

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background**

Palembang is diversity, in culinary, language, and traditions. Beside that, Palembang is also rich in various tourism objects and attractions. For example Taman Purbakala Kerajaan Sriwijaya, Benteng Kuto Besak (BKB), Bukit Siguntang, and Museum Sultan Mahmud Badaruddin II. Then, according to Novianto (2019), there are also new tourism attractions to welcome the 2018 Asian Games XVIII momentum. The Palembang City Government hopes to boost the growth of the tourism sector. The Head of the Palembang City Tourism Office stated several new destinations, they are Kampung Warna Warni, Palembang Bird Park, Taman Celosia, Kampung Sugi waras, and Kampung Sayur Cempaka.

Kampung Sayur Cempaka is a new tourism destination in Palembang as a creative village. Kampung Sayur Cempaka is located at 26 Ilir, Kec. Bukit Kecil, Palembang, South Sumatra. Previously, this Kampung Sayur Cempaka was a village, whose area that was not neat, dirty, and filled with a lot of garbage. Scattered plastic bottles, scraps, and other garbage piled up around the area. During the rainy season, this village is used to flooded, which produced a lot of garbage scattered everywhere and made bad smell in the area becomes unpleasant.

The bad situation of the Kampung Sayur, inspired Rudi Harsam as a head of the Kampung Sayur to take the initiative to clean up the village area by leading and utilizing a piece of empty land, and using the garbage dump to grow crops using the hydroponic method. He utilized used scraps such as bottles, tires, and brooms to create planting media. Used scraps are also decorated with various colours, which make the plants look more beautiful. Seeing the attractive appearance, made people at Kampung Sayur Cempaka interested in following Rudi Harsam activities. Then, the residents on Jalan Cempaka Palembang,

consisting of 18 heads of families, also participated in planting vegetable seeds and decorating them with scraps thing.

In 2020 Kampung Sayur Cempaka managed to win 3 competitions from Pemberdayaan Kesejahteraan Keluarga (PKK). Therefore, Kampung Sayur got some prize from some institutions. The prize for this success is getting the assistance to repair roads by using ceramics, the assistance for gardening from Badan Usaha Milik Negara (BUMN), and the assistance for painting people's houses by Pegadaian. After getting information of the very attractive potential village, the Regional Office of BRI Palembang also provided loan assistance for local residents engaged in the UMKM sector as well as for the development of the village as an effort to advance Kampung Sayur Cempaka. Beside that, Kampung Sayur Cempaka also received assistance for vegetable seeds from the TNI Angkatan Udara (AU). The assistance increased the types of vegetables grown such as chili, cabbage, pakcoy, and mint.

Now, the village is neat and clean. Many visitors also come to Kampung Sayur to enjoy the atmosphere of the Vegetable Village, take pictures, and learn how to grow vegetables using the hydroponic method. Not only that, in Kampung Sayur, visitors can also enjoy special foods that can be reserved in advance, namely pempek Sayur and vegetable juice. These pempek and vegetable juices are made directly from the vegetables produced by local residents. Besides food and vegetables, in the Kampung Sayur, there is also a bird sanctuary. There are eight Murai Batu bird cages that are maintained by one of the residents of the Kampung Sayur. Here, visitors can see and listen to the unique sound of the Murai Batu bird.

The writer chose Kampung Sayur Cempaka because this village is a new tourism attraction in Palembang, so the public does not widely know it. The lack of promotional media makes Kampung Sayur Cempaka unknown to the broader community. If this destination is often promoted, the wider community may know the succes history Kampung Sayur Cempaka. This action can make Kampung Sayur Cempaka more popular and attract many visitors. To introduce Kampung Sayur Cempaka to the people of Palembang, we need a media that can promote

Kampung Sayur Cempaka as a tourism attraction for hydroponic plants in Palembang.

Promotion through the media is one way to provide potential tourism to visit tourism destinations. Video is an effective and efficient way to tell people about the products offered and the company's history as a factor in whether or not they want to buy them (Haryonto & Nugroho, 2015). The magnitude of the development of communication technology provides a means that can be used to produce, disseminate and convey information. Promote and distribute designing video script for Kampung Sayur Cempaka quickly through social media such as Youtube.

Youtube has a total percentage of 93.8% of the total internet users in Indonesia. YouTube is the largest platform in Indonesia and the largest platform for video streaming services. Therefore, we can see that YouTube has a lot of users in Indonesia. Kemp.S (2021), The biggest graphic depicted by internet users ranging from 16 to 64 years old in recent times is the social media platform Youtube. From here, the purpose of designing a video script of Kampung Sayur Cempaka is expected to introduce the uniqueness and creativity of this Kampung Sayur to the community, especially the people of Palembang.

The people of Palembang themselves are considered the right target audience to introduce the Kampung Sayur Cempaka. In addition to the people of Palembang itself, the introduction is also aimed at people outside the city of Palembang. So that by introducing the Kampung Sayur Cempaka, it is hoped that it can increase awareness of the creativity of this village to the community.

Based on the explanation above, the writer is interested in writing the final report with the title "Designing Video Script of Kampung Sayur Cempaka as a New Tourism Destination in Palembang".

## **1.2. Problem Formulation**

The problem of this final report is "How to design the video script of Kampung Sayur Cempaka as a new tourism destination in Palembang".

### **1.3. Objectives**

The objective of this final report is to find information about the steps on how to write a video script of Kampung Sayur Cempaka as new tourism destination in Palembang.

### **1.4. Benefits**

The benefits of the report are:

#### **1. For readers**

Giving information about how to design a video script of Kampung Sayur Cempaka as new tourism destination in Palembang and giving information to the readers about Kampung Sayur Cempaka as a new tourism destination in Palembang.

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

Introducing the polytechnic in tourism field and being an object for the further research.

#### **3. For Kampung Sayur Cempaka**

As a promotional media to introduce Kampung Sayur Cempaka.