

CHAPTER I

INTRODUCTION

1.1. Background

Tourism is considered as one of the biggest industries in the world. The Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency (Menparekraf/ Kabaparekraf) Sandiaga Salahuddin Uno (2022) said that despite being hit by various obstacles, Indonesia was able to achieve the largest increase in ranking, up to 3.4 percent and Indonesia ranks 32nd, up 12 places from 117 countries worldwide. The data shows that Indonesian tourism has managed to crawl up or managed to rise and is right targeted, appropriate benefits, and timely, because it has a direct impact on the tourism sector and the creative economy, so as to create jobs and encourage economic recovery. No wonder that tourism can contribute a lot economically, since Indonesia is supported by the existence of various tourism destinations.

South Sumatra Province has the potential for tourist attractions spread across several cities. One of them is districts Lahat. Districts Lahat is known as “Bumi Seganti Setungguan”. Seganti Setungguan is the district's motto, which means strong unity and integrity, mutual cooperation, loyal friends, firm stance, and responsibility. Districts Lahat has many tourist destinations that can be used as tourism such as natural tourism, artificial tourism, cultural tourism, historical tourism and heritage tourism. There are two destinations in Lahat that have artificial waterfall tours that are unique and have different views, such as Tanjung Sakti and Ayek Pacar. Just like Ayek Pacar who has quite an interesting natural charm. This place is one of the destinations in Lahat by presenting natural beauty that is still very attractive.

Furthermore, Ayek Pacar is the new one of destination in Lahat. This destination provides natural scenery and cool water, artificial waterfalls and bathing pools with clear and cold water that strengthens the attraction and invites

tourists to come besides offering beauty, it is not difficult to be able to enjoy Ayek Pacar with the Ayek Pacar tourist destination, this can provide an alternative in helping the income of the surrounding community. Moreover, Ayek Pacar is the an artificial waterfall tourist destination in Desa Serambi, Kecamatan Jarai that presents natural panoramas and has springs that can be seen directly and the water can be drunk directly besides that Ayek Pacar also provides foot therapy in a pond filled with fish then there is green lettuce that visitors can take themselves and provides rental of Korean costumes. Ayek Pacar tourism has provided facilities to make visitors comfortable, such as Saung for tourists and their families to relax, children's playground, canteen, karaoke room, public toilets, prayer rooms.

Through the provided facilities Ayek Pacar area has tremendous tourism potential, to lift the tourism potential as a tourist attraction, promotion and development is needed that not only develops nature tourism but also by preserving the potential of human resources. Therefore, the writer wants to participate in designing a video script that is expected to have a good outcome from the viewers so that it can be known by the public and the writer hopes many people are impressed with this video and interested to visiting tourist destinations then can help the local economy in there. Promotion is one of the ways to draw the attention of the potential tourist to visit that destination. There are two kinds of media that can be used, printed media and electronic media. The writer chose electronic media promotion through video. Video is one of the ways to promote a destination. Video promotion contains a script. Script is important to convey the message from the video, because script is basic idea that needed to make a video. The information of Ayek Pacar will be delivered through the script of the video. It is necessary to put the English script into the video in order to make the video is not only watched by domestic tourists but also foreign tourists, so that tourists from abroad can enjoy the video and also make the tourists interested in visiting Ayek Pacar tourism in the city of Lahat.

The writer chose video media is the right choice because most people are more interested in something that can be enjoyed and can be felt it is beauty.

Video also has great potential as media to tell people, because by video people can process the information easily. Nowadays, people tend to watch video instead of reading articles because in a video, people can see the situations of the place, hear the sound of the narrator and get the information that presented in the video easily. The writer used YouTube as a media promotion. According to Cooper (2021) *“People around the world watch over 1 billion hours of YouTube videos every day”*.

Moreover David (2021) said that YouTube is the 2nd largest search engine next to Google. People upload more than 100 hours of video per minute to YouTube. It's one of the best ways to communicate to a wide audience, whether you're promoting programs or providing information to all people in the world. There's almost no possibility for YouTube to die, because YouTube is owned by one of the biggest companies in the world and hosts the most employees in the world or so-called youtuber. There are millions and millions of people using YouTube on a daily base. It stands above it is competitors by far.

Based on the explanation above, the writer is interested in writing a final report and would like to introduce Ayek Pacar not only to the domestic tourists but also foreign tourists through video. The writer would like to write the final report with the title **"Designing a video script of Ayek Pacar as tourism destination in Lahat"**

1.2. Problem Formulation

Based on the background above, the problem formulation of this final report is “How to write a video script to promote Ayek Pacar tourism destination in Lahat”.

1.3. Objective

Based on the problem, this report is used to find out the way how to write a video script of Ayek Pacar as a tourism destination in Lahat.

1.4. Benefits

The benefits of this final report are:

a. For Readers

To give knowledge about how to write a video to promote Ayek Pacar tourism in the city of Lahat.

b. For State Polytechnic of Sriwijaya

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

c. For Ayek Pacar destination

To popularize Ayek Pacar tourism destination to the world and to increasing tourist visits to Ayek Pacar tourism in the city of Lahat.