

CHAPTER 1

INTRODUCTION

1.1 Background

In this modern era, travelling is a basic need for some people because it can refresh their minds and souls of fatigue from their daily activities. Besides, people always run their routine activity that will cause a satiation, so to minimize their satiation they do recreation such as self-entertaining and getting pleasure through travelling. For example when holiday season comes, some people directly make a planning to go travelling to a new place.

Hari (1997, p.17) says that tourism is divided into several types such as culture tourism, medical tourism, commercial tourism, sport tourism, industry tourism, nature reserve tourism, and pilgrim tourism. Palembang has tourism objects such Ampera bridge, Monpera, BKB, SMB II museum, Agung Mosque, Al-Qur'an Al-Akbar, Jakabaring Sport City, Puntikayu, etc. And the latest tourism objects in Palembang are Sekanak Sidewalk, Goedang Boencit and D'matto Millenial Art.

Some people know about that latest tourism objects in Palembang. However the number of visitors that come to that place not really much because the fact that the development of new tourism objects that have been developed by tourism office of Palembang city is less than optimal and less promoted of that tourism objects itself which became the problem (Liana 2013, p.17).

In order to get many visitors, marketing plays an important role for improving tourism objects in a place. Tourism object promotion can be done in various ways, ranging from printed media such as brochures, booklets, billboards to electronic media such as pictures and videos. Promotions by using videos is 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 very flexible. It can be viewed by online in a way uploaded to online site like Youtube. So that, some people who uploaded their video to youtube can be watched by more people and reach out to wider area.

Currently, technology has transformed the world into a global village that can be navigated at the click of a mouse. It provides potentials tourists with immediate access to textual and visual conformation on destinations throughout the world. With the role of this technology and information, it can make easier for everyone to introduce the existing tourism objects in a place and technology can increase the number of tourists.

In order the promotion of tourism can run effectively, it takes modern technology in the implementation such as internet media. Everbody in this world can find the information that they need by internet media. The internet media that is currently booming now is vlog. Vlog is a video blog where each entry is posted as a video instead of text. Vlog are more extensive than individual instructional videos of the type that might be posted on YouTube. Reino and Hay (2010, p.2) state that Youtube is a site where users can upload, share and watch videos, and is the global leader in the video streaming market, with over a billion videos viewed every day. Youtube especially vlog give people a forum to share and rate their experiences, and so anyone who comments about a destination or product, are now part of the marketing process. According to Lee and Tsai (2011, p.596) vlog is a good way of promoting holiday destinations to tourists, which present the views for the audience to visualize, to fantasize, and to dream about a holiday destination in a video. It has been found that a scene of a place viewed in a video, usually inspires a viewer's willingness to travel to that particular destination and intends to participate in those activities shown there. In the vlog the people seemed to be interact directly as if being in situations in video. In other words, vlogs can be a powerful media to promote tourism objects in Palembang.

Nowadays, it cannot be denied that technology is getting more. Everyone in this world definetly have a handphone. From the children until the adult. By handphone people not only can communicate with another people from another place but also they can get a new information that they needs just by accessing the internet. People always think finding information about tourism objects effectively and efficiently by searching all of the information in the internet.

Sometimes before people go to travelling, they usually search about tourism object in some places by only using internet.

Although technology is getting more sophisticated and there are many new destinations in Palembang. Palembang is still less well known among people due to lack of promotion that should be done by the government and citizens. There is no even one vloggers that make vlog about tourism objects in Palembang like the writer's vlog, because of the fact that the vlogs that are on Youtube are all about Ampera bridge, Monpera, Agung Mosque, BKB, SMB museum and that vlogs does not provide complete information. So, most people just know Ampera bridge, Monpera, Agung Mosque, BKB and SMB museum as tourism objects in Palembang and it makes some people are not interested in doing travelling to Palembang.

Based on the explanation above, the writer as the students of hospitality industry in English Department, feels interested in designing a vlog about tourism objects in Palembang and want to make contribute in increasing the number of people to come to Palembang. So, The writer is able to fulfill the requirement for the final report with the title "Designing a vlog as media to promote tourism objects in Palembang".

1.2 Problem Formulation

Based on the background above, the final report focuses on designing a vlog as media to promote tourism objects in Palembang.

1.3 Problem Limitation

Substantively, there are many kinds of tourism objects in Palembang that have not been widely known by other people from local and foreign tourists, due to the time constraints and the limit costs, the writer only focuses on Sekanak Sidewalk, Goedang Boenjtit and D'matto Millennial Art.

1.3 Research Purpose

The research purposes of this final report is to find out how to design a vlog as media to promote tourism objects in Palembang.

1.4 Benefits

The benefits of this final report are:

- a. For writer
 - 1. To improve the ability of writing by making this final report
 - 2. To increase the knowledge of the writer about tourism objects in Palembang
- b. For readers
 - 1. To add the knowledge and information about tourism objects in Palembang and creativity how to design video as promotion media.