

CHAPTER I INTRODUCTION

1.1 Background

Tourism is not something new in Indonesia, the tourism activity has occurred since the 1960s. Many people are traveling to spend their holiday time or refresh their minds from daily routines. During traveling, they usually enjoy sightseeing the tourism objects or doing recreational activities.

Tourism object is a formation of related activities and facilities, which can attract tourists or visitors to come to a certain area or place (Marpaung, 2002). Tourism objects are divided into two kinds, natural tourism objects and handmade tourism objects (Suwantoro, 2007). The natural tourism objects are rivers, mountains, seas, lakes and so on. While the handmade objects are museums, parks, lakes, and etc.

Indonesia has many famous natural tourism objects and handmade tourism objects. For the natural tourism object, for example Raja Ampat Island in West Papua province, Mount Rinjani in West Nusa Tenggara province, and etc. For handmade tourism objects are Jawa Timur Park in East Java province, Lake Limbungan in Riau province, The Jungle in West Java province, and so on.

South Sumatra province as one of the provinces in Indonesia that has also several popular handmade tourism objects. For example, Ampera Bridge in Palembang, Bumi Ayu Temple in Lematang Ilir regency, Sriwijaya Zoo in Prabumulih, and Lake Teluk Seruo in Ogan Ilir Regency.

Lake Teluk Seruo which is a handmade lake is located at Sakatiga Seberang, Indralaya, Ogan Ilir Regency, one of regencies in South Sumatra province. This lake is very unique because the shape of this lake that resembles a butterfly when viewed from above. This causes Lake Teluk Seruo to also be called Butterfly Lake. Lake Teluk Seruo also has jogging track, and sport areas like basketball area, volleyball area, football area, and badminton area. Unfortunately, this tourism object is not famous. Many people do not know the beauty and the uniqueness of this lake. It is due to the lack of promotion of this area.

Therefore, a promotion is needed to introduce this tourism object. Without promotion, tourism object will not be known that it decreases the number of visitors (Wolah, 2016). In the development of tourism, information technology is needed. Information on tourism promotion can be delivered quickly and clearly.

There are three kinds of promotion media. They are printed media, electronic media, and internet media (Rofiq, 2006). **The printed media** are *brochure, leaflet, booklet, magazine and banner*; for **electronic media** are *radio, television, and video*; for **internet media** is social media like *Facebook, Instagram, and YouTube*.

In this final report, the writer is interested to promote Lake Teluk Seruo through a video. The promotion through videos makes the messages and information about the product to be delivered become more effective, interesting and easy to understand (Setiadi, 2015). Video also has great potential as media promotion, because by video people can process the information faster than through texts or articles (Riyanto, 2015) Moreover, Mr. Arief Yahya, as Minister of Tourism and Creative Economy cited by Siswandi (2015), says that promotion using video is more desirable than pictures and texts. It means that video is a good medium to promote tourism objects.

Based on the explanation above, the writer is interested in writing a final report with the title **“Designing a video to promote Lake Teluk Seruo as a tourism object in Ogan Ilir regency.”**

1.1 Problem Formulation

Based on the background above, the problem formulation of this final report is how to design the video to promote Lake Teluk Seruo as a tourism object in Ogan Ilir regency.

1.2 Problem Limitation

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

1.1 Purpose

The purpose of this final report is to know how to design the video to promote Lake Teluk Seruo as a tourism object in Ogan Ilir regency.

1.2 Benefit

The benefit of this final report is to give knowledge to English Department students of State Polytechnic of Sriwijaya on how to design the video to promote Lake Teluk Seruo as a tourism object in Ogan Ilir regency.