

CHAPTER I

INTRODUCTION

1.1 Background

“Tourism has become a new star of Indonesia’s economy” (Arby, The Jakarta Post, 2017). Due to high interest of people to visit Indonesia, tourism industry brings a huge revenue to Indonesia. Nowadays, our government develops tourism destination intensively in our country. It is proved by the improvement of tourism infrastructures, the growth of tourism attractions and destinations, and the holding of tourism events in every month especially on big days such as festivals, exhibitions, and tourism expo. It had been done to help the development of local governments in maximizing the tourism potentials on their places. “The Indonesian government has allocated IDR 5.6 trillion for infrastructure and Indonesian tourism promotion” (Investment Coordinating Board, 2017).

Moreover, over the past couple of years, the tourism sector of Indonesia has been playing an increasingly important role in terms of foreign exchange (forex) revenues. “Foreign exchange revenues generated through Indonesia's traditionally biggest export products - namely oil & gas, coal, crude palm oil, rubber, and clothes - have decreased since 2011, forex revenues generated through tourism in Indonesia have increased over the same time” (Budi, 2017).

Tourism events are interesting things to attract more tourists to come to the destinations. They also play role in increasing the foreign exchange. Palembang is the city that ever becomes the host of big events such as the host of Sea Games in 2011, Islamic Solidarity Games in 2013, Asean University Games in 2014, and Musabab Tilawatil Quran (MTQ) International in 2014. While, in August 2018, Palembang will be the host of the 18th Asian Games. It will give a great contribution towards the foreign exchange through this event. The athletes, contingents and the supporters will need hotels to stay during the event.

Furthermore, South Sumatera has also many kinds of cultural events that also play role in increasing forex, such as *Midang Morge Siwe* in Kayuagung, Festival Sriwijaya in Palembang City, Festival Danau Ranau in South of Ogan Komering Ulu (OKU), Festival Gendang Melayu Nusantara in Lubuk Linggau, Cultural Festival in Musi Rawas, and Festival Dempo in Pagaralam. These events have become an annual agenda organized by Tourism Department of Palembang. They have high culture value such as the cultures itself, customs, traditional dresses and musical instruments.

One of attractive cultural events is *Midang Morge Siwe* from Kayuagung, Ogan Komering Ilir (OKI) Regency. “*Acara ini menjadi daya tarik wisatawan ke kayuagung berkat keramaian dan kenalnya budaya yang dtampilkan*” (Agung, Tribun Sumsel, 2015). *Midang Morge Siwe* is a traditional parade of Kayuagung people as their participating by using traditional wedding dress and they parade around the city. This event is usually held on the third and the fourth day of Eid Mubarak to make alive that blessed day, to preserve and present the culture to public.

Unfortunately, it is not fully supported by local government and people around there. The lack of interest and knowledge about tourism makes the local people are less aware of the potential that they have. It is proved by the number of neglected tourism destinations. “*Salah satu objek wisata andalan Sumatera Selatan (Sumsel) yakni Danau Teluk Gelam yang dulu masyhur, kini tidak lagi menarik untuk dikunjungi*” (Aji, 2017). Moreover, the tourism potential in Kayuagung is less exposed and promoted by media so that potential is less known by public.

Nowadays, most people use electronic media to know about something new. They, especially travellers utilize the advancement of technology to find out the interesting such as tourism destinations. They will get it in social media like Youtube. People try to get informations about the detail location, the interest of that area, the accommodations, and others in social media. Social media usually give informations through pictures and videos because they contains visualizations of the most outstanding and attractive destinations in order to gain good impression of the tourism, the expectations of situation and motivate tourist to visit a destination.

Due to the lack of tourism promotional videos about *Midang Morge Siwe* with explanation in Indonesia and English, the writer would like to share a tourism promotional video with explanation or narration about *Midang Morge Siwe* to invite tourist coming to Kayuagung to know about it. Therefore, the writer writes “WRITING A TOURISM PROMOTIONAL VIDEO SCRIPT OF *MIDANG MORGE SIWE*” as the title of final report.

1.2 Problem Formulation

Based on the statement above, the problem is formulated as how to write a tourism promotional video script of *Midang Morge Siwe*.

1.3 Problem Limitation

Based on the problem above, limitation is needed to make focus the research on the problem, purposes and the benefits of the final report. Therefore the writer tends to explain the script (narration) used in the tourism promotional video.

1.4 Research Purpose

The purpose of the final report is to know how to write a tourism promotional video script of *Midang Morge Siwe*.

1.5 Benefits

There are some benefits gained by the readers, the society or general public and the government.

1. For the institution, this report give information and knowledge to the students of State Polytechnic of Sriwijaya especially for English Department.
2. For the readers, this report can be a source of information to know more about tourism in Kayuagung especially *Midang Morge Siwe*.
3. For the government, the writer hopes that the government always makes efforts to keep our cultural tourism especially *Midang Morge Siwe*.