CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, people need to travel to meet new environments, explore every corner of the famous cities for finding unique tourism destinations, or just refreshing and clearing mind after a tiring work routine becomes a desire for everyone who is planning on traveling. Not only be in very long distance, traveling can also be done in the neighborhood around your house with a relatively low cost. According to law number 10 of 2009 on tourism article 1 states "*Wisata adalah kegiatan perjalanan yang dilakukan oleh seseorang atau sekelompok orang dengan mengunjungi tempat tertentu untuk tujuan rekreasi, pengembangan pribadi, atau mempelajari keunikan daya tarik wisata yang dikunjungi dalam jangka waktu sementara"*. Tourism is a travel activity undertaken by a person or group of people by visiting a particular place for recreational purposes, personal development, or studying the uniqueness of tourist attraction visited in the temporary period.

As a result tourism has grown into a large industry that supports the economy in many countries in the world. It makes tourism as one of the priority development by many countries because it keeps growing and generating the country income. This can happen because tourism gives high foreign exchange with the arrival of foreign tourists who visit the country.

Since the government of Palembang rearranges up the big events in Palembang, with a breakthrough through the opening of new destinations and revitalization of tourism attractions, thus increasing tourist arrivals are quite significant. Throughout the year of 2017, the number of tourist arrivals to Palembang soared to 303.63 percent, this was influenced by the role that Palembang as host of the Asian Games XVIII 2018. According to the Head of Palembang City Tourism Office, Madani in Sripoku.com (2018) said this

achievement is significant because in 2009 there are only 675,698 tourists, while in 2017 reached 2,011,417 tourists.

The celebration of Asian Games XVIII 2018 in Palembang will give the positive impact for tourism destinations. There are many tourism destinations that can be enjoyed in Palembang city such as culture tourism, sport tourism, historical tourism, religious tourism, eco-tourism, and artificial tourism. One of artificial tourism in Palembang is D'Matto Millennial Art. D'Matto Millennial Art is one of the newly opened artificial tourism in Palembang city and still lack of promotion.

There are many ways to promote tourism elements to attract the tourists through media. The media of promoting tourism attraction are promotion through printing media, electronic media, and social media. Promotion through printing media such as newspaper, brochure, and booklet. Promotion through electronic media such as television and radio. Promotion through social media such as Instagram, Wattsapp, Blog, and also YouTube. At this time Promotion by using video is also considered more interesting and eye-catching than booklet or brochure 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 also can be uploaded to online site such as Instagram and YouTube because it can be watched by more people and reach out to wider area.

Electronic media has become the lifeline of modern entertainment Industry. It not only provides information but also helps in the dissemination of ideas to every nook and corner of the globe. Medium of the media can be different such as TV, Radio, Newspapers or Internet, but they serve the same purpose. Billed as the powerful way of communication, media has its own advantages and disadvantages.

Therefore the advantages of electronic media are media has helped to make the working of a nation extremely transparent, source of entertainment. It means people can watch movies, documentaries and entertaining content to feel rejuvenated as well as happy from electronic media. The last, media has become

a boon for the developing world as it has focused on the social ills of the society existing in those countries. Electronic media also has some disadvantages such as creating wrong impression on the teens. It means media creates a very strong influence on the young people as they tend to believe whatever is shown on TV and social websites. Manipulating public opinion, it means media should provide neutral news however the truth is hypothetical because all media houses have a certain bias in their narration. Due to allegiance to different parties, people are exposed to only one side of the truth.

Therefore D'Matto Millennial Art has promoted to visitors through newspaper, radio, social media such as Instagram and Facebook. Nowadays, there are so many videos about interesting tourism objects and attractions but there are few of tourism videos about D'Matto Millennial Art. The writer watched that most of videos are not completed with narration. However one of interests in a tourism video is the narration or the explanation of the video.

Based on the explanation above, the writer wants to design a tourism promotional video of D'Matto Millennial Art as the newly opened artificial tourism in Palembang city. So the writer interested to write final report which entitled "Designing a Tourism Promotional Video of D'Matto Millennial Art".

1.2 Problem Formulation

Based on the background above, problem formulation of this final report is "How to design a tourism promotional video of D'Matto Millennial Art?"

1.3 Problem Limitation

Although the video designed by the writer herself. The focus of this research is how to write a narration for the video, not the steps to design video.

1.4 Purposes

The purposes of this final report are to make people know about one of the artificial tourism destination in Palembang and to find out how to write a narration of tourism promotional video of D'Matto Millennial Art.

1.5 Benefits

The benefits of this final report are:

a. For writer

1. To increase the knowledge about designing a tourism promotional video.

2. To increase the knowledge of the writer about writing narration to promote tourism objects.

b. For readers

1. To add the knowledge and information about promoting tourism in Palembang and designing a video as promotion media.