

CHAPTER I

INTRODUCTION

1.1. Background

Tourism is temporary displacement of humans for getting out of routine jobs and out of his residence. Most people travel for staying and getting fun, but some tourists also travel with other object such as the task of the office or school (Marpaung, 2002). Indonesia is one of countries which has many interesting destinations to be visited by tourists such as tourism objects, culture, arts, and customs.

There are 3 groups of tourism destinations based on Yoeti (2008). They are natural tourism, man-made tourism, and mix tourism. For natural tourism, this is considered as one of the most popular tourism destinations. It is reported that this kind of tourism ground rapidly, as it is accounting for over 41,1% arrivals of tourists globally (Queiroz, 2014). Moreover, most of the tourists prefer to spend time in natural tourism because there are many benefits: improving quality of life and natural resources, providing jobs and increasing local revenues and community pride.

The beautiful city has many kind of tourism destinations is Pagaralam. As one of the cities in South Sumatera Province, Pagaralam is located about 298 Km from Palembang (Provincial Capital) and is 60 Km to the southwest of Lahat Regency. This beautiful city which has many kinds of tourism destination. For example: Dempo Mountain, Dempo Park, Mangkok Waterfall, Green Paradise and Oziel Amazing Garden. So, its very interesting city to visit when people come to sumatera selatan because it has a lot of beautiful tourism destinations.

Oziel Amazing Garden is one of interesting tourism destination in Pagaralam to visit. This natural tourism in Pagaralam is located in the village of Cawang Baru, North Dempo sub-district, Pagar Alam city. Oziel Amazing Garden

offers various types of ornamental plants such as garbera flowers bougenvillea flowers, and other flowers. There are also various photo spots for those who like to take selfies or take pictures that are instagrammable, there is a hut provided and other flowers. There are a lot of spots available at this bedutiful garden such as, a hut provided to relax for visitors, a flower depot for those ornamental plants lovers that sells flowers such as caladium aglonema Begonia and other types of flowers, also there aresome beautiful photo background spots for those who like to take pictures that are instagrammable. This amazing Garden also provides Hanbok Korean clothes rental so we can take pictures using Korean clothes with beautiful views like eiffel tower, amsterdam building, dutch windmill, air balloon also it has rabit booth for photo spots. photo spots for those who like to take pictures that are instagrammable

Eventhough Oziel Amazing Garden is a good potential to attract tourists to visit Pagar Alam, not only local tourist but also foreign tourists. Many people especially outside Pagaralam still do not know about the existence and the information about Oziel Amazing Garden because there is no promotion from the local goverment to promote tourism in Pagaralam. Therefore, Oziel amzing Garden needs media to promote the existence and share the information of Oziel Amzing Garden as tourist Destination in Pagaralam by using technology such as print media such as newspaper, magazine, and electronic media such as television and radio, internet media such as online advertising program, and product media such as bag and clothes and Video.

Video has several advantages in advertisement because the combination of visual and audio and it works well in delivering the messages and attracting viewers' attention. Therefore, visual and composition mix of colors, sounds, and motions, the video's view apparently alive so the information will be easier to be accepted by the viewers. Therefore, making a video to promote Oziel Amazing Garden as tourism destination in Pagaralam can be very helpful for the government of Pagaralam to promote tourism objects and attractions in Pagar Alam.

In this era, The development of media in today's digital era is thought to be connected with everyone activities in seeking information. It becomes a new color in accessing all the information needed by people. For seeking the information now, people just need to search in social media through streaming video instead of reading newspaper or magazine. Promoting by using videos is more interesting and eye-catching than photo or text because it combines images, sounds and also effects. Also, using video as promotion media is more flexible. It can be accessed in online sites like YouTube.

Video is one of technologies that can be used as a promotion media because many people look for the information by watching video especially about their travel objectives to see the promotional tourism destinations. Besides, the numbers of viewers of the videos increase rapidly every day. These are a great opportunity for tourism promoters to promote a tourism destination via video. Therefore, the writer is interested in writing the final report with the title **"Designing a Video Script of Oziel Amazing Garden as a Tourism Destination in Pagaralam"** the writer used the traveling video as a media to provide information and promote the information about Oziel Amazing Garden.

1.2. Problem Formulation

Based on the background above, the problem formulation of this final report is how to Design a Video Script of Oziel Amazing Garden as a Tourism Destination in Pagaralam.

1.3. Objective

The purpose of this final report is to know about the steps in designing a video script to promote Oziel Amazing Garden as a tourism destination in Pagaralam and to give information about Oziel Amazing Garden especially for people outside Pagaralam.

1.4. Benefits

There are some benefits from the research, those are:

1. For Public

This final report can be used to increased the knowledge and information to the readers about Oziel Amazing Garden as a Tourism Destination in Pagaralam.

2. For Academic

This final report can be used to providing knowledge to the students of English Department in State Polytechnic of Sriwijaya about how to design video script of Oziel Amazing Garden as a tourism destinations in Pagaralam.

3. For Stakeholder

This final report can be used as the media to introduce the Oziel Amazing Garden.