

CHAPTER I

INTRODUCTION

1.1 Background

There are many kinds of cultures and historical relics in Indonesia. It also has a historical building and many tourism destination. One of them is a heritage tourism that trades on places or historical sites that become the attractive for tourists to visit this country. There are many kind of historical building such as a monument, mosque, fortress, cemetery, station, canal, etc.

One of the cities in Indonesia that still has historical buildings is Palembang. Palembang which is the capital city of South Sumatra Province is one of tourism destinations which has an attractive tourism potential to visit and has high historical values. It can be developed and packaged appropriately to attract domestic and foreign tourists. It can help the development of tourism in Palembang.

Nowadays, many tourists are interested in heritage tourism because heritage tourism is one of tourist destination regions. According to Pitana and Diarta (2009,p.59),

“Tourist destination region merupakan tujuan perjalanan wisata. Sebagai daerah tujuan wisata, dampak pariwisata akan terasa paling besar dari daerah lainnya. Biasanya tujuan wisata merupakan daerah dengan keunikan tersendiri yang berbeda dengan daerah lain, termasuk daerah atau negara asal wisatawan. Keunikan dan perbedaan tersebut bisa berupa budaya, sejarah, alam dan sebagainya. Keunikan ini biasanya disebut daya tarik wisata”.

Based on these statements, it can be concluded that the heritage tourism is one tourist destination that has its own charm for tourists. So, Palembang has the potential to be a heritage tourism. According to Sinaga (2015),

“Sumsel itu memang kalau jualan MICE (Meeting, Incentive, Convention dan Exhibition) mungkin akan kalah, tapi kami jualan tua (sejarah), banyak situs-situs sejarah di Sumsel yang dapat menarik minat wisatawan. Di samping itu, nama besar Kerajaan Sriwijaya juga menjadi daya jual tersendiri bagi pariwisata Sumsel”.

So, it can be concluded that Palembang has high potential in the heritage tourism sector. However, in fact the promotion of historical buildings in Palembang is less

because there is no specific information about these buildings, the location of the building, etc. It happens because various information about the existence of historical buildings in Palembang is quite difficult to find. So, many tourists do not know exactly about the historical buildings of Palembang.

From the writers' perspective, it is needed suitable media promotion to help and facilitate the tourists to get information easily about the historical building in Palembang. It is very important because of the existence of the right media promotion, the people in Palembang and outside Palembang and even abroad can learn and know the information about historical building of Palembang and the historical buildings also can be used as tourism destination in Palembang.

According to Internet Survey APJII (2016), the number of Internet users in Indonesia in 2016 is 132.7 million users or about 51.5% of the total population of Indonesia amounted to 256.2 million. If compared to the users of Internet Indonesia in 2014 of 88.1 million users, and also there is an increase of 44.6 million within 2 years (2014 - 2016). From these data it can be concluded that the number of internet users has increased significantly from the year. So, social media can be used as a media promotion of heritage tourism in Palembang.

The medium currently in booming now is Video blog (Vlog). Vlogs can be effective enough to help tourists to get information about historical buildings in Palembang. Video blog offers a practical and efficient solution to the problems of information searching. They are not limited by time, distance and space. Students from all around the world can view the heritages far from their homes at any time. Video blogs in online media also have several other advantages, such as video combining visual power, sound, and motion, can be viewed only, accessible to anyone while there is internet, videos can be saved and re-opened at any time (via archives) and interactive. Therefore, the video has a special attraction for audiences because the audience will get the real illustration of the historical building in Palembang. So, vlogs can be an effective enough to introduce historical buildings in Palembang.

The writers is interested in designing a video related to give information about Palembang Historical Building as Palembang Heritage Tourism. The writers tries to make Palembang heritage destination become more well-known both domestic and foreigners.

This Final report is titled, "Designing The Vlog of Palembang Historical Building as Heritage Tourism".

1.2 Problem Formulation

The problem formulation of this final report are how to design subtitle of the vlog of Palembang historical building as heritage tourism.

1.3 Problem Limitation

Substantially, there are many kinds of Palembang historical buildings that have not been widely known by other people from outside of Palembang, due to the time constraints and the limit costs, the writers only focused on Masjid Agung, Rumah Almunawar, Rumah Kapitan, and Rumah Baba Boentjit. Design of this study is limited to the content of the subtitle.

1.4 Research Purpose

The research purpose of this report is to investigate the steps of designing the vlog of Palembang historical buildings as heritage tourism.

1.5 Research Benefits

The benefit of this project are:

- a. For researcher :
 - To increase the information about Palembang historical buildings.
 - To increase the knowledge about designing heritage tourism vlog.
- b. For readers:
 - To increase the information about kinds of Palembang historical buildings.
 - To increase the information about how to designing heritage tourism vlog