

## **CHAPTER I**

### **INTRODUCTION**

#### **I.1 Background**

Tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Palembang is one of the oldest cities in Indonesia which is known for its famous tourism places. Those tourism are Siguntang Hill, Kemaro island, Kuto Besak Fort, Taman Purbakala Kerajaan Sriwijaya, and others. Palembang city is also known as the historical city.

Taman Purbakala Kerajaan Sriwijaya is one of tourism destinations in Palembang that has many histories. It is the one of new destinations in Palembang that many people of Palembang not know well about it. Taman Purbakala Kerajaan Sriwijaya is located at Jln. Syakyakirti, karanganyar village, District Gandus. The distance of Taman Purbakala Kerajaan Sriwijaya is 30 minutes from city center.

According to Marpaung (2002, p.80) visiting destination such as museum, is known as Socio-Cultural Tourism. Taman Purbakala Kerajaan Sriwijaya is very interesting place because that have many objects, such as tower to look at the area of Taman Purbakala Kerajaan Sriwijaya from the highest place. There is also a Sriwijaya Museum in this destination. It shows the collections of archaeological relic like artifacts from Sriwijaya Kingdom, such as religious artifacts, Maritime artifacts, trading artifacts or building architecture temple.

Unfortunately, in this era many people of Palembang city themselves do not know well about some objects in Taman Purbakala Kerajaan Sriwijaya because of the lack of information, documentation, and knowledge to community about Taman Purbakala Kerajaan Sriwijaya. Therefore, Taman Purbakala Kerajaan Sriwijaya needs some promotion media to introduce this place. There are at least three promotion media including printed media, electronic media, and outdoor advertising media.

According to Utami (2015) stated that promotion is one way flow of information or persuasion that could bring an organization or a person to realize the transactions of purchase and sales. Promotional refers to any type of

marketing communication used to inform of persuade target audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. The writer want to promoting Taman Purbakala Kerajaan Sriwijaya because that is a beautiful place but not many people of Palembang know about it. Although there are already some pictures about this place that share in media social but it not enough to persuade the people, so that is why the writer want to promoting this place by video.

A video is one of projected motion media which is chosen for being one of the electronic media. This media has its own advantages such as introduce the product in a fun way, reach the boarder market. By designing a unique video with complete information, this video is expected to provide sufficient information about Taman Purbakala Kerajaan Sriwijaya to community, so people can recognize and preserve Taman Purbakala Kerajaan Sriwijaya as tourism destination in Palembang.

Therefore, the writer becomes interested in designing a video about Taman Purbakala Kerajaan Sriwijaya of Palembang. It is also expected to make Taman Purbakala Kerajaan Sriwijaya becomes more well-known for local community, domestics and foreigners. Therefore, the writer takes the title “**Designing Video to Promote Taman Purbakala Kerajaan Sriwijaya as Tourism Destination in Palembang**”.

## **I.2 Problem Formulation**

Based on the background explanation of this report, so the problem of this final report was formulated as the following : How to Design Video to Promote Taman Purbakala Kerajaan Sriwijaya as Tourism Destination in Palembang?

## **I.3 Limitation**

Based on the background and problem formulation described, then the limit imposed in this final report was the information about a video to promote Taman Purbakala Kerajaan Sriwijaya as a tourism destination in Palembang.

#### **I.4 Purposes**

The purposes of this final report were :

1. To know to design a video to promote Taman Purbakala Kerajaan Sriwijaya as tourism destination in Palembang
2. To inform the information conveyed by the video of Taman Purbakala Kerajaan Sriwijaya as destination in Palembang.

#### **I.4 Benefits**

There were three big benefits that would be beneficial for the writer itself, the local people and tourists, as well as for The Taman Purbakala Kerajaan Sriwijaya.

1. For the Writer

In writing this final report, the writer could learn many skills in writing report and developing a video. It is expected that the information would be useful for future writing and other video design.

2. For Palembangness and Visitors

This final report can be used to increase the knowledge in creating a media to introduce Taman Purbakala Kerajaan Sriwijaya as a tourism destination of Palembang,

3. For Taman Purbakala Kerajaan Sriwijaya and Palembang Tourism

The information in this final report would help to promote the place which in turn it would attract more visitors to visit that place. Hence, by having more visitors, the tourism business in Palembang would be more success.