

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is famous with many kinds of tourism. Samukelo (2012) stated “ there are some kinds of tourism based on tourist travelling for leisure and holiday reasons. They are adventure tourist, culture tourist, eco-tourist, religion tourist, special interest tourist, sport and recreational tourist ”. From the classifications of tourism based on tourist travelling for leisure and holiday reasons, one of them is sport tourism. Activities that categorized as sport tourism and special interest tourist are water and adventure sport such as climbing, hiking, hunting, boating, skiing and rafting, and then the others is martial arts. According to Nora (2018) “*Martial arts adalah salah satu seni untuk bertahan dan membela diri terhadap ancaman yang datang dari luar atau orang lain*”. It means martial arts is one of the arts to survive and defend yourself against threats that come from outside or other people. In other words, martial arts is the way to protect yourself from threat that comes from others. There are martial arts that famous in the Asian martial arts such as taekwondo, judo, wushu, karate, pencak silat, tarung derajat, jiu-jitsu, sumo, muaythai and so on.

But in Palembang the sport tourism attraction such as martial arts is not too famous or many people do not interest with martial arts such as taekwondo, pencak silat, karate, and wushu. One of these types of sport tourism attraction must be developed.

Developing tourism attraction can be done in various ways, such as by promoting it. Kinds of promotion media are various. There are two kinds of promotion media, they are printed media and electronic media. Examples of printed media are booklets and brochures, electronic medias are television, radio and internet. Using internet can be developed in social media such as instagram, facebook and twitter. Nowadays, one way to promote tourism attraction is using

printed media such as booklets and brochures. But in fact, using printed media as promotion media of tourism attraction is not effective enough. Purwanto (2015) stated “*Kantor Perpustakaan Nasional Republik Indonesia mencatat 90 persen penduduk usia diatas 10 tahun gemar menonton televisi, tapi tidak suka membaca buku*”. It means Indonesian people prefer watching television or video to reading. Most people do not want to read the books or brochures. And also, they do not interest with the pictures of the destination in the brochures or booklets, because they feel can not get more information if they do not look the real condition of the tourism attraction.

One of technologies that can be developed to promote tourism attraction is by making a video. Kausar (2015) stated that “*Video adalah sebuah teknologi dari merekam, memproses, menyimpan, memindahkan, dan merekonstruksi rangkaian gambar dengan menampilkan adegan bergerak secara elektronik di dalam sebuah video*”. It means video is a technology of recording, processing, storing, transferring, and reconstructing the sequence of images by presenting scenes in motion electronically of video. Therefore, using modern technology of video is very attractive to promote tourism attraction.

In a video, there is script. The function of using script in a video is as a work guiding when making a video. Script is the important element in producing a good video, especially in producing a promotional video. Because the narrator should deliver the narrative of video correctly. According to Jakacaping (2018), “*membuat sebuah skrip video itu sangat membutuhkan waktu yang lama karena kamu harus memikirkan banyak elemen dalam membuat skrip*”. It means making a good script spends more times because you have to think of many elements. Therefore, a good video usually has elements to make a good script.

Some people in producing the video does not use script. Because some people think the script is not important in producing a video. But, the script is very important because to fulfill the requirements as an element to complete the video. Script is not only to fulfill the requirements as an element of video, but also helps the narrator well in delivering the messages of the video by reading the script.

In other words, doing promotions of tourism attraction by video is more interesting than text or pictures, because there are combinations of text, sounds, pictures and various effects. Using video script as element of producing good video for promotion of tourism attraction is more attractive and simple. Video script can make narrator easily deliver the message correctly by reading the script, so it will make viewers is interested in watching the video. Nevertheless, sport tourism attraction such as martial arts in Palembang is not too famous in Palembang society. There is not too much information or promotion about this sport tourism attraction, so martial arts in Palembang needs to be developed. To develop this sport tourism attraction can be used promotion media by making a video. It is undeniable that script is crucial in producing video.

Based on the fact that video is preferable to reading and also video is more interesting than text or pictures. So the video script about activities of martial arts in Palembang should be taken into account. So this rationale leads the writer to write final report with the title “ **Writing Video Script for Video of Martial Arts Promotion as Sport Tourism Attraction in Palembang**”.

1.2 Problem Formulation

The problem formulation of this final report is formulated to find : how is to write video script for video of martial arts promotion as sport tourism attraction in Palembang ?

1.3 Problem Limitation

The problem limitation of this final report is only focused on 3 kinds of martial arts. They are wushu, taekwondo and pencak silat.

1.4 Research Purpose

The research purpose of this final report is to produce a video script draft for video of martial arts promotion as sport tourism attraction in Palembang.

1.5 Research Benefit

- For the students

The benefits of this final report are to give information to English Department students in State Polytechnic of Sriwijaya about how to write video script for video of martial arts promotion as sport tourism attraction in Palembang.

- For Politeknik Negeri Sriwijaya

The benefit of this final report for Politeknik Negeri Sriwijaya has a big role in developing the tourism. Especially in developing sport tourism attraction in Palembang.

- For Training Center of Martial arts

The benefits of this final report for each training center of martial arts are to promote their training centers to the public as sport tourism attraction in Palembang.