

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism is temporary displacement of humans for getting out of routine jobs and out of his residence. Most people travel for staying and getting fun, but some tourists also travel with other object such as the task of the office or school (Marpaung, 2002). Indonesia is one of countries which has many interesting destinations to be visited by tourists such as tourism objects, culture, arts, customs.

South Sumatera is one of provinces in Indonesia which has lots of tourism destinations especially in Palembang. It has famous bridge that become icon in Palembang that is Ampera bridge. Moreover, it is not only limited in Ampera bridge as a famous destination, there are some other destinations like Musi River, Bagus Kuning forest and etc which are known as a heritage destination of Palembang city. So, many people interest to come to and to visit the destinations in Palembang.

Palembang consists of many districts which each of them has its beautiful destination such as Lahat. Lahat is one of districts which has many waterfall. For example: Curup Maung, Buluh, Senyawe and Tangga Manik. So, it is not surprising that the area has sprung up many waterfalls which in the local language are called Curup (Aprilia, 2017)

Curup Panjang waterfall is one of the waterfalls is located about two kilometers from the village of Tanjung Sirih, Pulau Pinang District, Lahat Regency, South Sumatera. Moreover, this waterfall is located close to the megalithic complex and near green canyon. This waterfall is in the middle of the forest and coffee plantations owned by local residents, this waterfall has good natural tourism potential to visit because the location is not too far from local residents (Andromatic, 2016)

However, there are many people do not know about the information or the existence of the waterfall because there is no promotion from the local government

regarding to the waterfall and the access road to Curup Panjang becomes a problem for tourists visiting vehicles.

Eventhough this waterfall is a good potential to attract tourists to visit Lahat, not only local tourist but also foreign tourists. Therefore, it needs a media to promote Curup Panjang waterfall by using technology such as print media such as newspaper, magazine, and electronic media such as television and radio, internet media such as online advertising program, and product media such as bag and clothes and Video.

Video is one of technologies that can be used as a promotion media because many people look for the information by watching video especially about their travel objectives to see the promotional tourism destinations. Besides, the numbers of viewers of the videos increase rapidly every day. These are a great opportunity for tourism promoters to promote a tourism destination via video. Therefore, the writer is interested in writing " Designing Traveling Video Script to Promote Curup Panjang Waterfall as a Tourism Destination in Lahat (South Sumatera)" the writer used the traveling video as a media to provide information and promote the waterfall.

1.2 Problem Formulation

Based on the statements above, the problem formulation of this study is how to design a traveling video script to promote Curup Panjang waterfall.

1.3 Problem Limitation

Based on the Problem Formulation, the research limitation is needed to make the research focused on the problem, purpose, and the benefit of research so the writer tends to promote Curup Panjang Waterfall by using traveling video script. The video was taken start from Lahat to Curup Panjang Waterfall, Tanjung Sirih village, Lahat. The writer shooted the access, accommodation, and objects during the trip.

1.4 Research Purpose

Based on problem formulation, the research purpose of this final report is to design a traveling video script to promote Curup Panjang waterfall.

1.5 Research Benefit

The research benefits are:

a. For the writer

This final report will be a good way to get knowledge and experience to design a traveling video as a media tourism promotion.

b. For Reader

Giving information about accommodation, access, and activity in Curup Panjang waterfall.

c. For Institution

Giving information and knowledge to students of State Polytechnic of Sriwijaya, especially for English Department. This travelling video can be a new collection for library of English Department.

d. For Government

This project can be one of consideration as a tourism promotion to attract visitors or tourist to visit Curup Panjang Waterfall.

