

# CHAPTER 1

## INTRODUCTION

### 1.1. Background

Nowadays, the development of information and technology is accelerating. Many ways can be used to promote place tourism using the media. The media used to promote a tourist destination are print media such as (newspapers, booklets, brochures, leaflets, and magazines). Promotion can also use electronic media such as (television and radio), and the last is promoting using social media/internet (website, blog, Facebook, Instagram, Twitter, and YouTube).

YouTube is an effective medium as a tool to promote a video. This is evidenced by the following data that explains that YouTube has a wide reach as the use of YouTube in Indonesia spends 59 minutes every day, Elastria (2018). YouTube is one of the video-based social media with the world's largest users. In an era like today, most people prefer to watch than read books. Based on the "We Are Social" report, there were 2.56 billion users of the YouTube platform as of January 2022. So far, no one has promoted waterfront tourism in Palembang through YouTube media. Most people know about this tourism from mouth to mouth, so only local people know about this tourism. Therefore, it is hoped that promotions or publications through YouTube can provide information and spread more widely about waterfront tourism in Palembang. The reason the writer choose YouTube as a media promotion video.

In Palembang city, waterfront tourism is a tourist destination located on the banks of the Musi River in Palembang City. Waterfront occurs because there is a direct meeting between land and water bodies in the form of river banks. This tourism has a high appeal so that it benefits both economy, tourism, and culture. Musi River area has tremendous tourism potential. With these waterfront tourism destinations (wisata tepi laut or sungai), visitors can see every point of tourist destinations in one trip only, so visitors can see many points of tourist objects, such as

the Masjid Agung, Jembatan Ampera, Pulau Kemaro, Museum Sultan Mahmud Badaruddin II, Monpera, Benteng Kuto Besak, Kampung Kapitan, Rumah Saudagar Ong Boen Tjit, Sekanak Lambidaro, Jembatan Musi 4, dan Jembatan Musi 6. Visitors can also visit one destination to another destination by using water transportation, namely Ketek. Ketek itself is traditional transportation that comes from the city of Palembang. By using Ketek, visitors can enjoy the beauty of the Musi River directly opposite the Jembatan Ampera, an icon of Palembang city. So with the waterfront tourism destinations, visitors do not need to take a time-consuming and also cost-consuming because on the banks of the Musi River many tourist destinations can be visited in just one time.

Currently, to find out information about tourist attractions can be obtained by watching videos. Here the writer is very interested in using the video with narrative explanations to promote, introduce, and also provide information about waterfront tourism destinations as tourist attractions in Palembang City. The writer believes that in this era, most people prefer to watch instead of reading because through promotion using video media can be easily remembered in one's mind so this is a powerful way as medium of promoting and marketing waterfront tourism destinations In Palembang, it is inline with Mc Farland (2014) states that a video is a powerful tool for promotion. When producing a video, the script is an important element in conveying the video's message. Drucker (2012) says that videos are more tangible, visual, and compact than written works and are easy to remember. Based on the explanation above, the writer is interested in using a video with the explanation and narration to promote, introduce, and give information about the waterfront tourism destination in Palembang because wants to promote to domestic tourists and also foreign tourists through the video, then the writer also really wants to introduce to everyone around the world that Palembang has a tourist destination, namely waterfront tourism and also this is a promotional event for the city by introducing the Icon of Palembang city, namely Jembatan Ampera. Therefore, the writer wants to write a final report entitled "**Writing a Video Script To Promote Waterfront Tourism Destinations In Palembang**".

## **1.2. Problem Formulation**

Based on the background above, the problem formulation of this final report is “How to write a video script to promote waterfront tourism destinations in Palembang”.

## **1.3. Objective**

Based on the problems mentioned above, the purpose of this research is to find out how to write a video script of the waterfront tourism destination in Palembang.

## **1.4. Benefits**

The benefits of this final report are:

### **1. For Readers**

Readers can read and watch the video script to get new information about waterfront tourism in Palembang city.

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

To support the cooperation between the State Polytechnic of Sriwijaya and industry in Palembang and South Sumatra in general.

### **3. For Waterfront Tourism Object.**

To popularize waterfront tourism to the world and increase tourist visits to waterfront tourism in the city of Palembang.

