

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. **Spillane (1982)** states that tourism is an activity to travel that aims to find satisfaction, know something, improve health, enjoy sports or rest, perform tasks, pilgrimage and other purposes. There are several kinds of tourism such as nature tourism, sport tourism, medical or health tourism, culture tourism and religious tourism.

Furthermore, Jongmeewasin (2017) mentions religious tourism is a form of tourism, whereby people of faith travel individually or in groups for reasons related to religion or spirituality in their quest for meaning. It could be under pilgrimage, missionary, or leisure purposes. Prabumulih, is one of cities in South Sumatera that constantly developing its tourism sector has several religious attractions such as Masjid Darussalam and the Islamic Center Prabumulih.

In Islamic Center Prabumulih there is a mosque with the biggest and widest predicate South Sumatra. However, even though this place being the grandest and largest mosques and also a leading religious attraction, but there are not many promotional efforts taken by the management. The manager of Islamic Center said that for promotional activities the management only rely on website that contains a variety of information, news, photos and videos of tourists' visit. Promotion using a website alone is not enough, because the website cannot reach all the community. Many people like the elderly and those living in rural areas are still unable to use the internet. In addition to the look of the website is sometimes less attractive could reduce the interest of the reader to read.

Meanwhile, the improvements and developments of potential tourist attraction cannot be separated from promotional activities. Promotional activities

are done to disseminate information about the tourism objects and attract tourist to visit. The number of tourist can affect the economy of citizens living near attractions. Tourism promotion can be done in various ways, ranging from printed media such as brochures, booklets, billboards to electronic media such as pictures and videos.

As quoted from tempo.co, Minister of Tourism and Creative Economy, Mr. Arief Yahya (2015) stated that there are three of the most demanding tourism promotion, they are video, image of photograph, and text or writing. Promotion by using video is also considered 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 also very flexible. It can be viewed offline (without an Internet connection) and can also be uploaded to online sites like Youtube, Instagram and can be watched by more people and reach out to wider area.

Based on the data above, the writer becomes interested in finding out how to design video as the promotion media to promote Islamic Center Prabumulih. Then, the writer takes the title “The Design of Video as Promotion Media of Islamic Center Prabumulih” for this final report.

1.2 Problem Formulation

The problem of this final report is formulated as the following: how to design a video as promotion media to promote Islamic Center Prabumulih

1.3 Purposes

The purposes of this final report are:

1. To find out how to design a video as promotion media to promote Islamic Center Prabumulih.
2. To show the information conveyed by the video of Islamic Center Prabumulih.

1.4 Benefits

1. For the Writer

This final report can be used to increase the knowledge in designing a media to promote Islamic Center Prabumulih.

2. For the Students of English Department

This final report can be used to provide more information about religious tourism especially Islamic Center Prabumulih.