

CHAPTER 1

INTRODUCTION

1.1. Background

Tourism is one of the sectors that helps economic development in Indonesia. Not only that, many people who want to get rid of stress, boredom and refreshing often do this tourism activity. According to **Youti (1991)** Tourism comes from two words namely *Pari* and *Wisata*. *Pari* can be interpreted as many, many times, round or complete. Meanwhile, tourism can be interpreted as a trip or traveling which in this case is synonymous with the word "travel" in English. On that basis, the word "tourism" can also be interpreted as a trip that is carried out many times or in circles from one place to another which in English is also called the term "Tour".

In Indonesia, tourism is also considered as important industry. The data from Kementerian Pariwisata (2019) shows that the Gross Domestic Product (GDP) in the tourism sector was increased up to 4.80%, which was higher than in the previous years. No wonder that tourism can contribute a lot economically, since Indonesia is supported by the existence of various tourism destinations that are diverse in each region, such as Riau Archipelago, Papua, South Sumatra and others. In the Riau Archipelago, there are many islands and cities that offer a variety of natural beauty, exciting rides and much more. one of them is in the city of Batam. Batam has various destinations from nature, such as beaches, there are also destinations that offer adrenaline rides that are no less interesting. One of the must-visit destinations is New Ocarina.

New Ocarina is located at Sadai, Bengkong District, Batam city, Riau Archipelago. This tourism destination was inaugurated by the president of Indonesia Susilo Bambang Yudhoyono in January 2009. New Ocarina offers destinations with different sensations, where visitors can feel the sensations of nature and adrenaline rides there. besides that, the qualified facilities are the main attraction of the new ocarina. The price of admission and cheap rides is also one

of the reasons to come and enjoy the tour in it. In addition, New Ocarina is one of the biggest tourist destinations in Batam. New ocarina has an area of 35-40 hectares in which it certainly has adequate facilities such as parking lots, restaurants, toilets, places of worship, various tours and also Instagram able photo spots. Unfortunately, many local and foreign tourists still lack of information about this destination.

Based on the writer's observations, the writer has found that the new ocarina still has lack of information for tourists. For this reason, valid and complete information media is needed for visitors. To expand information about this tour, a unique and interesting promotion is needed to attract tourist to visit this tourist attraction. Nowadays, there are a lot of ways to promote something especially with social media. So, to persuade more people to visit New Ocarina Batam, the writer would love to make a video script to give explanation and information to public about New Ocarina Mega Tourism. By making the video script and uploading to social media YouTube, the writer believed this video would help increase the visitor to come and help the economy in the city of Batam.

Based on the explanation above, the writer wanted to introduce various advantages of this New Ocarina tourist attraction by designing a video script that contains an explanation of the facilities, existing rides, price and nature tourism in there, so that, it can provide information to readers and society about this attraction and also help increase the interest of tourists to visit New Ocarina Batam, especially during the pandemic that has occurred in the past few years. The Writer would like to make the final report entitled **Designing Video Script of New Ocarina as One of Tourism Destinations in Batam.**

1.1. Problem Formulation

Based on the background information above, problem formulation of this report is “How to make a video script of New Ocarina as one of tourism destinations in Batam?”

1.2. Research Purpose

Based on the problem mentioned above, the purpose of this research is to Design Video Script of New Ocarina as one of Tourism Destinations in Batam

1.3. Benefits

The Benefits of this final report are:

a. For the writer

The writer could increase and get the knowledge about the script writing and making good script of the video. Besides, the writer would get the experience in writing script to introduce New Ocarina Batam

b. For the readers and society

The readers and society could know the information about the facilities and attractions at New Ocarina Batam.

c. To New Ocarina Batam

New Ocarina could have one of promotion video that provide valid information and could persuade for both local and foreign tourists to visit New Ocarina Batam by this research and Video Script of New Ocarina