

# **CHAPTER I**

## **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. Many activities conducted to achieve its aspirations and the one that performed is doing travels from one place to others. Marpaung (2002:13) states that tourism is also seen as temporary transfers by humans out of their homes to a tourist attraction with the aim of avoiding a moment of routine work and activities undertaken during their stay in a tourist destination that is intended to fulfill their needs by utilizing or using the facilities and services provided by tourism entrepreneurs in the tourist attraction that he visited. People are busy with work become routine in the daily lives so that people in need of its own spare time to refresh the body in various ways, one of them need recreation or with an adventure.

Pendit (1999:41) states that there are several kinds of tourism such as culture tourism, health tourism, comersial tourism, industry tourism and sport tourism. Sport tourism is a sport that offers a special sensation like adventure, challenge, cooperation, and satisfaction in running the sport. Sport tourism is a blend of sport and recreation that is currently growing rapidly and attracted a lot of interest among young tourists. Young tourists who come to Indonesia, among others, want adventure and natural challenges in sport tourism. Visiting places that have never visited or still natural would have to give the feel and the new atmosphere because Indonesia is a country that has many wonderful natural scenery, there are natural so much in demand

by local tourists and foreign countries as a suitable transit to see even feel the coolness and natural beauty of Indonesia. Sport tourism is able to show its potential as something interesting, so it can create a tourist attraction that can make multicultural tourism. Almost all parts of the world, sport tourism is now increasingly advanced so that many sports fields are now used as objects and attractions for tourists, especially sports that take advantage of natural facilities such as mountains, lakes, rivers, seas and only offers the beauty of nature. Indonesia's potential for sport tourism is very big both air, sea and land sports such as mountain climbing, hunting or rafting.

Ridwan (2012:5) states that tourism is everything that has a unique, beauty and value in the form of natural diversity, cultural and man-made outcome target or destination of tourists visit. An area that is potential natural attractions and unique not many people know usually becomes an attraction for tourists. The alternatives of tourist attractions in Indonesia that can be a choice of the tourists as a tourist destination to enjoy nature are Bangka Belitung, Bandar Lampung, Yogyakarta, Malang even South Sumatra, especially in the area of South Sumatra, Lahat section related to nature tourism owned natural potential as a Jempol Mountain, Megaliths Stone, Waterfalls and Rafting has its own beauty and attraction for nature lovers.

Lahat is one of area that has natural potential interest to tourists lovers of the sport to spend time with nature. The existence of natural beauty that formed naturally make Lahat has several tourist destination such as the Lematang river. Lematang River flows under the longest bridge in South Sumatra, which has a steady stream of water and a bit steep makes people move to create challenging sports tour that is rafting. Rafting is a

recreational sport that gives a sense of challenge and test of courage to adrenaline someone while on the water with high levels of that varies difficulty as well as rafting and occur naturally. Darsono and Setra (2008) state sports that exploiting through the rapids like rafting, body rafting is a sport that is enjoyed with test adrenaline the vigorous by high rapids and the rapid rivers.

With so many potential rivers in Indonesia that can be developed as a means of tourism rafting, while on the other hand there are limitations of human resources in this field that has not been bridged. This is an opportunity and challenge for rafting activists in Indonesia especially in Lahat to improve the quality in the field of rafting. The world of rafting in Indonesia is experiencing rapid growth at this time. There are so many associations springing rafting as well as the establishment of new divisions specifically rafting on the association of the existing nature lovers. Likewise, the growth of travel industry rafting in Lahat, riding excitement various community groups to share in the rafting.

With their efforts to improve the destination latest in Lahat Rafting can be interpreted if the goverment 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 tourist interested to visit. According to Sinaga (2012), tourism promotion is one the right way in order to improve the development of tourism sector. Tourism that related with promotion can be done in many ways and media is one the right ways to undertaken the promotion activities.

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

Based on the explanation above, there is no promotion media to promote rafting in Lahat so the writer tries to make audio visual media to promote it that has high natural tourism potential both for society and the region itself. Yahya (2015) states that there are three of most demanding tourism promotion, they are video, image or photograph and text or writing. Promotion by using video is also considered more interesting than photograph or text because it combines images, sound and also effect. In addition to more attractive, using the video as promotion media is also very flexible, because this is the era of the internet so the design of audio visual will be more practical. It can be enjoyed and applied through any media, anytime, anywhere, i.e televisions, mobile phones, laptops and internet sites such as YouTube, Traveler Kaskus or other tourism website. The writer decides to make a final report entitled **"Audio Visual Media of Rafting to Promote Tourism Destination in Lahat."**

## **1.2 Problem Identification**

Based on the reason above, it can be obtained several problems related with rafting are promotional in Lahat that the

use of media used in promotional activities has not been maximized so that less accessible to the target.

### **1.3 Problem Limitation**

Based on the identification of the problems above and considering the limitations of time, effort and budget of writer, this study is limited to the problem of designing media used in promotional activities.

### **1.4 Problem Formulation**

By considering the identification and problem limitation, the writer decided: How is to design audio visual media of rafting to promote tourism destination in Lahat?

### **1.5 Purpose**

The purpose of this research to be achieved in this study corresponds with the problems that have been formulated, that is to create a work promotional video Lahat Rafting packed with creative and interesting so that people become aware of the Lahat Rafting as a new tourist destination that has potential for beauty and no less with other natural attractions.

### **1.6 Benefits**

The benefits of this report are:

#### **1. The Writer**

- a. To increase the knowledge of the writer about Lahat Rafting
- b. To know how to design audio visual media as the media to promote Lahat Rafting

#### **2. For Community**

To know and maintain the existing tourism in lahat, especially Lahat Rafting natural attractions.

3. For Institution

- a. To add the general knowledge and information about Lahat Rafting
- b. To give information about how to design audio visual media for promoting Lahat Rafting

4. Government

Lahat Rafting becomes one of the natural attractions that contribute to increase foreign exchange.