

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of human's needs nowadays. It has spread throughout the world and throughout the hemisphere. Tourism becomes an important aspect in human life. It is an activity of temporary change of residence of a person, outside the daily residence for any reason other than engaging in activities that may generate wages or salaries. In addition, tourism is an activity, service and product of the tourism industry that is able to create travel experiences for tourists.

Therefore, the contribution of tourism to our government income is so significant. As quoted from Setkab.go.id (2017), the contribution of the tourism sector to GDP in the last five years always rises in 2010 until 2015. Based on Central Bureau Statistic/ Ministry of Tourism in 2010, the figures of GDP become Rp 261.36 trillion. The contribution of the tourism sector to foreign exchange amounted to 7,603.45 million dollars in 2010 rises into 12,225.89 million dollars in 2015. Moreover, in 2010 the amount for workforce of 4 million people rises into 12.1 million people or 10.6% of the total national of workforce. It indicates that tourism is a prospective business as it is to be a key of factor in export earnings, job creation, business development and infrastructure.

Palembang is a city constantly developing its tourism sector. It has several religious tourism destinations which always develop to attract the local tourists and also non-local tourists. One of them is Kampung Arab Al-Munawar. Kampung Arab Al-Munawar has potential to be a leading religious attraction. It was inaugurated on saturday, February 11th 2017 by the Governor of South Sumatera namely Mr. Alex Noerdin and attended by the Deputy Development of Tourism Marketing Abroad, Ministry of Tourism namely Mr. I Gde Pitana. From the writer's perspective, Kampung Arab Al-Munawar is a unique place because of the fact that it is one of villages that has Arab cultural acculturation. Moreover, there are many old buildings/ houses which are more than 350 years old. In short, Kampung Arab Al-Munawar is very reasonable to be a tourism destination.

However, the level of tourists' visit from both local and non-local is still relatively low, many people do not know the existence of Kampung Arab Al-Munawar. Besides, the information about tourism destination in Palembang is still limited because many people only know the places they normally visit. Moreover, the information is not easily accessible.

From the writer's point of view, the reality that occurred in the field is very grievous. Actually, there were lot of steps taken by the government to make Kampung Arab Al-Munawar to be a tourists' visit, but those steps had not produced maximum results because the promotional activities were only sporadic, for example at the event of Al-Munawar Coffee Festival. It was not effective in promoting the destination because it did not leave a trace as the government was only focused on the events/activities; they were not focused on the continuity of activities in terms of promoting Kampung Arab Al-Munawar. Besides, the government still used the old way of doing promotion.

In this globalization era, people would like to choose a simple way to access and find the information. Herpant (2015) as cited in Istiqamah (2017) defines that people prefer watching to reading, in other ways, they would rather to get information from a show than a post. The improvements of tourism destination will not be separated from promotional activities. This thing should be done and concerned well because it will impact on tourists' visit. Promotional activities can be done in various ways; one of them is a video. Promotion by using video is much simpler, more interesting and eye-catching than using photograph or text because it combines images, sounds, and also effects. Using video as promotion is also more flexible. It can be uploaded to online sites and also can be seen and accessed more easily. As quoted from Sporttourism.id (2018), Minister of Tourism and Creative Economy states that promotion using video is more desirable than picture and text based on the data of Search engine applications about video is a popular tourism promotion media.

Based on the statements above, the writer got the idea to make a final report project with the title “**Designing a Tourism Promotional Video of Kampung Arab Al-Munawar 13 Ulu Palembang**”. By using video, the local

tourists and also non-local tourists will be able to access and find the information easily about Kampung Arab Al-Munawar 13 Ulu Palembang. Besides, they also will know how to get there and the cost they will spend, what they will get and see there.

1.2 Problem Identification

Based on background above, the writer identified the problem identification into a point. It is the lack of information about tourism destination in Palembang, especially Kampung Arab Al-Munawar 13 Ulu.

1.3 Problem Limitation

In this final report, the writer made the content of a tourism promotional video of Kampung Arab Al-Munawar 13 Ulu Palembang. The writer wrote the script in English.

1.4 Problem Formulation

The problem formulation of this report is formulated as follows: How to make the content of a tourism promotional video of Kampung Arab Al-Munawar 13 Ulu?

1.5 Purposes

The purposes of this report are:

- To make the content of a tourism promotional video of Kampung Arab Al-Munawar 13 Ulu.
- To show the information to the readers about Kampung Arab Al-Munawar 13 Ulu.

1.6 The Benefits

The benefits of this report are :

For the writer

- To get the experience of creating and writing the content of a tourism promotional video.
- To improve the ability of writing by making content of a tourism promotional video.

For the readers

- To add their knowledge about making content of a tourism promotional video.
- To motivate the readers to reintroduce about making content of a tourism promotional video.
- To develop a good image to the destination namely Kampung Arab Al-Munawar.
- To create desire of the readers to visit Kampung Arab Al-Munawar.