

CHAPTER 1 INTRODUCTION

This chapter describes the background, problem formulation, problem limitation, purpose, and benefit of the research

1.1 Background

Indonesia is a country that is rich with beautiful tourism destinations. According to Blumenthal (2020), Indonesia is the sixth-best country in the world in 2020 for tourism destinations. Some famous tourist destinations in Indonesia are widely known by domestic and foreign tourists, for example, Toba Lake in North Sumatra, Gili Island in Lombok, Borobudur Temple in Magelang, etc.

South Sumatra is one of the provinces in Indonesia that has many attractive tourism destinations. For example, Benteng Kuto Besak with sparkling lights that highlight the walls at night, Jakabaring sports city with a big sports venue, Sultan Mahmud Badarudin II Museum with a collection of historical relics, Kawah Tekurep Tomb with its *ziarah kubro* once in a year and beautiful Suji Lake in Lembak, Muara Enim.

Suji Lake is a lake in a wild forest in the estuary of Muara Enim. It is known that the name Shuji was taken from Japanese Language because the location during the war of independence was the location of a soup kitchen for Japanese troops which was only 1 km from the Japanese army airport. Suji Lake is located in Lembak Village, Lembak Muara Enim District, South Sumatra, about 70 kilometers from Palembang City, South Sumatra. This lake is also used to be a relic of the Japanese Headquarters; its name is SHUJI which means "HEAD" of the place (the position of the Japanese Headquarters). In this location, there is still a former Oil Well (Reg) owned by PT. Pertamina.

Unfortunately, in this era, many local, domestic, and foreign tourists do not know well about Suji Lake. The information about Suji Lake is also still lean, especially about Simbur Cahaya which is used as a guide for citizens. Simbur Cahaya is a book of customary law, which is a blend of customary law that developed orally in the interior of South Sumatra, with Islamic teachings. Therefore, Suji Lake needs to be promoted to introduce a tourist destination and increase tourists' awareness of the important value of a tourism destination. Tourism destination promotion has several purposes such as promoting tourism destination as a tourism destination attraction, enhancing and strengthening the image of tourism in domestic and international markets, disseminating knowledge about products that have been developed, and will be developed, and building and maintaining effective communication with the international media and press (Manafe, Setyorini, & Alang, 2016).

To make people know about Suji Lake and interested to come to Muara Enim to visit needs media to promote this tourist attraction. There are three promotion media: printed promotion media, internet promotion media, and electronic promotion media. Printed promotion media are newspapers, magazines, posters, brochures, and banners. Internet promotion media such as websites, blogs, and videos on social media, namely Facebook, YouTube, Twitter, etc. Electronic promotion media is the common way to promote something through E-newspaper, E-magazine, E-Booklet, etc. (Flamingo, 2014).

Videos are one of the best promotional medium for marketing products and services as they can be uploaded to social media such as YouTube. Therefore, a video is easily accessible to anyone and can be watched anytime and anywhere. Jayani (2020) states that Indonesia has 160 million social media users, taking up about 59% of Indonesia's total population. The number of social media users from the local community is expected to increase, from the local community to foreigners. In addition, videos can display more than photos and text. Through the video, writers

can promote Suji Lake and create promotional videos with great effects and attractive designs.

Copywriting is one of the most effective ways to get the reader's reaction. Copywriting allows media to take the form of images and videos in addition to text. Copywriters must be able to excite, attract, move, identify, rejuvenate a sense of unity, and send relatively valuable messages to the general audience. This video should provide enough information about the Suji Lake. Based on the above explanation, the writer is interested in creating a promotional video as a promotional medium to promote Suji Lake.

1.2. Problem Formulation

Based on the background information above, the problem of this report was formulated into how to copywrite a video script of Suji Lake as a tourism destination in Lembak, Muara Enim.

1.3 Problem Limitation

Due to the time and budget limitations, the copywriting was limited to the number of destination and language version. There was only one tourism destination, Suji Lake in Lembak, Muara Enim. Furthermore, the version of this copywriting was in English languages. The English version was made globally so that tourists from outside of Indonesia could understand the information.

1.4 Benefit

There are three benefits of this final report. First, it is to give knowledge to the students of the English Department of Sriwijaya State Polytechnic about how to write copywriting video scripts to promote a tourism destination. This knowledge could leverage their competence in promoting other tourism destinations which, in turn, will increase the number of visitors to an area. Second, the Tourism Department in Muara Enim will get more tourists who will come because of the information that has

been spread through this final report. Third, the writer himself could benefit from getting knowledge of how to make video copywriting and improve writing skills.