

# CHAPTER 1

## INTRODUCTION

### 1.1. Background

Tourism is considered as one of the biggest industries in the world. As a result of globalization, this industry has developed in recent years. The development also creates impact in some aspects, one of them is in economic growth. Tourism gives a contribution to economic growth, and is possible in many aspects, even to small businesses (Vukadinovic et al, 2020). Research conducted by Ivanov and Webster (2011) shows that tourism has contributed towards economic growth on a global scale for one decade. Therefore, tourism is important to develop as it can bring positive and profitable impacts.

In Indonesia, tourism is also considered an important industry. The data from *Kementerian Pariwisata dan Ekonomi Kreatif* (2019) shows that the Gross Domestic Product (GDP) in the tourism sector increased up to 4.80%, which was higher than the previous years. No wonder that tourism can contribute a lot economically, since Indonesia is supported by the existence of various tourism destinations.

There are 3 groups of tourism destinations based on Yoeti (1996). They are natural tourism, man-made tourism, and mixed tourism. For natural tourism, this is considered as one of the most popular tourism destinations. It is reported that this kind of tourism has grown rapidly, as it is accounting for over 41,1% arrivals of tourists globally (Queiroz et al, 2014). Moreover, most of the tourists prefer to spend time in natural tourism because there are many benefits: improving quality of life and natural resources, providing jobs and increasing local revenues and community pride.

Lahat Regency is one of the regencies in South Sumatera that is popular as a natural tourism destination. Various interesting destinations must be visited when visiting here. Lahat Regency offers more natural tourism because the tourism destinations in Lahat still have their preserved natural beauty. The government of

tourism of Lahat Regency which is represented by the Head of Tourism Objects, Melyadi (2020) states that “Natural tourism destinations in Lahat Regency are currently the main attraction for visitors because of their attractive beauty and views as well as their natural preservation which is always maintained. There are three natural tourism destinations which are featured in Lahat Regency such as Bukit Besak, Cughup Maung, and Agrowisata Tanjung Sakti”.

One of the natural tourism destinations in Lahat Regency is Bukit Besak. Bukit Besak is located in the village of Tanjung Beringin, South Merapi district, Lahat Regency, South Sumatera. Bukit Besak is one of the natural tourism destinations where we can feel the sensation of hiking and offers exotic landscapes with the main attraction of clear views of Bukit Salero and Bukit Barisan. Moreover, in the afternoon in Bukit Besak there are panoramic views of sunset posts. However, many people do not know about the existence and information about Bukit Besak . Many people only know about Bukit Salero as an icon of the Lahat Regency. But the fact is Bukit Besak can be a very good potential tourist destination to be developed in Lahat Regency. According to Sapitri (2021), the development potential of Bukit Besak is suitable with theory in the field because it has five essential elements of tourism, those are attraction, facilities, infrastructure, transportation, and hospitality. Therefore, Bukit Besak needs to be preserved and promoted to maintain its cultural existence.

To be able to attract tourist visits, the government needs to have a marketing strategy, especially in media promotion. Therefore, in the development of tourism information technology is very necessary, because through information technology tourism promotion can be delivered quickly and clearly. According to Kotler and Keller (2012), promotion is all forms of non-personal presentation and promotion of ideas, goods or services through clear sponsorship through print media (newspaper and magazine), broadcast media (radio and television), media networks (telephone and wireless) and electronic media (sound recording, video recording, and websites pages), and exhibition media (billboards and posters).

In this modern era, news and information are now more easily accessible through electronic media such as television, online news, to online videos.

Indonesian people also tend to prefer to access new information and news through Online Video on several online sites such as YouTube, TikTok, Facebook, Instagram and Twitter. Because apart from looking more attractive, receiving information through online videos also encourages viewers to understand more real and exclusive information. Based on Google in Search 2019 research compiled by KompasTekno, people prefer to spend 1.2 times more time watching online videos and accessing social media. 75 percent of them prefer to consume online news through YouTube as their favorite channel.

Based on the discussion above, the writer is interested in choosing the topic **“Designing a video script to promote Bukit Besak as a tourism destination in Lahat Regency”** for this Final Report. The writer would like to give the detailed information about Bukit Besak through a video.

## **1.2. Problem Formulation**

Based on the background above, the problem formulation of this final report is how to design a video script to promote Bukit Besak as a tourism destination in Lahat Regency.

## **1.3. Objective**

The purpose of the report is to know how to design a video script to promote Bukit Besak as one tourism destination in Lahat Regency.

## **1.4. Benefits**

There are some benefits from the research, those are:

### **1. For readers**

It gives knowledge and information to the readers about Bukit Besak and is able to add useful reference for readers who will carry out further research as a source of information to develop.

### **2. For State Polytechnic of Sriwijaya**

This research is expected to be used to add references as material for further in-depth research in the future to introduce the polytechnic in the tourism field.

3. For Bukit Besak Management

Bukit Besak can be known and socialized from adults to young generations and being the media to introduce the tourism destination in Lahat Regency.