

CHAPTER I

INTRODUCTION

1.1 Background

Tourism in Indonesia just started to develop in early 1960 but nowadays tourism becomes a one of the important parts of people lifestyle. People like to travel to another city or country for refreshing from fatigue in their daily activities. According to Schulalard in Yoeti (1996) tourism is the sun of operations, especially rather than an economic, which directly related to the entry, stay and movement of foreigner inside certain country, city or region.

Palembang is one of the tourism destinations in Indonesia that has been known as culture and sport tourism. Nowadays, sport tourism in Palembang really develop, but unfortunately it is not happen for cultural tourism. People, especially young adult forgot about the culture tourism in Palembang. They do not really know what are the various culture that Palembang has. Some of cultural tourism has been fixed by goverment, such as Kampung Arab, Kampung Kapitan, etc. But there are still some cultures that were being forgotten. Carving furniture is one of culture in Palembang but people do not really realize about it. Carving furniture has been known since Sriwijaya Kingdom. There are so many houses that still use furnitures made by traditional carving technique. Traditional carving furniture in Palembang has its own characteristic, it is mixed by Arab, Budha, and China culture. All the ethnics make most of Palembang traditional carving furniture having common colour like gold, yellow, and red. The colour make the furniture become elegant and luxurious.

Carving furniture Palembang has their own characteristics, but not all people know and realize about it. People know about carving furniture in generall but just some people know about carving furniture Palembang. Carving furniture Palembang is one of culture that Palembang has, but if just some of people realize about it, this culture will be forgotten and lose. If it is just some people in Palembang know about carving furniture Palembang, people from other city and country also may not know about it. Eventhough, carving furniture is one of

potential cultural tourism in Palembang. Palembang will have the biggest sport event, there will be a lot of tourist come to Palembang. Carving furniture Palembang can be one tourism destination to attract tourist. But how can we make it become one of cultural tourism if there is less information about carving furniture Palembang. We should start to take care of our culture by learning more about it and make people know about it by promoting carving furniture. Provide one of media promotion about carving furniture is one thing that can be done to learn more and promote carving furniture Palembang. In this developing era, people like to access information using technology.

There are so many media for people to access information. They can be from video, magazine, newspaper, booklet, guidebook, social media, website, etc. From all kinds of media to acces information, the writer choose video especially documentary video with the title “Designing documentary video as media promotion of carving furniture Palembang”. With the documentary video people will know how to make carving furniture Palembang, kinds of carving furniture Palembang, and the history of carving furniture Palembang.

A documentary video is a video examining an event or person based on facts. The word can also refer to anything involving documents. The idea of documentary as meaning “pertaining to documents” came about at the beginning of the 19th century. Later, it came to mean a factual record of something. Documentary video helps people to find more spesific information about carving furniture Palembang. Documentary video has many benefit than any other media, for example, documentary video can record all of the information and people can play it everytime and everywhere they want. Documentary video also can be post and play in social media like youtube and everyone can access and watch it. Using documentary video as media promotion makes people from different country and different city can watch and acces the documentary video about carving furniture Palembang in youtube. All people can watch and access the documentary video in their smartphone and watch it everywhere or everytime they want. It can be one of the best way to promote carving furniture Palembang to make people from Indonesia or people from other country know and realize that Palembang has their

own carving furniture and has their own beautiful characteristic. Documentary video is interesting by its designing, and the cost is lower than the other media promotion. Documentary video also can be a document for tourism department, the airport, the museum, etc. It also can be played to tourist if there is an event in Palembang, but there is no documentary video about carving furniture Palembang as a one of documents about cultural tourism.

Therefore, the writer felt need to make the documentary video as a media promotion to promote carving furniture Palembang to inform people about carving furniture Palembang and how to make it. In this documentary video also use writing, speaking and creativity skill that will help inform people about carving furniture Palembang. By showing how to design video documentary as media promotion of carving furniture Palembang, it is expected that it will be a medium promotion to attract people and give information to people about carving furniture Palembang. Based on the data above, the writer chooses the title “Designing documentary video as media promotion of carving furniture Palembang” for the final report. The writer would like to give information about carving furniture Palembang through documentary video.

1.2 Problem Formulation

The problem of this study is “How to design documentary video as media promotion of carving furniture Palembang?”

1.3 Problem Limitation

Based on the background, the limitation of this final report is limited towards the manufactures and patterns of Palembang traditional carving furniture.

1.4 Research Purpose

The purpose of this report is to know how to design documentary video as media promotion of carving furniture Palembang.

1.5 Research Benefit

The benefit of this report is to give information to people on how to design documentary video as media promotion to promote carving furniture Palembang.