

CHAPTER I

INTRODUCTION

1.1. Background

Palembang is one of the big cities in Indonesia as well as being the capital of the province of South Sumatra. This city has long been known as an attractive tourist destination for travelers, one of which is the Ampera Bridge on the Musi River. Palembang also has culinary potential tourist. Palembang specialties can be found easily because Palembang has many culinary places. Palembang has several traditional foods such as tekwan, model, laksan, pindang, celor noodles, burgo, celimpungan and pempek. Those types food has different taste. Pempek is the most famous among the traditional ones Palembang food. A visit to Palembang is incomplete without tasting pempek as traditional food in this city. One of the culinary places that sell many kinds of Pempek in Palembang is in Sentral Kampung Pempek.

Sentral Kampung Pempek is a traditional culinary market in Palembang. It is located in Mujahiddin street near the mayor's office. Kampung Pempek sells not only many kinds of pempek but also other traditional food such as tekwan, model, kerupuk kemplang and so on. Trans Musi as public transportation or motorcycle taxis, or bicycle rickshaws to get there. The village is only 300 meters from the Palembang Mayor's office. After entering the gates of Jalan Mujahidin, you will see on either side of the road a row of traditional shops that offer a variety of typical city food. Besides pempek, there are also models, Tekwan, mie celor, lenggang and Kemplang. For the price, the shopkeepers sell them at very low prices, ranging from Rp. 800 perak - Rp. 2000 for small pempek and Rp. 10,000 for pempek lenjer and Pempek Kapal Selam. In the Sentral Kampung Pempek also sells kemplang which can also be used as souvenirs. The difference with shops outside the Sentral Kampung Pempek is that in the Sentral Kampung Pempek there are more choices, and the price is also cheaper. The specialty of the Sentral Kampung Pempek itself is the way the food is made traditionally

There are three interesting tourism promotions, namely videos, pictures or photos and text or scripts. Promotions using videos are considered more attractive than others. In these days, people tend to watch videos instead of reading articles because in the video, people can see the situation of the place, hear the voice of the narrator and get the information presented in the video easily, another advantage if we use video as a promotional medium, is very flexible. Moreover, McFarland (2006) states that video is a powerful tool for promotion. We can upload this video to YouTube, Instagram, Facebook and others and can also be viewed offline (without an internet connection). This allows the video to be watched by more people and reach a wider area.

The writer is interested to introduce Kampung Pempek to the domestic tourists through a video. The writer would like to write the final report entitled **“Writing a Video Script to Promote Sentral Kampung Pempek for Domestic Tourist as Culinary Tourism Destination in South Sumatera”**.

1.2. Problem Formulation

The formulation of the problem in this report is “How to Write a Video Script to Promote Sentral Kampung Pempek for Domestic Tourist as Culinary Tourism Destination in South Sumatera”

1.3. Objective

The objective of this report is to know the way how to Write a Video Script to Promote Sentral Kampung Pempek for Domestic Tourist as Culinary Tourism Destination in South Sumatera.

1.4. Benefits

The benefits of this report are:

a. For Readers

To give knowledge about how to write a video to promote Sentral Kampung Pempek.

b. For State Polytechnic of Sriwijaya

To support the cooperation between State Polytechnic of Sriwijaya and industry in Sentral Kampung Pempek.

c. For Sentral Kampung Pempek destination

To popularize Sentral Kampung Pempek tourism destination to the world and to increasing tourist visits to Sentral Kampung Pempek in the city of Palembang.