

## CHAPTER I INTRODUCTION

### 1.1 Background

Today tourism becomes everyone's need. Many people do travel to spend their time on holiday or refresh their mind from daily routines. Travelling is a very pleasant thing for everyone. When tourists are traveling, they will learn new culture such as they will learn how to live with society, learn about their custom, and learn about the traditional culinary.

One of the countries that are visited by a lot of tourists of various cultures is Indonesia. Indonesia is also a country which is rich of tourism objects. Tourism objects are places or natural condition that are built and developed, so they have an attraction and cultivated as a place to be visited by tourists as visitors. According to Suswanto 1997, tourism objects can be divided in two kinds. The first is **man-made tourism objects** such as *park, statues, and museum*. The second is **natural tourism objects**. The natural tourism object is a tourism object where the visitors come for having natural resource attraction such as *river, sea, mountain, beach, and lake*.

South Sumatera Province is one of provinces in Indonesia that has a lot of natural tourism objects. For example, *mount Dempo* in Pagar Alam, *Lake Ranau* in Muara dua, and *Kemaro Island* in Palembang. Other regency in South Sumatera province that has natural tourism object is Musi Banyuasin Regency. This natural tourism object which is not very popular is lake kongar. This lake is located in Sungai Dua Village, Sungai Keruh District and Musi Banyuasin Regency, South Sumatera Province.

However, there are many people who do not know about the existence and the information about lake kongar. For example the founder of Lake Kongar was a rich entrepreneur who came from United States, this lake was found in 1949, and Lake kongar has a quite and calm water .

In order to make this lake popular or to be known by tourist, it needs a medium to introduce and promote lake kongar as tourism object in Musi

Banyuasin regency. Alma (2006), says that tourism promotion is a key variable in tourism marketing strategy and the plan can be seen as an element for creating opportunities to dominate the market. Promotion can be classified into two categories (Andi 2002), **printed media** and **electronic media**. Media promotion in the form of print media is divided into *newspapers, magazines, leaflets, posters, brochures, and banners*. Meanwhile the electronic media can be divided through *radio, mobile phones, televisions and video*.

A video can be a good way to promote Lake Kongar. Because of according to Mr. Arief Yahya, Minister of Tourism and Creative Economy, cited in Siswandi (2015), promotion using video is more desirable than picture and text based on the data of Search engine applications about video which is a popular tourism promotion media. McFarland (2014) also says that video is a powerful tool for promotion, it is because video is being watched online more and more every year including an 80% increase in online video consumption over the past six years, 55% of majority of video news viewers among Internet users and 2 billion video views per week are show on YouTube. Moreover, Akhtar (2015) states that more than 79% of people who use the Internet frequently watch various videos. This makes this a powerful medium, and if it is well packaged and used effectively.

Based on the explanation above, the writer is interested in writing a final report with the title **“Designing a video to promote lake kongar as a tourism object in Musi Banyuasin regency”**.

### **1.2 Problem Formulation**

Based on the background above, the problem formulation of this final report is how to design the video to promote lake kongar as a tourism object in Musi Banyuasin regency.

### **1.3 Problem Limitation**

Based on the problem formulation above, the writer needs to limit this final report. The writer explain about the amenity, accessibility and attraction in Lake Kongar.

#### **1.4 Purpose**

The purpose of this final report is to know how to design the video to promote lake kongar as tourism object in Musi Banyuasin regency.

#### **1.5 Benefit**

The benefit of this final report is to give knowledge to English Department students of State Polytechnic of Sriwijaya about how to design the video to Promote Lake Kongar as a Tourism Object in Musi Banyuasin regency.