

# CHAPTER I

## INTRODUCTION

### 1.1 Background

One of technology developments is the progress of Social Media as the media to communicate and give information easily. One of those kind is video blog. Video blog (vlog) is very demanded by young people in this era because it can to express ourselves and can be uploaded in social media it can promote such as tourism destination and others. Usually, It uses to promote the tourism destination in one place.

Promotion of tourism destination can give advantages to introduce the tourism destination. In this modern time, people can use information and communication technology (ICT) to get the information. One of ICT which is still growing rapidly is Internet. By the internet people can browse any information and also communicate with other by chatting, voice, and streaming video in various social media. One kind of social media that popular is Video Blog (Vlog) that very usefull for promote the tourism destination. Pan et al. (18,2006) summarized that travel vlog can be a usefull tool in improving tourism destination. It is because a travel vlog expalins strenghts and weaknesses of tourist destination. Similar to Alemneh et al(2016) that stated “ tourism can help promote and stability by creating mutual understanding among nations,culture,ethnic group and relgions. “ As we know that tourism is one of the most important things in the aspect of life therefore tourism in Indonesia is the number 2 largest income for the aspect of the country. Everyone needs to refresh the mind and recreation through the tourism supported by a number of tourism destinations, people take advantage of tourism destinations for recreation or just do tourism activities.

In Indonesia the development of tourism industry is significantly improved, Especially in South Sumatra exactly in Palembang in which the 18<sup>th</sup> ASIAN GAMES 2018 will be held ,the development has been started gradually . In Palembang there is one of the best tourism destinations, that is Al-Qur’an Al-Akbar. It is one of the biggest Al-Qur’an in the world, Al Quran Al-Akbar which is also often called the Giant Al Quran located in the city of Palembang is located at Al Ihsaniyah Pesantren Gandus Palembang. There are 30 juz verses of Al-Quran that have been carved in the style of Palembang in wooden sheet and spent approximately 40 cubic meters of wood of tembesu at no less than Rp 2 billion, where

each page is 177 x 140 x 2.5 centimeters and overall thickness including covers up to 9 meters.

Al-Quran which consists of 630 pages is also equipped with tajwid and prayer khataman for beginners. Each sheet sculpted verses of the Qur'an on the base color of brown wood with arabic letters arise yellow with carved flower motif on the edge of ornaments typical of Palembang is very beautiful in the view and nice to read. The manufacturing process itself takes a relatively long time, around seven years. Al Quran Al-Akbar is the world's largest and first in the form of Al Quran 30 juz made of the media of tembesu wood. This greatest Quran before it was officially published, deliberately displayed all the holy verses in the showroom of the Great Mosque of Palembang for three years to get correction from the whole people.

Therefore, the author wants to make a promotional video like video blog (vlog) as a media for the promotion of tourism destinations in Palembang especially the biggest Al-Qur'an in the world that is Al-Qur'an al akbar, because Al-Qur'an Al-Akbar has enormous potential tourism destination.

## **1.2 Problem Formulation**

The Problem formulation of the final report is “ How is to design a video blog (vlog) about AL-Qur'an AL-Akbar as a media to promote the religious tourism destination in Palembang

## **1.3 Research Purpose**

The purpose of the is to inform the reader How to design a video blogger about Al-Qur'an Al-Akbar as an media to promote the religious tourism destination in Palembang

## **1.4 Problem Limitation**

For Searching the purpose of this final report, writer decides to limit the research about Al-Qur'an Al-Akbar as a tourism destination in Palembang

## **1.5 Benefits**

The benefits of the writing of this report are :

### **1.5.1 For researcher**

- To Increase the Information about the tourism destination Al-Qur'an Al-Akbar Palembang
- To Increase the knowledge about designing vlog about tourism destination.

### **1.5.2 For Readers**

- To add the add information about kinds of Tourism Destination In Palembang.
- To add the Information about how to design tourism destination vlog.