

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Tourism is an activity that became the choice that most people choose to take a break from the routine jobs. According to Marpaung (2002), tourism is temporary displacement of humans to getting out of routine jobs, out of his residence. Most people travel for fun, but some tourists also travel with other object such as the task of the office or school. According to Spillane says cited in Umar blog (2014) explained that tourism is an activity to travel in order to get pleasure, find satisfaction, knowing something, improve health, enjoy sports or a rest, to fulfill the task, pilgrimages and others.

According to The Law of The Republic of Indonesia concerning tourism number 10 year 2009, tourism is a travel activity undertaken by a person or group of persons by visiting a certain place for recreational purposes, personal development or studying the uniqueness of tourism attraction that visit in temporary period. Tourism is also associated with natural, cultural, historical, and culinary resources owned by a State or region. In some countries, they use the potential of natural wealth, culture, history, and culinary as a tourist attraction to bring tourists to their country.

There are a lot of potentials of natural tourism in Indonesia, such beaches, rivers, mountains, forests, and so on. According Artawa (2014), Indonesia has a vast territory with natural resources that supported the potential of the variety to be processed and used. In addition, Indonesia is also rich in culture, arts, customs, and heritage in the past and no less interesting is the beauty of its natural scenery which enough potential to be developed well.

Nowadays, government in Indonesia, especially the government of South Sumatera Province has made some progresses in the tourism sector by utilize tourism potential in this province such as nature tourism. One of the utilization of nature tourism is Bidadari Waterfall located in Karang Dalam Village, Pulau

Pinang Sub district, Lahat Regency, South Sumatera Province. According to Marion cited in Jati (2016), Lahat has an incredible wealth of nature and culture as an asset to introduce Lahat tourism in Indonesia and abroad. Bidadari waterfall is one of several waterfalls in Lahat. There are still many people who do not know about this waterfall. Furthermore to Zuhri (2015), states Bidadari waterfall has the potential as a tourist destination with the beauty and preservation of the surrounding nature.

Bidadari waterfall is located in the forest. This is one factor that makes many people do not know about the location of this waterfall. Not only surrounded by the forest, there are also other waterfalls around the flow of Waterfall Bidadari such as Bujang Gadis waterfall, Sumbing waterfall, and Naga Waterfall. While, Wijaya (2015) mentioned the existence of waterfalls and forests in the village of Karang Dalam is a great potential that must be preserved sustainability because in this village there is no coal or gold content that can be mined as in other Lahat areas. However, there are many people do not know about the information or the existence of the waterfall. Most of people only know the tour of Mount Dempo in Pagaralam. Even the government has done some promotion in the form of news, articles, or short video about the waterfall. This waterfall is a good potential to attract tourists to visit Lahat, not only local tourists but also foreign tourists. But it needs a media to promote Bidadari Waterfall so this place will be known by public.

Furthermore, tourism promotions can be done in many ways to attract tourists to visit to a destination. According Medlik (1980), there are several aspects that need to be considered in the tourism; they are; Attraction, Accusable, Amenities, and Ancillary. These aspects are become the basic of promotion. Not only need to consider the aspect of tourism, but also need to know who and how the character of the target so that the promotion will successful.

Then, Flaminggo (2014) mentions that there are some kind of media that can be used as a promotion; print media such as newspaper and magazine, electronic media such as television and radio, internet media such as online advertising program, and product media such as bag and clothes. There are media

that can be used as tools to promote a tourism destination. Herpant (2015), stated that people prefer to watch than to read in other words, they prefer to get information from a show rather than a post. Mr. Arief Yahya, Minister of Tourism and Creative Economy, cited in Siswandi (2015) stated that promotion using video is more desirable than picture and text base on the data of Search engine applications about video is a popular tourism promotion media.

Based on these facts, the writer assumes that video can be used as a promotion media. Many people look for the information about their travel objectives to see the promotional videos on the Internet or social media. The numbers of viewers of the videos are increasing every day. These are a great opportunity for tourism promoters to promote a tourism destination via video. Therefore, the writer is interested to write about **"Designing a Traveling Video to Promote Bidadari Waterfall as a Tourism Destination in South Sumatera"**. The writer will use the traveling video as a media to provide information and promote the waterfall.

## **1.2 Problem Formulation**

Based on the statements above, the problem formulation is formulated as follow: how to design a traveling video to promote Bidadari Waterfall.

## **1.3 Problem Limitation**

Based on the Problem Formulation, the research limitation is needed to make the research focused on the problem, purpose, and the benefit of research so the writer tends to promote Bidadari Waterfall by using traveling video. The video will be taken start from Palembang to Bidadari Waterfall, Karang Dalam village, Lahat. This video will shoot the access, accommodation, and objects during the trip.

## **1.4 Research Purpose**

Based on problem formulation, the research purpose of this final report is design a traveling video to promote Bidadari Waterfall.

### **1.5 Research Benefit**

The research benefits are:

a. For the writer

This final report will be a good way to gain knowledge and experience to design a traveling video as a media tourism promotion.

b. For Reader

Giving information and knowledge about Bidadari Waterfall as a tourism promotion by travelling video.

c. For Institution

Giving information and knowledge to students of State Polytechnic of Sriwijaya, especially for English Department. And also, this travelling video can be a new collection for library of English Department.

d. For Government

This project can be one of consideration as a tourism promotion to attract visitors or tourist to visit Bidadari Waterfall.