

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses the background of study, problem formulation, purpose and benefits in conducting this research.

1.1 Background

Lahat is one of the districts in South Sumatra Province. Lahat is known as *Bumi Seganti Setungguan*. In addition, Lahat is known as a district that has many beautiful and interesting natural tourist destinations which can certainly spoil the eyes, one of the tourist destinations is Tanjung Sakti Agrotourism. Tanjung Sakti Agrotourism is a tourist destination that offers educational and nature tourism activities in the middle of plantation areas. Tanjung Sakti Agrotourism is located at Sindang Panjang Village, Tanjung Sakti District PUMI, Lahat Regency. However, the existence of Tanjung Sakti Agrotourism is still not widely known by many people. Moreover, the media that they use to promote Tanjung Sakti Agrotourism is only Instagram. Whereas, Tanjung Sakti Agrotourism promises natural beauty that is very attractive and has a positive impact on a resident in the economic field. Local residents can take advantage of this tourist attraction to trade around the tourist attraction as well as introduce local culture to tourists.

Therefore, it will be very unfortunate if Tanjung Sakti Agrotourism is not promoted properly because this tourist destination has a large enough potential to attract tourists to come to visit Lahat, not only local tourists but also foreign tourists. The opening of Tanjung Sakti Agrotourism is expected to be able to grow a new economy for local residents and can be one of the supporting sectors in efforts to restore the economy during the Covid-19 pandemic. Therefore, it needs another media besides Instagram to promote Tanjung Sakti Agrotourism so that it is increasingly known by many people.

In carrying out this promotion, the writer used a video promotion media that will be uploaded on YouTube. The writer chooses to use video because video can influence strong emotions that enter the human psyche and can make people

generally remember what they see and hear from the videos that they watch. In addition, the number of viewers watching videos is increasing rapidly every day. This is a great opportunity for tourism promoters to promote tourism destinations through videos. Macfarland (2014) says that a video is a powerful tool for promotion because videos are watched more and more online every year. This includes an 80% increase in online video consumption over the last six years, 55% of the majority of video news viewership among long-term users, and 2 billion video views per week viewed on YouTube. It means that video can be a powerful medium for promotion and can be used effectively.

When producing a video, the script is an important element to convey the message of the video. Information from Tanjung Sakti Agrotourism will be submitted with a video script. It is necessary to write an English script for the video so that the video is not only watched by domestic tourists but also foreign tourists. The manuscript will contain location information, transportation used to get there, entrance tickets, and tourist attractions from Tanjung Sakti Agrotourism destination.

After making the video and the script, the writer would promote the video script of Tanjung Sakti Agrotourism through YouTube because YouTube is a website that can reach more than hundreds of people in the world. In addition, Ayuwaragil, 2018 (as cited in Fahrudin et al, 2020) states that:

YouTube sebagai media sosial yang memfasilitasi unggahan konten dalam bentuk video menjadi media sosial paling favorit dalam kelasnya. Semua orang bisa mengunggah/mengakses video apapun tanpa dibebankan biaya besar dan hanya bermodalkan kuota internet. Oleh karenanya jumlah penonton di YouTube semakin hari semakin menyaingi jumlah penonton televisi.

It means that YouTube is the most favorite social media which is increasingly competing with the number of television viewers where everyone can upload or access any video with only an internet quota. YouTube also allows for interconnectivity with the audience, where viewers can provide direct responses to

the content of the video by leaving comments in the comments column in the form of their opinions or experiences related to the content they watch. This can also be a review for anyone who reads it. It will make it possible for YouTube to be a promotional tool, including the promotion of Tanjung Sakti Agrotourism.

Based on the explanation above, the writer is interested in writing a final report entitled with the title **"Designing a Video Script to Promote Tanjung Sakti Agrotourism as a Tourism Destination in Lahat"**.

1.2 Problem Formulation

Based on the background information above, the problem formulation of this report is "How to Design a Video Script to Promote Tanjung Sakti Agrotourism as a Tourism Destination in Lahat?".

1.3 Research Purpose

Based on the problem mentioned above, the purpose of this research is to know how to design a video script to promote Tanjung Sakti Agrotourism as a tourism destination in Lahat.

1.4 Benefits

The benefits of this final report are:

1. For Readers

It gives knowledge and information to the readers about Tanjung Sakti Agrotourism and is able to add references and be useful for readers who will carry out further research as a source of information to develop.

2. For Students

Giving information and knowledge to students of Sriwijaya State Polytechnic, especially new students of the English Department on how to design video scripts that can be used to promote tourist destinations.

3. For Management of Tanjung Sakti Agrotourism

The video script of Tanjung Sakti Agrotourism is expected to be used as a promotional medium to increase tourist interest in visiting the Tanjung Sakti Agrotourism destination.