CHAPTER I

INTRODUCTION

1.1 Background

Lampung is located on the southern tip of Sumatra. It has many regions with interesting tourism destinations. Lampung has many tourism destinations such as Pahawang Island, Puncak Mas,Tegal Mas Island,Sari Ringgung Beach, Kampung Vietnam, and new destination object is Lengkung Langit 2.

Lengkung Langit 2 is located in Sumber Agung, Kemiling, Bandar Lampung, Lengkung Langit 2 will start operating on Saturday 18 September 2021. According general manager of Lengkung Langit said that Lengkung Langit 2 has a concept that was built in Lengkung Langit 2 which is still similar to Lengkung Langit 1, which offers a food court-style culinary tour as well as a panoramic view of the city of Bandar Lampung. Look at the concepts contained in Lengkung Langit 2 is a very interesting new thing for millennials as a must-visit tourist destination in Lampung.

Now, Lengkung Langit 2 has become very interesting and famous in Lampung City. Most of the visitors who travel there are people who come from various cities in Indonesia such as Palembang, Medan, Bengkulu, Jakarta, Bandung and much more. This is because Lengkung langit 2 has many interesting places to visit.

There are several reasons why the writer choose Lengkung Langit 2. First, based from information manager Lengkung Langit 2 this tourist destination is the new destination in Lampung, that many people do not know and have not visited yet to this new destination. Besides, the distance to go to that place is not far from the center of Lampung city. Second, why the writer chose Lengkung Langit 2 is that only their visitors can also get a view of Lampung Bay. So visitors not only see the city of Bandar Lampung from a height but also the view of the sea. Last, because the writer comes from the city of Lampung which can make it easier to work on this final report because of the support form the writer's family.

Moreover, the location of Lengkung Langit 2 is in the center and there are several other tourist spots too. So, if the visitors come to the destination do not worry about accommodation because there are many hotels near Lengkung Langit 2. Tourism industry has become one of the sectors that has an impact on the development of the country and economy. Even many countries depend on the tourism industry as a source of tax and income. According to Pendit(1990) tourism is one kind of new industry that can grow very fast in providing employment, increasing,and simulating other industries.

The Promotion can be done in several ways, such as printed as magazines, newspaper, brochures, banners, and others. Furthermore, there are electronic media such as pictures and videos. Although there are already some ways to promote Lengkung Langit 2 by using printed media and some pictures in social media, it is still not enough to persuade people. So in this final report the writer will make a video script to promote Lengkung Langit 2 and share the video in social media.

In this era, There are a variety of social media such as Facebook, TikTok, Instagram, Twitter, and Youtube. With the development of social media, the writer uses them as media to spread the video promotion. By uploading and sharing the video in social media, the video promotion will quickly spread, especially if the video content is interesting for viewers. Usually people are always searching information on the internet to find information about tourism destinations.

Furthermore, video and social media have value and potential function in giving information and promotions for tourism in Indonesia. Video requires several steps in the making process. One of the most important steps in making video is writing a script before video shooting (Cavanor, 2013). In a script, to get maximum results guidelines are needed in the process of making a script. The guideline that can be used is the AIDA model. This model is often used in advertisements and promotion of products. Each stage of the AIDA model of copywriting has its respective functions in persuading the target and expressing the desire of an advertiser to purchase what is offered. Therefore, the AIDA model of coptywriting can be used

as a guideline in writing and arranging an interesting video script to attract prospective visitors.

As a result, the writer wants to inform the public about lengkung langit 2. By writing a video script which will be applied in the video, it can all at once promote and preserve this precious tourist destination. Accordingly, the writer is interested in writing a final report project with the title "Writing Video Script of Lengkung Langit 2 to Promote Tourism Destination in Lampung". It can be one of the references for tourists to know the information and also knowledge about this destination in Lampung. By provided a video script with important information, it is expected to give sufficient information about Lengkung Langit 2 as a tourism destination in Lampung.

1.2 Problem Formulation

Based on the explanation above, the problem formulation is "How to Write Video Script about Lengkung Langit 2 as a Tourism Destination in Lampung"

1.3 Objective

The objective of this final report is used to find out how to write video script of Lengkung Langit 2 as a tourism destination in Lampung.

1.4 The Benefits

1. For Researcher
a. To increase information about a new tourism destination in Lampung
b. To Increase the knowledge about writing video script of Lengkung Langit 2 in Lampung

2. For The Readers

a. Giving Information about how to write video script of Lengkung Langit 2 in Lampung

b. Giving information about the place where there is a new tourism destination in Lampung.

3. For the Writer

a. Improving the ability of writing script videos about how to give interesting scripts so the researcher is interested.

b. Improving the experience on designing video scripts to give information about Lengkung Langit 2 as a tourism destination in Lampung.

4. For The State Polytechnic of Sriwijaya

To fulfill the assignment of final report project from State Polytechnic of Sriwijaya especially for English Department Major.