

## **CHAPTER I**

### **INTRODUCTION**

This chapter present an overview of this final report topic. The explanation is divided into background, problem formulation, purpose, and significance of the study.

#### **1.1 Background**

Nowadays, there are many ways to promote tourist destinations in Indonesia. Using the right media and promoting it attractively can create a good image of content. In the current era of technological development social media is often used to promote tourist destinations. Promoting tourist destinations through social media can be photos, videos, or scripts. Promoting tourist destinations through video script must be written very carefully in order to make promotional video interesting.

Interesting video for promotion is a video that design with purpose to introducing a product or service to many people. Through videos, people can see the situation of the place, hear the narrator's voice and easily get the information presented in the video. In addition, the dissemination of information through video is easy to do so it can be easily accessed by many people. The media that are usually used to share videos are advertisements, Instagram, Facebook, YouTube, and others.

Indonesia is one of the countries in Southeast Asia which has the best place in the world for tourists to visit. It is known for its natural beauty, flora, fauna, and culture that have great potential for tourism purposes. South Sumatra is one of province in Indonesia where tourism destinations still unknown well by tourists. One of the new tourism destinations in South Sumatra is Kampoeng Wisata Yasaman Cindo. Kampoeng Wisata Yasaman Cindo is a new manmade tourism destination which is located in Tj. Merbu, Rambutan District, Banyuasin Regency, South Sumatra. It opened on July 31st 2021 and has many interesting spots. One of the spots in Kampoeng Yasaman Cindo is Celosia Flower Park. Besides, there are also rabbits spot and miniatures of famous landscapes such as

Ampera Bridge and Eiffel tower. The visitors can visit this place for taking pictures and spending their free time with family or friends.

Video script is one ways that can be used to promote the Kampoeng Wisata Yasaman Cindo as one of tourism destinations in South Sumatera. The video script is usually chosen as a promotional medium because it can explain the tourism destination clearly and interestingly. As known, audio-visual is the main element contained in a video. The existence of audio-visual can make the information provided understandable. Tourist spots in Kampoeng Wisata Yasaman Cindo can be displayed properly through video recordings accompanied by an explanation from the narrator which make the information in the video understandable for the viewer. With the display of tourist spots from Kampoeng Wisata Yasaman Cindo in the video, it can make the audience can determine what activities they will do when visiting the destination.

The writer aims domestic tourists as viewers because Kampoeng Wisata Yasaman Cindo is a new tourist destination in South Sumatra. As stated above, tourist destinations in South Sumatra are still not widely known by tourists. Whereas according to the Minister of Tourism and Creative Economy of the Republic of Indonesia, Sandiaga Uno, South Sumatra is the number two safe destination in Indonesia, so South Sumatra is worth visiting. Therefore with this video script, the writer hopes that Kampoeng Wisata Yasaman Cindo can become a tourist destination which interest by tourists especially domestic tourists. In addition, according to the author of the DataReportal Report, Simon Kemp, internet users in Indonesia have increased by 2.1 million people or 1 percent from 2021 to 2022. This can be a great opportunity of video technology for wider distribution to all internet users in Indonesia.

Based on the explanation above, the writer was interested to promote Kampoeng Wisata Yasaman Cindo as one of tourism destination in South Sumatera to the domestic tourist through a video script. Therefore, the writer made a video script of Kampoeng Wisata Yasaman Cindo to promote this new destination. The video script written can be used by video creators and people

who want to design a promotional video of Kampoeng Wisata Yasaman Cindo in the future. For that reason the writer would like to write the final report entitled “Writing a Video Script of Kampoeng Wisata Yasaman Cindo for Domestic Tourists to Promote the Tourism Destinations in South Sumatera”.

### **1.2 Problem Formulation**

Based on the information above, the problem formulation of this final report was how to write a video script of Kampoeng Wisata Yasaman Cindo for domestic tourists to promote one of the tourism destinations in South Sumatera.

### **1.3 Purpose**

The purpose of this research was to know the steps of writing a video script of Kampoeng Wisata Yasaman Cindo for domestic tourists to promote one of the tourism destinations in South Sumatera.

### **1.4 Significance of the Study**

The result of this research will be great benefit to the following:

a. For Students

For Students, the writer hopes that this research can be one of alternatives to introducing Kampoeng Wisata Yasaman Cindo as one of tourism destinations in South Sumatera and giving knowledge about how to design a video script.

b. For State Polytechnic of Sriwijaya

For State Polytechnic of Sriwijaya, the writer hopes that this research can enrich the library’s collection in design video script material and can be a reference for students who will conduct similar research.

c. For Government

For Government, the writer hopes that this research can help to promote Kampoeng Wisata Yasaman Cindo which is one of the tourism destinations in South Sumatera.