

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Indonesia has a lot of potential tourism attraction. South Sumatera Province is one of the tourism destinations in Indonesia which is visited by tourists, especially in Palembang. As a capital city of South Sumatera Province, Palembang becomes the host of local or international events. It offers a variety of attractions such as natural sights, historical tourism, cultural tourism, sport tourism and culinary tourism. Palembang has a lot of potency to develop in term of tourism that can attract tourist to come because it has many popular and interesting places. One of the places that interesting to visit is village. Palembang has many villages, starting from Arab village, China or Tionghoa village, Jawa village, Songket village, etc.

In general, the villages are formed because of the same ethnicities that gather in their communities. It has uniqueness, interesting tourist attraction, and has values of diversity of natural wealth, culture, and man-made products. Therefore, if the potential tourism attractions are developed, it can gain maximum benefit to the community by making it as a tourism village. Development of locally based village tourism requires awareness and participation of the community itself to continually innovate and creative in developing their areas. The tourism village that the writer will concern is Kampung Baba Ong Boentjit because it has a potency to become an interesting tourism attraction. People can see the heritage, handicrafts, culture and many attractions from local people and also other community. So this place can be developed and become one of the famous tourist destinations in Palembang.

Unfortunately, some people from local and other communities rarely visit the tourism destinations especially villages because they know less about this place. The reasons that make a place rarely visited by people because the lack of interest and enthusiasm, lack of knowledge about tourism objects, inadequate facilities, the location of tourism object is far from city center, lack of



accommodation to reach that places and also lack of promotion from the stakeholders for the tourism objects. Based on the result of interview the owner of Baba Boentjit's house, the average number of visitors who come to this place are about 120 to 200 every weeks. The existence of Kampung Baba Ong Boentjit is still strange to the ears of some people because the place is only discovered by a group of communities that care about the potency of a new tourism destination.

Therefore, to make Kampung Baba Ong Boentjit become more widely known by people, it needs a promotion media that can be reached and accessed easily. In this case, the media required is video. Video is a media that displays moving images and sound effects simultaneously so it feels more alive and realistic. The messages that are delivered also more informative because the contents are in the form of sounds, speeches, conversations, and so on that are created in a plot or storyline. This will cause the audiences to be interested in the visuals presented and curious about the place so that they start looking for the location and will visit it someday. However so far, the promotional efforts undertaken on tourism destination in a destination still rely on conventional media and not run effectively. Usually, people get information about tourism objects from other people, guidebooks, magazines, maps, and so on. But there are some difficulties faced by people in getting tourism information. Likewise for guidebooks, magazines and maps which are rarely found. The result is not everyone knows about these place.

Nowadays, many people promote things especially tourism destinations by using social media such as Youtube, Instagram, Twitter, Facebook, etc. According to Fatanti et al. (2015), promotion of tourism through social media can be regarded as a new way of improvement and has a big impact in encouraging the mobility of tourists. The existence of social media in the field of tourism constructs the new form of developing and operating tourism sector. Social media is used for means of spreading information, communication and promotion. By using social media, promoting tourism destination can be carried out easily by society because it is very easy to access and most people have understood and proficient in using it. So, many tourism destinations can be popular.



Furthermore, video and social media have value and potential function in giving innovation promotion for Indonesian tourism. By creating a video that can be seen by the public, this is certainly one of the easy access for us to promote tourism destinations. Videos that are uploaded to popular social media like YouTube will show the environmental attractiveness, nature, man-made products and what's in the area where the video was taken.

As a result, the writer concludes that the problem is the lack of information about Palembang tourism objects. Palembang needs more advanced promotion especially for village tourism because it has many potencies that can be developed by the communities. The promotion media that can be done is by designing a short video and upload it to social media like Youtube. It is effective to solve the problem faced by tourists in getting tourism information like the explanation before. Finally, the writer choose the tittle of this report is "Designing Video of Kampung Baba Ong Boentjit To Promote Palembang Tourism Objects."

## **1.2 Problem Formulation**

The problem of this report is how to design video of Kampung Baba Boentjit to promote Palembang tourism objects.

## **1.3 Problem Limitation**

Substansively, there are many villages in Palembang that has not been widely known by other people outside Palembang city, due to the time constraints and the limit data, the writer only focus on Kampung Baba Ong Boentjit as one of Palembang tourism objects.

## **1.4 Purpose**

The purposes of this final report are to make people know about tourism object in Palembang and to know how to design video of Kampung Baba Boentjit to promote Palembang tourism objects.

## **1.5 Benefits**

The benefits of this final report are :



a. For the writer

- To gain knowledge and experience to design a short video as media promotion for tourism.
- To explore the tourism objects in Palembang especially for village tourism.

b. For reader

- To give the information and knowledge about designing short video to promote Palembang tourism objects, especially in the field of tourism studies.
- To give the information about village tourism in Palembang.