

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

In this globalization era, the use of internet is very familiar and everyone could access the internet many times in many places. Since the internet has become popular, it is being use for many purposes. People use it as a medium to connect with other people, entertainment, sharing files, communication, information and lots of other activities that are useful and beneficial in many terms. Giving information on the internet related to the tourism sector would be easier to access. Especially giving the information and entertain people at the same time into the video and upload it to internet would be a great way to share the information. Social video sites like YouTube have given people the ability to express themselves in a whole new way by *vlogging*.

Tourism sector should be able to take this opportunity because nowadays, tourism sector has well-known as foreign exchange contributor and economic activator except oil and gas sector. This real contribution of tourism sector made this sector has the strategic position in many development policies, especially to strengthen the tourism assets and it should be used effectively as national foundation of Republic of Indonesia. Marpaung (2002) says that tourism gives big amount of foreign exchange from tourists and one of the effective factors in international retribution development. In Indonesia, based on the consideration of Law of the Republic of Indonesia Number 10 of the Year 2009 on Tourism, the integral part of the national development that carried out on systematic basis, planned, integrated, sustainable and accountable by remaining providing the protection to the religious and cultural values living in the community, sustainability, and environmental, quality, as well as the national interest is tourism sector. It means that tourism sector has the important role for Indonesia.

Many people like to make videos about interesting topics, their opinions, and their interest. It is hard to find the people that use an internet connection without watching or downloading a video. Video blog which is also known as

*Vlog* refers to type of blog where most or all content is in video form. It is like a journalistic video documentation on the web of a person's life, opinions, thoughts, places and interests. Vlogger's YouTube channels can give a boost in reaching a large amount of viewers that other platforms might not have been able to provide. This way of sharing something would be very entertaining and attractive (Grimani, 2016). The contents of most video blogs are personal, informative and entertaining. Because the viewer often relates their emotions and experiences, the number of video blog platform users, have constantly increased. The video blog watching trend has immensely gained popularity (Kim, 2017). Based on One Production's statement, video is the ultimate tool for tourism marketing. The statistics are overwhelmingly in its favor. In a 2011 Google survey, 66% of people reported watching online video when thinking about taking a trip. This is also one of benefit of digital media in tourism industry, because digital media have contributed to promoting tourism, not only official promote but also by review by other tourists such as self-made travel video blog (vlog).

In Palembang, there is no special promotion through vlog that could use as promotion tools for tourism destination. South Sumatera is one of the provinces in Indonesia and Palembang as the second largest city in Sumatera which is also the capital city. In South Sumatra, there is some tourism destination that could attract tourist to come. This opportunity would give local income especially for local people around the tourism destination. But, based on the writer's observation, there is no good facility to promote tourism destination. One of destinations are Kampung Iklim. The writer believes that social media especially vlog would be the best way to inform detail information about tourism destination.

One of the most popular tourism types is educational tourism. Education tourism let the tourist learn something and try to apply the acknowledgement for their daily life. It means that the purpose of doing this activity is not only for recreation but also to learn something. A village could be a destination of educational tourism because people could learn the activities there. Making a village being the destination of educational tourism would give good impact to the community such as small and medium enterprise for many sectors. In South Sumatera, there is a village that could be an educational tourism destination.

Kampung Iklim is one of the villages in Palembang that suitable for educational tourism destination. It is located in Kecamatan 2 Ilir. But, there is no any information that shows about the potential of this village to be a destination of educational tourism. That is why, to inform the environment about this village, one of the ways is *vlog*.

Therefore, there are many activities in this village which could be described by Vlog. Every people around the world would see and learn how to love the environment by watching the activities in Kampung Iklim. Based on this background, the writer interested to write about “**Designing a Vlog of Kampung Iklim Kelurahan 2 Ilir as an Educational Tourism Destination in Palembang**”

## **1.2 Problem Formulation**

The problem of this final report is formulated as how to design a *vlog* about the activities in Kampung Iklim Kelurahan 2 Ilir as an Educational Tourism Destination in Palembang.

## **1.3 Research Focus**

The writing of the final report will focused on designing a *vlog* about the activities in Kampung Iklim Kelurahan 2 Ilir as an Educational Tourism in Palembang.

## **1.4 Research Purpose**

The purpose of this final report is to inform the activities in Kampung Iklim Kelurahan 2 Ilir as Educational Tourism Destination by Vlog.

## **1.5 Research Benefits**

The benefits of this final report are:

1. For the writer  
Give more information about the knowledge about tourism especially educational tourism.
2. For the society  
Give the information about the the activities in one of tourism destination.
3. For the government

Give the reference for government to develop the tourism destination especially educational tourism in Kampung Iklim Kelurahan 2 Ilir.