that presents beautiful views. This destination is located at the village of Kartamulia, Gelumbang District, Muara Enim Regency. This *Kampoeng Malaka* has been established since 2020 and is still running until now. *Kampoeng Malaka's* current condition still looks good with beautiful and cool views. There are water park tours, speedboat rides, photo spots, and a culinary tour called *Pondok Ijo*.

Moreover, Chandra (2021), the coordinator of the *Tipa Malaka* tourist attraction stated that, in the future *Tipa Malaka* can be more widely known, at least known to the people of Muara Enim Regency. This means that the promotion of this place as a tourism destination is still low. This can also be seen from the absence of social media and official websites that promote tourism potential in the area. On the other hand, Juarsah (2021), *Kampoeng Malaka* can improve the people's economy through labor absorption (tourism). This means that the existence of this tourist spot is expected to increase the economic income of the area. If this

problem continues and there is no solution, then this tourism potential will disappear and will have a negative impact on the economic income of the people in the area. Therefore, the *Kampoeng Malaka* needs promotional media to develop the potential that exists in the area.

Garaika (2020) says that the several media that can be used as a means of promotion are print media, electronic media, and online media. Examples of print media are booklets and brochures, while electronic media are television and radio, and online media are Youtube and Instagram. Printed media is widely used by the public to carry out promotions. However, printed media promotion is currently less effective because many people are less interested to read. Gulo (2021) states that the National Library of Indonesia in 2015 noted that 10 percent of the Indonesian population under the age of 10 years liked to read, and 90 percent of the population liked to watch television and did not like to read. Similar to Rais (2020), the Commissioner of the House of Representatives of the Republic of Indonesia (DPR RI), stated that Indonesian tend to prefer watching movies rather than reading books. It means that the reading interest of Indonesian is still very low and shows that Indonesians prefer watching television or videos rather than reading. Therefore, brochures or booklets are less effective because they look monotonous to the public, and they feel less able to obtain information if they do not see the real conditions in video form.

Putri (2020) states that videos are easily attracted by the public because there are various mixtures of visual, sound, and text elements so that the videos made are interesting. Therefore, the writer will choose promotional media using video, because apart from being easy to view, videos are also more interesting than photos or text because people can see the situation of the place, hear the voice of the narrator and get the information presented in the video easily. Annur (2022) states that according to the Statista report, the highest number of active users among other social media platforms, namely 2.89 billion users as of October 2021. YouTube is ranked second with the most active users, with 2.29 billion users. However, Lidwina (2021), as many as 94% of internet users aged 16–64

years in Indonesia accessed YouTube in the past month. This percentage is the highest compared to other platforms.

Of course, in making videos so that information can be conveyed properly, there are several things that cannot be forgotten, one of which is the script. A script is the most important element in a video. This script serves as an element that conveys the message of the video. With the script, the information conveyed will be more complete and interesting. In addition, this manuscript will later consist of information about the location and what activities can be done in the *Kampoeng Malaka*. With the script, people will be more interested in watching the video because they will not only watch but also understand the content of the video through the script displayed on the video screen. And it is also very important to include an English script in the video, so that the video is not only watched by local tourists but also by foreign tourists.

Based on the explanation above, the writer is interested in using videos with explanations and narrations to promote, introduce, and provide information about *Kampoeng Malaka* as a tourism destination, not only for domestic tourists, but also for foreign tourists through videos. The writer would like to write a final report entitled "**Writing a Video Script to Promote *Kampoeng Malaka* Tourism Destination in Kartamulia**".

1.2 Problem Formulation

Based on the background information above, the problem formulation of this report is " How to write a video script to promote *Kampoeng Malaka* Tourism Destination in Kartamulia".

1.3 Objective

Based on the problems mentioned above, the purpose of this research is to find out how to write a video script to promote *Kampoeng Malaka* Tourism Destination in Kartamulia.

1.4 Benefits

The benefits of this report are :

- a. For the students

To increase the knowledge of script writing and to increase the knowledge of writing good scripts for promotional videos.

- b. For State Polytechnic of Sriwijaya

To support the cooperation between the State Polytechnic of Sriwijaya and the tourism industry in general.

- c. For *Kampoeng Malaka*

To make *Kampoeng Malaka* more well-known around the world and to increase tourist visits to *Kampoeng Malaka* tourism in Kartamulia.