

CHAPTER I

INTRODUCTION

In this chapter, the writer explores the background for choosing the title, followed by the formulated problem, objectives, and benefits of this final project.

1.1. Background

Tourism is a prominent source of economic driving in developing countries. As an enormous country prosperous in tourism resources, either in the form of natural beauty, cultural diversity, and special tourism potential, Indonesia is very competent of being a tourist destination in the world. Through professional development professionally, the tourism industry can compete better with its main competitor countries in the fight against tourist visits. One of the tourism industries that need to be emphasized is Religious Tourism.

“Religious tourism is an important part of the tourism industry it is called special interest tourism. It is usually related to the followers of particular faiths who visit locations that are considered holy sites” (Suhair, 2018). Religious sites are not only visited by pilgrims but also visited by non-religious tourists since they have cultural, historical, and religious significance.

One of the sites in Indonesia that has religious tourism, is Palembang city. Palembang is the capital city of South Sumatra Province and it is one of the oldest cities in Indonesia. Being famous as one of the oldest cities in Indonesia, it makes Palembang has a lot of religious tourism. One of them is the Cheng Hoo Mosque.

The Cheng Hoo Mosque is one of the tourist destinations in Palembang which is coarse with Chinese culture and history behind it. This mosque is located at 15 ulu, Seberang ulu 1. It is approximately 7.3 km from the city center which was built from a combination of Palembang and Chinese culture. Due to keeping a great connection between Chinese descendants and Palembangnese by the

Indonesian Chinese Islamic Union (Persatuan Islam Tionghoa Indonesia/PITI), the culture acculturation itself was initially named Masjid Al Islam Muhammad.

Cheng Hoo but moreover known as the Cheng Hoo Mosque. Unluckily, not many people listed the Cheng Hoo Mosque on their list when visiting Palembang, due to a lack of information about this mosque. So, the writer felt interested in this verifiable location and attracts the visitors to know and visit the Cheng Hoo Mosque in Palembang a curious media is considerably required. Moreover, the writer thought that it was essential to do a supplementary promotion about this tourist destination to society.

There are many ways to promote the Cheng Hoo Mosque as a tourism religious destination, one of them is by using video as a media promotion. A video can be good a way to promote Palembang religious tourism, including the Cheng Hoo Mosque. McFarland (2014) says that “a video is a powerful tool for promotion because the video is being watched online more and more every year”. It is including an 80% increase in online video consumption over the past six years, 55% of the majority of video news viewers among in-term users, and 2 billion video views per week shown on *Youtube*. Videos can be a powerful medium for promotion and can be used effectively.

As a result, the writer found it useful to enlighten and promote the Cheng Hoo Mosque. By designing a copywriting of a video script that applied to a promotional video, it could synchronously be promoted and preserved in this beloved religious tourist destination. Thus, the writer was interested in writing a final report project with the title **"Copywriting of Video Script about the ChengHoo Mosque as a Religious Tourism in Palembang"**.

It could be one of the sources of tourists to know information about this destination in Palembang. By providing a video script with delightful information, it was expected to give adequate information about the Cheng Hoo Mosque as a religious tourist destination in Palembang.

1.1 Problem Formulation

Based on the title and background of this report, the writer formulated a problem formulation of how to write a copywriting of the video script of the Cheng Hoo Mosque as a religious tourist destination in Palembang?

1.2 Objectives

The objective of writing this final report was to write a copywriting video script about the Cheng Hoo Mosque as a religious tourist destination in Palembang by giving delightful information and insight about it.

1.3 Benefits

The benefit of this report was to get the writer and reader well-informed about what was fascinating about the Cheng Hoo Mosque as a religious tourist destination in Palembang. Other benefits:

a. For Culture and Tourism Department (Dinas Kebudayaan dan Pariwisata)

To help the department develop the potential of religious tourism by providing a copywriting video script of the Cheng Hoo Mosque.

b. For the mosque itself

By providing a copywriting video script of the Cheng Hoo Mosque, the mosque will be known by many people.

c. For the tourism industry in Palembang

By providing a copywriting video script, people will know more about this mosque, and indirectly attract tourists to visit the mosque. It is expected to

become a source of income for the government and add value to the economic benefits of the surrounding community.