

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the writer discussed about the background of reasearch, problem formulation, objective, and benefits in conducting this research.

#### **1.1 Background**

Palembang is one of the South Sumatera cities that has many special interest tourism destinations, one of them is Equestrian Tourism. In Palembang there are three Equestrian Tourism: Lazara Stable, D'Sultan Stable and 3D Stable. The writer will discuss 3D Stable. 3D Stable has the ability to increase horseback riding as a hobby, environmental protection and aesthetic value, as well as recreational activities, and other Palembang Equestrian Tourism.

3D Stable is located on Jl. Talang Kepuh, Kecamatan Gandus, Palembang which is a little far from the city centre. There are various object attractions like horse riding, archery arenas, vegetables and fruits garden and billiards, and water duck bikes. Additionally, all areas in the 3D Stable environment are highly guarded for environmental protection; there are many plants in the form of trees, vegetables and fruits. The design of an indoor riding arena also adds aesthetic value, and other objects such as archery, duck bikes and billiards can add to recreational activities. Therefore, 3D Stable has more advantages than other equestrian tourism attractions because 3D Stable provides facilities such as a café or tack shop equipped with Wi-Fi and has complete horse riding equipment and new facilities, namely VIP Lounge and tribune.

3D Stable Palembang is one of the equestrian tourism attraction in Palembang which has an indoor riding horse arena and is designed for family recreation. Therefore, 3D Stable has been promoting its product through Instagram, but the information that is provided by 3D Stable is in photos and short videos, so the detailed description of 3D Stable is very limited and widely known by local

people and tourists from outside the city. This problem must be addressed immediately, so the writer will promote 3D Stable by using video. According to Diyar (2012), video is a technology for capturing, recording, processing, transmitting and rearranging moving images that usually uses celluloid film, electronic signals, or digital media.

Yahya (2015) mentions that there are three types of promotion media, namely video, photograph, and text or writing. Promotion by using video is considered more effective by uploading into social media like Youtube because it can be seen by more people and reaches a wider area. Nowadays, people make interaction and connection with others through social media. Chinasta and Wijaya (2014:2) state that there are some social media that are mostly used to promote products such as WhatsApp, Facebook, Twitter, Instagram, BBM, etc. It means that social media can make it easy for people to share information with other internet users via video.

Therefore, when creating the video, the script is crucial in conveying the message of the video content. According to Hanifa (2013), script is the basic idea that is required when making a video. The information of 3D Stable will be delivered through the script of the video. It is necessary to put English script into the video in order to make the video not only watched by domestic viewers but also by foreign viewers. The script will consist of the information on the location, history, price, facilities and the view of the 3D Stable. Based on the explanation above, the writer is interested in making a promotional video and script. Therefore, the writer decided to choose the title “Writing The Video Script of 3D Stable as an Equestrian Tourism Attraction in Palembang”.

## **1.2. Problem Formulation**

The problem of this research is “How to write the video script of 3D Stable as an Equestrian Tourism attraction in Palembang?”

## **1.3. Objective**

The objective of this research is to find out the way how to write the video script to promote 3D Stable as an Equestrian Tourism attraction in Palembang.

#### **1.4. Benefits**

The benefit of the research result explained in this final report is giving information about how to write the video script of 3D Stable as an Equestrian Tourism attraction. Additionally, the research output, the video is hoped to introduce the Equestrian Tourism attraction in Palembang to viewers.