

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Kodhyat (1983, p.4) says that tourism was travelling from one place to another, temporary, done individually or in groups, in a effort to natural and the science.

Tourism is important in the world, because it is one of assets in every country. Tourism has become one of sector that has an impact on development of country economy. According to Pendit (1999, p.35) tourism is one kind of new industries that can grow economy very fast in providing employment, increase income, and simulate other industries.

Each country in the world has a big potency of tourism destination. One of them is Indonesia. Indonesia is one of the popular countries because of the various cultures and tourism destination. Indonesia has many provinces which have many kinds of interesting tourism destination. For example, Aceh with Museum Tsunami Aceh, Bali with Kuta Beach, North Sumatra with Lake Toba , and South Sumatra with Ampera Bridge, and etc.

South Sumatra is one of the provinces in Indonesia that has many regions with interesting tourism destination. One of them is Ogan Ilir. Ogan ilir has many tourism destinations such as, Lake Teluk Seruo, Pesona Tanjung Senai Bridge, Semambu island, and Burai Village.

Burai village is a village with colorful houses and a beautiful stream. There are several places to take pictures around the colorful houses. There is a seating area with the background of beautiful grass. There are some boats too for visitors to get around the stream and enjoy the beauty of colorful houses from the boat, the price for renting a boat is only about 5000 rupiahs. Burai Village is the new

destination in Tanjung Batu Ogan ilir that many people do not know well. Because this place is still new so it needs promotion.

The promotion can be done in some ways, such as **printed media** like magazines, newspapers, brochures, banner and others, and also **electronic media** such as, pictures and videos. Although there are already some ways to promote Burai Village by using printed media and some pictures in social media but it is not enough to persuade people, so in this final report the writer will make a video to promote Burai Village and spread the video promotion in social media.

Nowadays, there are a variety of social media such as, Twitter, Facebook, Instagram, and YouTube with more users. With the development of social media, the writer uses them as media to spread the video promotion. By uploading and sharing the videos in social media, the video promotion will be quickly spread, especially if the video content is interesting. People always think to find the information about tourism destination by searching in social media. Xiang and Gretzel (2010) say that tourists often encounter social media when seeking travel information through search engines.

Based on the explanation above, the writer feel interested to write the final report with the title “**Designing a video to promote Burai village as tourism destination in Ogan Ilir South Sumatra**”.

1.2 Problem Formulation

The problem of this final report is how to design a video to promote Burai Village as tourism destination in Ogan Ilir South Sumatra?

1.3 Limitation

Based on the background and problem formulation described, then the limits imposed in this final report is information about the steps how to design video about Burai Village as tourism destination in Ogan Ilir South Sumatra.

1.4 Purpose

The purpose of this final report is to know the steps how to design video to promote Burai Village as tourism destination in Ogan Ilir South Sumatra.

1.5 Benefit

The benefit of this final report is to give knowledge to the students of English Department of Sriwijaya State Polytechnic about how to design a video to promote Burai village as tourism destination in Ogan Ilir South Sumatra.