

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism is an important aspect in human life. Humans need tourism to refresh their minds and souls of fatigue and activities undertaken daily. Theobald (1998) states that tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited. There are several kinds of tourism such as nature tourism, sport tourism, medical or health tourism, culture tourism and religious tourism.

Furthermore, Jongmeewasin (2016) mentions religious tourism is a form of tourism, whereby people of faith travel individually or in groups for reasons related to religion or spirituality in their quest for meaning. It could be under pilgrimage, missionary, or leisure purposes. Palembang, as a city that constantly developing its tourism sector has several religious attractions such as Agung mosque, Al Islam Muhammad Cheng Hoo mosque and the al-Qur'an al-Akbar.

Al-Qur'an al-Akbar is a newest and potential object of religious tourism in Palembang. However, eventhough this place has potencial for being a leading religious attraction, but there are not many promotional efforts taken by the management. The manager of Al-Qur'an al-Akbar said that for promotional activities the management only rely on a website that contains a variety of information, news, photos and videos of tourists' visit. Promotion using a website alone is not enough, because the website can not reach all the community. Many people like the elderly and those living in rural areas are still unable to use the

internet. In addition to the look of the website is sometimes less attractive could reduce the interest of the reader to read.

Meanwhile, the improvements and developments of potential tourist attraction can not be separated from promotional activities. Promotional activities are done to disseminate information about the tourism objects and attract tourists to visit. The number of tourists can affect the economy of citizens living near attractions. Tourism promotion can be done in various ways, ranging from printed media such as brochures, booklets, billboards to electronic media such as pictures and videos.

As quoted from tempo.co, Minister of Tourism and Creative Economy, Mr. Arief Yahya (2015) stated that there are three of the most demanding tourism promotion, they are video, image or photograph, and text or writing. Promotions by using videos is also considered more interesting and eye-catching than photograph or text because it combines images, sounds and also effects. In addition to more attractive, using the video as promotion media is also very flexible. It can be viewed offline (without an Internet connection) and can also be uploaded to online sites like YouTube, Instagram and can be watched by more people and reach out to wider area.

Based on the data above, the writer is interested in finding out how to create video as the promotion media to promote Al-Qur'an al-Akbar so she would like to choose **The Design of Video as Promotion Media of Al-Qur'an al-Akbar as Tourism Destination** as her title in this final report.

1.2 Problem Formulation

The problem of this final report is formulated as the following: how to design a video as promotion media to promote Al-Qur'an al-Akbar.

1.3 Purpose

The purpose of this final report are:

1. To find out how to design a video as promotion media to promote Al-Qur'an al-Akbar.
2. To show the information conveyed by the video.

1.4 Benefits

1. For Writer

This final report can be used to increase the knowledge in creating a media to promote Al-Qur'an al-Akbar as a tourism object.

2. For Students of English Department

This final report can be used to provide more information about religious tourism especially Al-Qur'an al-Akbar.