CHAPTER I
INTRODUCTION

1.1 Background

South Sumatra has several types of tourism such as nature tourism, culinary tourism, water tourism and historical tourism. For example, Pagaralam is known for its beautiful nature so that nature tourism or ecotourism is always held in Pagaralam. Moreover, water tourism is usually held in the area of Lahat and Muara Enim because there are Lematang River and some beautiful waterfalls. While historical tourism is well-known in Palembang city.

Palembang is a capital city of South Sumatra Province. It is famous as Industrial city of Indonesia. Some industries that exist in Palembang are crude rubber industry, petrochemical industry, craft industry (woods, bamboo, clay), leather industry, food and beverage industry and tourism industry. Therefore, many tourists who visit Palembang city are only for business purposes. Palembang also has a potency to be known as tourism town because it has several tourism objects that are well-known in Southeast Asia like Siguntang Hill, Sriwijaya Archeological Park, AMPERA bridge, Kuto Besak Fortress and other historical buildings. However, there is still no special development of tourism object to attract mo visitors to visit Palembang.

Tourism development needs to be done to maintain the interest of visitors to the tourism objects, but some tourism objects that exist in Palembang are historical buildings that cannot be changed but can only be done on the restoration of the tourism objects. It becomes barriers to Palembang city to develop existing tourism. In other words it is quiet difficult to make changes to the attraction in Palembang.

Tourism development is required for the purpose to advance, improve, and enhance the condition of tourism, so it can make tourism objects be visited by tourists and provide benefits to tourists. One of the tourism development efforts is leveraging technology. As cited by UNWTO (2011, p.4) in *Technology in*

Tourism that Sakulsureeyadej, CEO and Founder Tourism Technology Association states that technology is evolving faster than ever before, it has made most travelers around the world much more technology-savvy than in the past. It is reflected in every aspects of life, including tourism. Technology can makes the tourism objects become a high-potential tourism products for demand by tourist without removing the original things of the tourism object. A technology that can be used for tourism development is the video mapping projection. Berna (2011, p.1) defines video mapping as below:

> Video Mapping is one of the newest video projection techniques that are used to turn almost any surface into a dynamic video display, often at events such as concerts, fashion shows, music festivals, and usually in conjunction with other performing arts. The aim of video mapping is to create a physical illusion of images by combining audio-visual elements.

According to Paul (2008, p.8 cited in Berna 2011, p.11), use of technology is classified as a tool and as a medium. Based on that statement, video mapping projects use technology as the tool by composing and editing program to create motion graphics and images as well as media by presenting created images to audience (Berna 2011, p.11). Dzulkarnaen (2013) states that video Mapping was shown for the first time at the Fatahillah Museum Jakarta in 2011. It has actually been shown at various events in Indonesia. Therefore, the Government of DKI Jakarta planned to allocate funds amounting to 5 (five) Billion rupiah for the implementation of video mapping every single week at Fatahillah Museum. The Government wants to make the historical area of Fatahillah Museum into more creative by utilizing video mapping as a night tourist attraction.

Video mapping projection can be used in some tourism objects as a tourist attraction. It means that video mapping can be used as media to promote and develop tourism attraction in Palembang city. It can be one solution to attract the interest of tourists. Palembang city needs something new to make the existing tourism object persist. In the implementation video mapping need a wide area so that the projection of video mapping will look perfect. Benteng Kuto Besak is appropriate place to implement video mapping because it has quite spacious area.

More over Benteng Kuto Besak also near to Palembang trademark like AMPERA bridges and Musi River. Government, communities and other human resources must be able to support the development of tourism objects in Palembang city.

Based on the explanation above, the writer is interested in creating a final report entitled "The Design of Landscape for Video Mapping Implementation"

1.2 Problem

The problem for this final report is "How to design landscape for video mapping implementation?"

1.3 Purpose

The purpose of making this final report is to describe how to design landscape for video mapping implementation.

1.4 Benefits

The benefits from this final report are:

1. Giving the design of landscape for video mapping implementation
2. The concept of video mapping projection can be applied as the media of tourism promotion in Palembang city
3. Giving view point to the readers about other function of video mapping projection which can be utilized in tourism industry