1.1 Background

The rapid development of tourism that occur each year is a proof that the tourism sector is one sector that can be relied on in an effort to improve the welfare of society. Through the development of tourism activities at the time of the program has become one of the necessities that are generally adjusted to obtain the income of each individual, and this activity has also been a concern for Indonesian people themselves (Setyanto, 2000). Tourism development also includes many areas in the provinces of Indonesia, and one of the provinces that also include the area that improve their tourism sector is South Sumatra province.

South Sumatra which is the capital city of Palembang is one of the provinces which is also experiencing growth in the tourism sector. Lots of tourists come to visit and one of them which are frequented by tourists is Palembang. Palembang city which has been established as one of the oldest cities in Indonesia has many interesting attractions which consist of Ampera Bridge, Musi River, Benteng Kuto Besak (BKB), Siguntang Hill, Monpera and much more. With the development of tourism that is happening at this time does not close the possibility of some destinations in Palembang which also be used as destinations would constantly being developed by the government with improving tourists annually.

Not only develop destinations that have been there, but at this time the government also seeks to raise the attractions that are rarely touched by many people. The government assumed if there are many tourist destinations that can become the latest destination to attract tourists come to Palembang and one of the objects that still have not been touched by many people, but it has tourism potential which able to be developed and it is "Kampung Arab Al-Munawar"

Kampung Arab Al-Munawar, a village in the region 13 Ulu Palembang is located at the edge of Musi River and Ketemenggungan River. This village has potential to offer a new charm to the destination attractions in Musi River.

It because this village still has a lot of culture associated with the history of Palembang which consists of the Home and Building are generally aged over 100 years and was also supported by the people who often do an activities bequeathed by their ancestors since the days of the Dutch Government.

With their efforts to improve the destination latest in Palembang, it is "Kampung Arab Al-Munawar" can be interpreted if the government continues strive to improve and develop the tourism sector in South Sumatra, but to develop these destinations become one of the destinations that qualified, it will be needed a promotion in attempt to make the tourists interested to visit. According to Sinaga (2012) in official news website Antara Sumsel (2012) tourism promotion is one the right way in order to improve the development of the tourism sector. Tourism that related with promotion can be done in many ways and media is one the right ways to undertake the promotion activities.

According to Sudiarta (2011) as cited in Sudiarta blog (2011) said that if the tourism sector will be developed to grow rapidly if the media is able to do its part to improve and publish the potential areas of tourist destination both natural tourism, cultural, and historical attractions. In addition, promotion-using media it can publish certain information about the destination and one of the media that appropriate to promote the tourism destination is visual media.

Visual Media (Daryanto, 1993: 27) means that all the props used in the process of learning that can be enjoyed through the five-senses the eyes and it also can facilitate understanding and strengthening the memory of something that is therein contained. Some functions of visual media are to deliver a message, attract, clarify the offerings, describe or decorate the facts that may be quickly forgotten if not visualized. Those functions are explained that visualization is appropriate media to promote the tourism object because the tools that we need to

promote tourism object is something that can be remembered. Using visualization, we can create video that can be used as media promotion. Through video, we can promote the object using good affect and attractive design and created promotional video. The advantage of this media is able to attract others because somebody can concentrate in a relatively short period but it is a proof that the people who watch it can accept the information that we publish.

Thus to these reasons, the writer assumes that the appropriate media to support Kampung Arab Al-Munawar is visual media. Through Visual Media, the writer will create a video to promote the village as tourism destination that has tourism potential that should be developed and improved to become one of the tourist attractions, which qualified. From this video, the writer will provide more information about the village that includes culture, lifestyle, and the environment of the village. The writer wants to write a final report with the title, **"The Visualization as Promoting Media of Kampung Arab Al-Munawar Palembang".**

1.2 Problem Limitation

Visual media is being used as a promotional tool is in the form of video that will provide information about Kampung Arab Al- Munawar. To support the promotional media, the writer will take some scene about Kampung Arab Al-Munawar that include lifestyle, culture, and environment of the village. After that those scene will be combining, as one material to create an attractive video that will be used as visual media promotion to promote Kampung Arab Al-Munawar.

1.3 Problem Formulation

The problem of this report is:

1. How to create visualization as the media to promote Kampung Arab Al-Munawar Palembang?

1.4 Research Purpose

The purpose of this report is:

a. To create visualization as the media to promote Kampung Arab Al-Munawar Palembang?

1.5 Research Benerfit

The benefits of this report are:

a. The Writer
   1. To know how to create visualizaton as the media the promote Kampung Arab Al-Munawar Palembang
   2. To increasing the knowledge of the writers about Kampung Al-Munawar

b. For Instution
   1. To give information about how to create visualization for promoting Kampung Arab Al-Munawar
   2. To add the general knowledge and information about Kampung Arab Al-Munawar