

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia as an agricultural country has great potential for the development of agrotourism by utilizing the diversity of natural resources and abundant agricultural resources. Agrotourism growth in Indonesia has been high to date. It can be seen from the increasing number of tourism objects from various regions that rely on agricultural objects and products as tourist attractions. Some examples of agrotourism concepts in Indonesia are Perkebunan Teh Racabali Bandung, and Wisata petik Apel Malang. In Palembang, there is an example of agrotourism concepts that have developed, one of which is melon garden agrotourism in Kenten. Furthermore, not far from the Palembang city there is a regency that have a high agricultural yield, one of them is the Banyuasin regency.

In Banyuasin, there are two potential development of Agrotourism. namely Plantation and Business. The plantation in Banyuasin is used by residents to make agrotourism such as Benteng 89 agrotourism. Benteng 89 agrotourism is a destination of plantation which is located at Sukamoro, Talang Kelapa, Banyuasin Regency, one of the regencies in South Sumatra province. This plantation is very unique because in this place, there are water apple plantations, fishing ponds, and cottages to rest. Damardjati (1995) said that Agrotourism is agricultural tourism with the object of visiting agricultural or plantation areas that are unique in nature, which have been developed in such a way that various aspects related to the types of cultivated plants have created motivation and attraction for tourists to visit them. While in business, Benteng 89 Agrotourism can be developed and managed in Banyuasin. This agrotourism involves the use of agricultural land and other related facilities such as fishing, sitting in cottage and enjoying the scenery or just taking selfies so that it can become an alternative destination object based on agrarian education for the community, considering that water apple is one of Banyuasin's leading commodities. In general, Agrotourism is part of a tourist

attraction that utilizes agricultural businesses as a tourist attraction. The aim is to broaden knowledge, recreational experience, and business relationships in agriculture.

Unfortunately, Benteng 89 Agrotourism is not really familiar to the society. based on the preliminary mini survey by asking with google form that the writer did before with 32 students of English major in state polytechnic of Sriwijaya who have interest in going to different tourist attractions, only 21.9% know about Benteng 89 Agrotourism while 78.1% people do not know about it. Furthermore, only 9.4% people have ever visited it while 90.6% people never visit it. It means some people do not know the beauty, the uniqueness of it for they never visit this place, but they want to know more about the place. Therefore, based on the data above, most of society do not know the Benteng 89 Agrotourism because they do not know the information about it, it seems that the lack of promotion that they have. It only uses IG and Facebook for their promotion. In tourism development, information technology is necessary. Tourism promotion information can be provided quickly and clearly.

There are two kinds of promotion media such as printed media and electronic media. Printed media are booklets and brochures, leaflets, while electronic media are video, television, radio, mobile phone and desktop computer. Along with technological advances, the development of promotional media has begun to shift to digital media, one of them which is in the form of website..

A website is an information page provided through the internet so that it can be accessed anywhere as long as it is connected to the internet network. The website is a collection of components consisting of text, images, sound, and animation so that it is more of an interesting medium of information to visit (Adelheid, 2015).

A promotional website has a high impact on introducing a product. Websites have become business necessities when it comes to marketing products. The website allows for plenty of room to share product details, reviews, photos, and videos that engage potential customers. Currently, tourism promotion is more

often done digitally, the reason is the behavior of tourists in the Industry 4.0 era who rely on tourist information sources from social media (Puspitasari, 2019).

However, the website needs proper copywriting to become an effective website for promotion, so the message of promotion could be delivered to the audience. The purpose of making copywriting is to shape buying behavior and meet sales targets. Copywriter is a person in charge of planning, creating, and evaluating manuscripts or writings for use in a promotion (Ariyadi, 2017).

Based on the explanation above, the writer wants to promote this place through website copywriting and to write about **“The Copywriting of Benteng 89 Agrotourism Website to Promote Banyuasin Regency Tourism Object”** as the final report project. It is also expected to promote Benteng 89 Agrotourism to becomes more well-known for local community, domestics, and foreigners.

1.2 Problem Formulation

Based on the statement above, the problem formulation of this final report is "how to copywrite a website of Benteng 89 Agrotourism to promote Banyuasin Regency Tourism Object?"

1.3 Problem Limitation

By seeing the problem above, a limitation is needed to focus the research on the problems, purpose, benefits of research, and only focus on one place. Copywriting is the content, but the content is not copywriting. Content potentially extends far beyond writing, and can be websites, videos, infographics, images, scripts, and other materials. This study is limited to draft writing into script of a website copy used for website content.

1.4 Research Purpose

The purpose of this final report is to find out how to copywrite a website of Benteng 89 Agrotourism to promote Banyuasin Tourism Object?

1.5 Research Benefits

This Report have some benefits to two parties for the tourist destination and the reader.

1. For the tourist destination

To be guidance for Benteng 89 Agrotourism in Banyuasin Regency and to know the information about Benteng 89 Agrotourism that contained in the copywriting of website.

2. The readers

To add knowledge and information about copywriting of Benteng 89 Agrotourism website as Tourism Object in Banyuasin Regency. It is also expected that the information would be useful for future writing and other website