

CHAPTER II

LITERATURE REVIEW

This chapter discusses about definition of design, tourism, tourism destination, tourism promotion, traveling video, script, promotion media, and Impact of The Technology to Tourism Sector

2.1 Definition of Design

Design is anything related to concept creation, data analysis, project planning, drawing/rendering, cost calculation, prototyping, frame testing, and test riding (Wiyancoko, 2010) Furthermore, other people states that design is planning to realize an idea (Nurhadiat, 2004). Design is the creation of plan or convention for the construction of an object or a system (as in architectural blueprints, engineering drawings, business processes, circuit diagrams and sewing patterns). Design has different connotations in different fields. The other meaning of design is a specification of an object, manifested by some agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to some constraints (Treder, 2009)

In addition, design is project or concept to create a product using data analysis, project planning, drawing, cost calculating and prototyping.

2.2 Tourism

Tourism was a journey done for a while, which was held from one place to another leaving its place, with a plan and the with the intention of not for a strive or a to make a living in the places visited, but simply for a enjoy leisure activities or a recreation and the for a meet the diverse desires (Suheri, 2015)

After that, tourism may be defined as the processes, activities, and outcomes arising from the relationship and the interactions among tourist, tourism suppliers, host governments, host communities, and surrounding environments that are involved to attract and welcome visitors (Goeldner & Ritchie, 2006)

Besides that, tourism is the sum of operations, mainly of an economic nature, which directly related to the entry, stay and movement of foreign inside certain country, city or region (Suryadana, 1987). Meanwhile, tourism as temporary movement of people to destination outside the normal home and work place, the activities undertaken during the stay and facilities created to the cater for the needs of tourist (Chooper, 1996)

Based on the opinions of four experts above, the writer concluded that tourism is an activity of journey done by tourists and also people who work in this industry to go to some destinations to do refreshing, relaxing and entertaining.

2.3 Tourism destination

Tourism destination are multidimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by the many attributes attached to the destination (Geoffrey, 1993). Moreover, the Law of The Republic of Indonesia concerning tourism number 10-year 2009 mentions that tourism destination is a different geographical area or region within an administrative region or more within which there are elements; tourist attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities.

Whereas, the tourism destination is an identity in a particular geographic area within which there are components of tourism products and services, as well as other supporting elements such as tourism industry actors, communities and developer institutions that form a synergistic system in creating the motivation of visits and the totality of tourist visits for tourists (Legawa, 2016).

Based on the explanation, it can be concluded that the tourism destination is a place that has elements of tourism they are: tourist attractions, tourist facilities, accessibility, and community.

2.4 Tourism Promotion

There are several opinions of tourism promotion. The first, the tourism promotion is a stimulating sale through the dissemination of information. It means trying to encourage actual and potential customers to travel (Baldemoro, 2014). The next, tourism promotion is an activity that aims to influence and based on the plan or program regularly and tourism promotion is a key variable in tourism marketing strategy and plan can be seen as an element for creating opportunities to dominate the market (Yoeti, 2015). This tour promotion includes all activities planned including the dissemination of information, advertisements, films, brochures, guidebooks, posters, and others.

So, it can be concluded, tourism promotion is a form of marketing efforts in the form of advertisements, videos, brochures and more, to attract visitors interested in visiting a tourism destination. While, the purpose of regional tourism promotion can be categorized into the following objectives:

1. Promoting tourism locality as an attractive and lucrative tourist destination
2. Improving and strengthening regional tourism image in domestic and international markets
3. Spreading knowledge of developed tourism products
4. Building and fostering effective communication with the and the international press.

Furthermore, there are two types of promotions:

- a. Direct Promotions

The ultimate success of tourism promotion will be seemed from the large number of people who earnestly visit tourism object that promote.

Moreover, some of that is often used in these direct promotional activities such as:

1. Demonstration the product

2. Printed Materials (prospectus, letters tourism maps, guidebook, booklet, or brochure)

3. Exhibition and event

b. Indirect Promotions

Indirect promotion is addressed to the suppliers of product for tourism such as general travel agency. The purpose is to attract those attentions to the components of tourism product that offered and make them be willing to sell it in their tourism product stacking, and to create conditions and provides a mean for them to formulate appropriated tourism product for selling it to the consumers/ travelers.

In additional, some of that is often used indirect promotional activities are:

1. Information provision in the form of printed matter
2. Publication in the professional magazine that circulated in the area distribution companies
3. Creating product documentation may be published through electronic media such as video or documentary in promoting tourism object

2.5 Traveling Video

2.5.1 Traveling

The traveling is a visit to a particular tourist attraction (Asmara, 2012). Meanwhile, the meaning of the word “travel” is going on a journey to a particular place usually by using some means of transportation (Pendit, 1999). Finally, the definition traveling can be defined from two points of view (Masster, 2010) as follows:

1. Tour as a Product is a traveling plan to one or more transit places and return to the place of origin by assembling some of the necessary travel components on the journey.

2. Tour as a journey is a traveling activity that has its own characteristics that give the color of tourism that is relaxed, happy, and for fun. This is what distinguishes it from other trips.

2.5.2 Video

The video is the images in the frame, where frame by frame is projected through the lens of the projector mechanically so that the screen looks like real image (Arshad, 2011). Moreover, Video is a technology for capturing, recording, processing, transmitting and rearranging moving images. Usually use celluloid film, electronic signal, or digital media (Zulkang, 2017). It can be concluded; video is one type of audio-visual media to convey information through images combined with audio that aligns and it is look like real.

The second, video is able to seize 94% of the message's incoming channels or information into the human soul through the eyes and ears, and able to make people in general remember 50% of what they see and hear from program impressions. Messages delivered through video media can affect strong emotions and can also achieve quick results which not shared by other media (Dwyer, 1978). Video is a good media to promote a tourism destination, there are several advantages using video as a media to promote (Akhtar, 2015). They are:

1. One of the biggest advantages of using video is help in reaching out to millions of people within a short time, and without spending much money. Your video can also go viral and gain millions of views within days.
2. With audio visual, the message delivery is more effective because it involves multiple senses. The use of sound and images elicits feeling and better understanding of the idea.
3. The target audience will remember what they see and hear from the video, unlike other marketing methods. This is the best way to present the product.

4. Past research shows that more than 79 percent 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, it can work wonders for any company.
5. While using search engine, Internet users check what all is listed on the second page of the results. Mostly, videos are giving much higher priority than pictures, text and audio files thus giving a much better chance to pass on your video message.
6. One of the best advantages of video is that video which created will last for years and will get more exposure with time. Usually ads die out within a short time, but not for viral video.

So, traveling video is an audio-visual media that the contents are about the trip to the destination include tourism aspect such attraction, facilities, infrastructure, transportation, culinary, culture and hand-gift.

2.6 Script

A video script is a chronological run-down of scenes, shots, action and dialogue specifying who is saying and doing what, and when they're saying or doing it. Each page of the script represents roughly one minute of screen time. Most shorts run from three minutes to twenty minutes in length, which gives you somewhere between three to twenty pages of script (Miller, 2014).

Moreover, a video will become authentic, when it doesn't feel scripted. The way we learned to write in college not work for writing an animation video script. Therefore, it must be absolutely word perfect in every aspect. Every detail, every line of a creative script will come back to the main theme. Your approach exactly should be in a way to present your core message to your audience successfully. Even when your script is just for three or five minutes of animated video. Take hours or if possible, days to write, rewrite and fine-tune the script to perfection. Some points to remember when script writing for an animated video (Pamberton, 2017)

In addition, this is how to make a good script (Ramdan, 2018) There are:

1. Make title page. The script will need title page. This includes the title and name of the author, but also includes contact information and agent information (if you have an agent).
2. Image titled Write a Script Step. Use fonts, borders, and separations of pages or parts (breaks) that are correct. Can use Courier fonts (size 12) when writing scripts. This type of font will not only make the display more professional but also important to make the script easier to read.
3. Give good details about the circumstances and the characters. Use information that explains things in more detail about a scene before the scene begins. This statement states whether the scene is carried out inside or outside the room it is located, and whether it is carried out in the day or night. The names of characters must be written in uppercase all above or next to their dialog (depending on the type of script created). the author can also give instructions, such as pauses, in parentheses.
4. Use correct formatting for the way or presentation that the author wants. If the writer wants to write a movie script, the writer must write the script in that format. If the author wants to write scripts for the show, the writer must write the script in that format as well. Although the writing of these scripts is mostly similar, but there are some differences and to learn all that takes a long time. Next, read various scripts according to the author's target path to find out how professionals do it.
5. Make sure the author doesn't write too much. Scripts usually only last about one minute per page, although of course there is an allowance for adjustments. Scripts are not like books where the number of words influences, which is a surefire way to measure the length. Paste your own text here, and click the 'Check Grammar' button. Click the colored phrases for details on potential errors. or use this text to see a few of the problems that Smalls tool can detect. What do you think of grammar checkers? Please note that they are not perfect.

2.7 Technology of Tourism Promotion

Video on youtube is one of powerful tool for promotion, there are several advantages of video (Farland, 2014). Such as:

- a. Video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.
- b. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.
- c. Video is being watched online more and more every year including an 800% increase in online video consumption over the past six years, a 55% majority of video news viewers among Internet users and 2 billion video views per week are monetized on youtube.

Based on the definition above, writer concludes that promotion is communication that is done by one person to another person in order to influence them, so they are attracted with the offer that provided.

The first, youtube is a video-sharing community. The site makes it easy for almost anyone to show video to the world. About one-third of all people on the internet are youtube users (Owing, 2017). As people known, that it is impossible for the potential tourists to know the tourism destination in Lahat (South Sumatera) of one of the tourism objects before they go there.

At last, the writer concluded that promotion media has a very important role in making the potential tourist decides to go to tourism object destination in lahat (South Sumatera). By watching a vlog as one of a kind videos on youtube, because youtube is the second top 15 most popular social networks in the world and youtube have a long duration diferrent with Instagram media have a short duration video for the upload. The tourist can know and get the information easily. So, they do not have to be confused when they do the tourism destination in Lahat (South Sumatera).

2.8 The Impact of The Technology to Tourism Sector

Technologies are factors that impacts on how any business is operated. Therefore, for each development of new technologies, a business may have to totally change their operating process. The change of technology will affect the way a company carries out business. (Essays, 2017)

Through the ages the travel and tourism industry has developed significantly with the development of new technology. On a global scale new technology has changed the way of tourism. In the dark ages travel on land was in litters or chariots and small boats was used to travel on sea. Tourism and pleasure travel were in existence but or active during this time, but by the middle of the Middle Ages, large numbers took on a new life with the main purpose of traveling to Europe for religious purposes. Travel in the 18th century was by high society people mainly to visit spas a major attraction which also provided social events, games, dancing, gambling and sea-bathing. With the development of railway in the late 1830's, direct contribution of major seaside resorts was established and gave everyone an opportunity to travel as demand for vacation travel grew. The first publicly advertised excursion train developed by Thomas Cook, who was then looked upon as the first travel agent and now owns one of the largest travel agencies in the world.

As the need for technology grew throughout the years, various inventions took place and increased the travel and tourism industry. Leading into the 20th century where introduction of motorcar and the first twin engine aircraft which allowed for the travel of large number of people in 1958. Tourist discovered increasing access to a growing array of destinations with the great increase of technological advancements in the mid and late 20th century.

Communicating technology aid in making airline increasingly accessible from the promotion of destinations to attracting travelers' attention to enabling instant reservations and payment collections. Through the significance of communicating technology, modern tourism is fully equipped with the ability to communicate their benefits and to sell themselves to potential visitors. On return those potential visitors can reach points of interest at their chosen destination. In

1953, through the introduction of communication technology airline reservation way slinked directly with travel and booking agents. This brought about a generous increase in the tourism according to “the learning and teaching network”. this link made the entire booking process easier and more efficient as more airlines capitalized on it.

As the improvement on technology increased modern internet allowed tourist quick and easy access to information such as travel destinations, lodging and dining options at the destination, up to the minute wait time and making reservations before departing for their chosen destination. The use of telephones also allowed travelers quick contact without ever experiencing a busy signal or getting out pf bed. It also allowed for the collection of payment from prospective travelers before departing for the destination. According to” the journal of information technology and tourism”, modern communication technology likewise 21st century developments in mobile telephone technology allows for advertising of attractions at various tourist destinations to target visitors.

Finally, the impact of technology in the travel and tourism industry is enormous as more and more travelers can compare and look for all kinds of information available on the internet about potential destination.

CHAPTER III

RESEARCH METHODOLOGY

This chapter consists of method of research, place of research, place of research, subject of research, population of research, sample of research, techniques of collecting data, and technique of analyzing data.

3.1 Method of Research

In this report, the writer applied the research and development based on (R&D), Borg and Gall (1983). R&D is a process used to develop and validate educational products. This research followed a step by step as cycle which consists of review the product research findings to be develop, developing product based on finding, conducting the field testing by setting which of product would be use eventually, and revising the results of field testing (Borg and Gall, 1983)

Research and Development is a method used to produce a particular product, and test the effectiveness of the product (Sugiono, 2016). In line with Sugiono, other sources describe that Research and Development is a process or steps to develop a new product or improve the existing product that can be justified (Sukmadinata, 2008). Research and Development (R&D) use some method, there are; descriptive method as first step to collect the data, evaluative method to evaluate the testing process of product development, and experiment method to test the quality of the result product (Rasagama, 2011). In this report, the writer made a Traveling Video to Promote Curup Panjang Waterfall.

Based on those definitions above, it can be concluded that Research and Development is some steps to develop a new product or refining existing products. There are 10 stages in developing the product (Borg & Gall, 1983, p. 775), such as:

1. Research and information collecting, are included in this step there are the study of the literature relating to the issues examined, measurement needs, research on a small scale, and preparations to formulate of the framework of the research;

2. Planning, including in this step is drawing up a plan of research which includes formulating skills and expertise related to the problem, determine the objectives to be accomplished at each stage, design or research steps and if possible/necessary carry out feasibility studies to a limited extent;
3. Development a preliminary form of product, is developing forms the beginning of the product to be produced. Included in this step is the preparation of the supporting components, setting up guidelines and user guide, and conduct feasibility evaluation of supporting tools. An example of the development of the learning materials, learning and evaluation instruments;
4. Preliminary field testing, is do the tests early in the field of limited scale. In this step the collection and analysis of data can be done by the interviews, observation or question form;
5. Main product revision, is make improvements in the initial products that produced based on the results of the initial test. This fix is very likely to be done more than once, according to the results shown in the limited tests, thus obtained a draft of the main product (model) that ready tested more widely;
6. Main the field testing, usually called a major trial involving the wider audiences. Data collection is carried out by quantitatively, primarily done on performance before and after the application of the tests. The results obtained from this test in the form of evaluation towards the achievement of the tests results (design model) that compared with the control group. Thus, in this general step use design research experiments;
7. Operational product revision, is make improvements/refinements towards the broader trial results, so the product is already developed operational mean model design ready validated;
8. The operational field testing, is testing a validation step towards operational models that have been produced. Testing is done through the questionnaire, interview, observation and analysis of the results. The purpose of this step is to determine whether a model developed totally ready to wear at school

without having to do the briefing or mentoring by researchers/developer's product;

9. Final product revision, is make improvements of final towards the model developed in order to produce the final product (final);
10. Dissemination and implementation, is step disseminating the product/model developed to the audience/public, especially in the arena of education. Principal steps in this phase are communicating and disseminating the findings/models, both in the form of a seminar on the research results, publication of journals, as well as exposure to stakeholders related with research findings.

Based on some research with the broad scale and the valid results, (Sukmadinata, 2008) modify the ten stages of the research and development of Borg and Gall into 3 stages; (1) Preliminary Study, (2) Model Development, and (3) Final Testing. These three stages were carried out in the study. Therefore, this study included the type of research development. Three stages were formulated into the chart of research procedure as following;

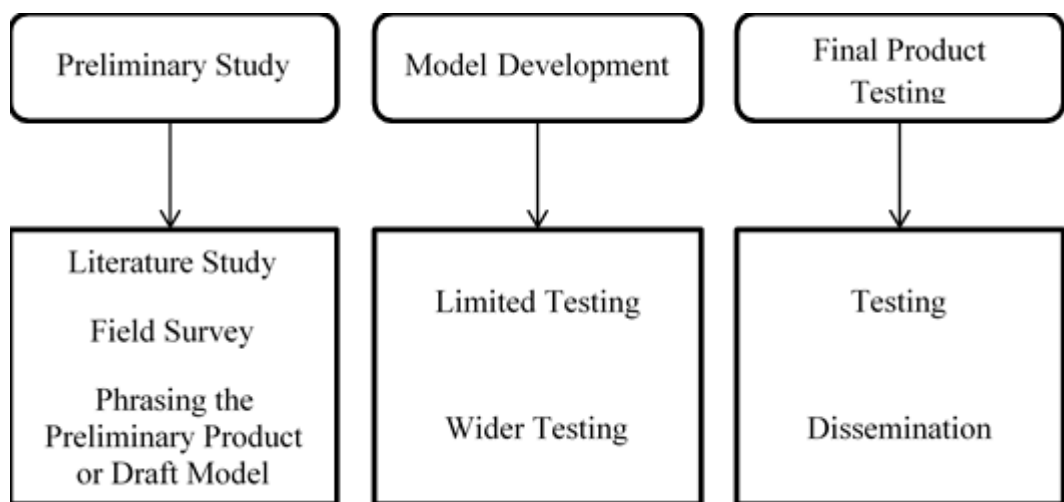


Figure 1. The Stages of R&D Modified by (Sukmadinata, 2008)

3.1.1 The Stages of Research

Research carried out by following stages proposed by Sukmadinata as illustrated in the chart above:

1. Preliminary Study

Preliminary study was preparation stages in development a product. The stages were included in three steps; there were literature study, field survey and phrasing the preliminary product or draft model. In more detail these three steps were described as follow;

a. The Literature Study

Literature study is intended to find the theoretical foundation to develop the product. It is a study to learn the concepts or theories regarding the product or model that will be developed.

b. Field Survey

The field survey is intended to collect the data regarding the planning and execution of the developing or making a product. The data collection was done through the interview in order to collect more information from the respondent, documentary studies and observations.

c. Phrasing the Preliminary Product or Draft Model

Phrasing the Preliminary Product or Draft Model is intended to carry out the result of field survey and refers to the basic theories or concepts that are inferred from the result of literature study.

2. Model Development

Model development was intended for the writer to develop the product by trying the field testing. The testing is divided into two steps, the first step is conducting a limited testing and the second step is wider testing.

3. Final Product Testing

This step was the last step to develop the product. It consisted of final product testing and dissemination. In the final testing the product that already got revision from wider testing became a final product of the research. Then, the product would be production in a larger scale. Therefore, after the product was successful, the product would be shown to the examiners at the final examination. However, the dissemination step was not done by the writer because of the lack of cost, law, legality, time and skill to make the product that ready to sell to the public.

3.2 Place of Research

Place of research is need to know the area for collecting the data that can support the activity of product development and finding the truth information based on the purpose. The research was conducted at Pulau Pinang village, Lahat regency. This place conduct many activities that could create as content in video.

3.3 Subject of Research

The subject of research is a person who decides to participate in a research study. The subject research is the writer's herself.

3.4 Technique of Collecting the Data

In this research, the data collected through the interview and observation.

1. Interview

Interview is a two-way communication between interviewers and interviewees to obtain the required data information (Arikunto, 2010). Furthermore, interviews can be defined as a qualitative research technique which involves "conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program or situation". Interviews were considered as appropriate because they provide very detailed information and are still flexible, they allow for more questions or follow-up on complex topics (Boyce & Neale, 2006). Interview is an introduction process conducted by two or more persons, in both parties involved (interviewer and interviewees), have the same rights

in asking and answering. Even not only question and answer but also put ideas, experiences, stories, and others (Hardiansyah, 2015).

Interviews can be divided into 3 types, there are structured, semi structured, and unstructured interviews (Sugiono, 2016, p. 233).

1. Structured interviews are used as data collection techniques when the writer knows exactly what information will be obtained. Therefore, in conducting interviews the interviewer has prepared a writer instrument in the form of written questions that alternative answers have been prepared. With this structured interview, each respondent was given the same question and it was used as data collection technique.
2. The semi structure interview is included in the in-depth interview category which is free compared to structured interviews. The purpose of this type of interview was to find the problem more openly and ask the interviewee about their opinion. In conducting the interview, the writer needed to listen carefully and recorded what the informant said about the interview.
3. Unstructured interviews are free interviews and researchers did not use interview guides that have been systematically and completely compiled for data collection. Interview guides used only in the form outlines the problems that would be asked.

The writer used semi structured interview to collect the data because this type of interview is aimed to collect the complex information, most of which contain opinions and personal experiences of informants.

Before carrying out the interview, the writer prepared the instrument of interview called the interview guideline. These guidelines contain a number of questions or statements that ask to be answered or responded by the informants. In the implementation of the interviews, those questions will be developed further in accordance with the conditions.

2. Observation

Observation is a technique or a way to collect data by doing observations on the activities that are taking place. Observation can be done in a participatory or non-participatory (Sukmadinata, 2008, p. 220). In this case, the writer uses non-participatory observation. In non-participatory observation, the observer did not participate in the activities, the observer just observes the activities.

Same as interviews, before observing the writer should prepare guidelines for observation. In qualitative research, the guidelines of this observation were made with general lines about the activities that will be observed.

3.5 Techniques of Analyzing the Data

After collecting all the data, the writer will analyze and process the data. Result of the data presentation is informally presentation through interview to informants served by providing explanation, show the result can be answer the problem. The writer analyzes the data using these following steps:

1. Interview

In this report, the writer processed the data collected from interview. Observations and document analysis. The interview was conducted by analyzing the respondent's opinion about the product. In this research, the writer conducted, the research by asking the people who knows well about Curup Panjang waterfall in Lahat, South Sumatera. Named Mr. Mario Andromatic as tourism observer in the Lahat district. The writer found some data in the Grand Zuri hotel at Jl.Lubuk Beringin No. 138, Manggul, Lahat on 13 June 2019. The writer interviewed about the Curup Panjang waterfall like as, public facilities, activity, and the number of visitors.

2. Observation

In observation step, the writer came to Curup Panjang Waterfall at Pulau Pinang, Lahat on 10 June 2019. The writer observed and also

documented the Curup Panjang Waterfall. Like as, the waterfall and facilities of Curup Panjang.

CHAPTER IV

FINDING AND DISCUSSION

This chapter was presented based on the results of author's data collection about Designing Traveling Video Script to Promote Curup Panjang Waterfall as a Tourism Destination in Lahat (South Sumatera). The writer's finding and discussion based on the true condition of the object and the subject of the research.

4.1 Finding

4.1.1 Preliminary Study

In preliminary study, the writer did 3 steps, including literature study, field survey, and model draft design. The explanation described below:

A. Literature Study

In this step, for literature study the writer searched the information in e-book related to natural tourism. Then the writer watched the video on youtube related to curup panjang waterfall. Based on the statement in e-book of Munawar (2018) about natural tourism, understanding of natural tourism is a form of tourism that is responsible for the preservation of unspoiled areas, which benefits economically and maintains the cultural integrity of the local community. Conceptually, natural tourism can be seen as the use and development of tourism held in naturally formed areas that are shown to support protection and conservation and can provide economic and social benefits to the local community.

The writers also found that the improvement on technology increased modern internet. The tourist can access the information quickly such as travel destination and making reservations before departing for their chosen destination. The impact of technology in the travel and tourism industry is very large. Traveler can compare and look for all kinds of information available on the internet about tourism destinations.

B. Field Survey

The writer interviewed the key person, Mr. Insan Kusmaini as a leader of structure organization of Curup Panjang waterfall. The writer found that this tourist destination is not familiar to travelers, the waterfall in the village of Tanjung Sirih, Pulau Pinang sub-district is one of the tourist assets in the district of South Sumatra. More than visitor on holiday at the weekend, especially the travel blogger in 2017. The writer also found some information about Curup Panjang waterfall in Pulau Pinang. The writer also found the news of Curup Panjang waterfall on the internet

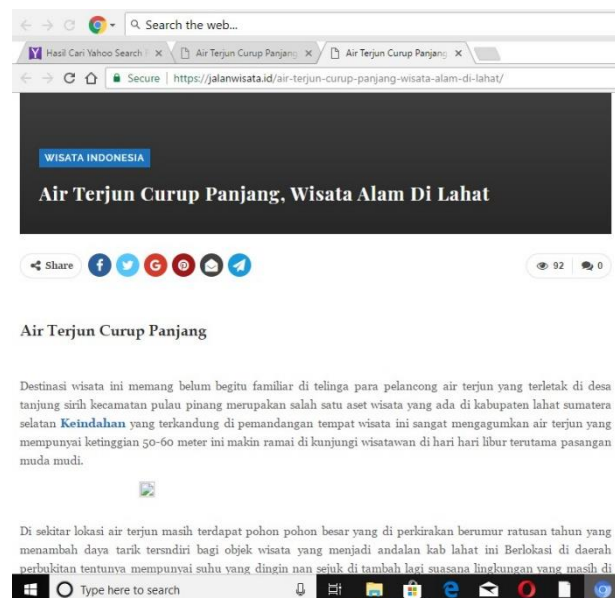


Figure 4.1 The news of Curup Panjang Waterfall

Based on the news above, Pulau Pinang, Curup Panjang waterfall is one of waterfall in Lahat and many people don't know about this waterfall because there is no promotion from government and in access to Curup Panjang because takes 2 hours from Tanjung Sirih village and walk from that (Reza, 2017)



Figure 4.2 the environment of Curup Panjang waterfall

Based on the observation the writer did in Curup Panjang waterfall Pulau Pinang, now there are a situations in the environment like as damaged public facilities such as the parking area and the toilet. For the price of ticket is 5000/net included entry ticket.



Figure 4.3 The area before entrance in curup panjang waterfall

In this area, there is rest area from bamboo, the cottage sale of the food like as snack and beverage. In here there was a coffee farm, there are a kind of coffe is Robusta coffee. The location of coffee farm spent about 20 minutes from close to curup panjang waterfall.



Figure 4.4 The situation of the the Curup Panjang waterfall

When the first observation in Curup Panjang waterfall the writer came to curup when dry season. So, the water of waterfall is very natural . For the next observation, the writer came back again in curup panjang when the rainy season. So, the colour of waterfall is brown.



Figure 4.5 The product of Curup Panjang waterfall

The product of Curup Panjang waterfall was the handicrafts such as bracelet, necklace, and replica of a miniature house. The price starts from 10.000 rupiah until 150.000 rupiahs.



Figure 4.6 the visitors of Curup Panjang waterfall

Every day many visitors come in between 10-30 people / day. On weekend the number of visitors increases in the Curup Panjang waterfall.

Based on the field survey the writer did and found, the writer decided to make the Traveling Video Script Curup Panjang Waterfall as a Tourism Destination in Lahat (South Sumatera) to be one of destination in Lahat especially natural tourism destination.

C. Model Draft Design

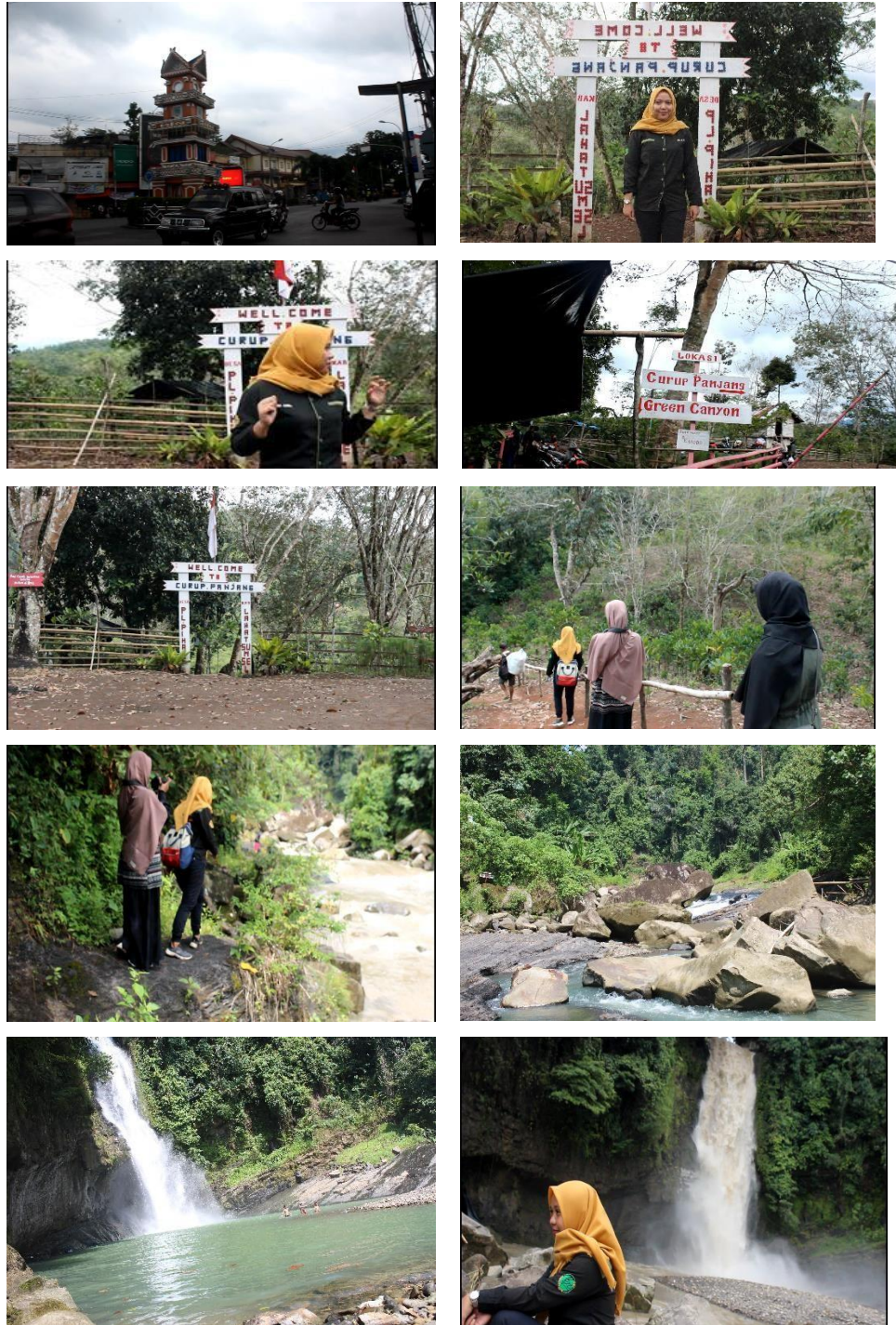
After collecting the information from the preliminary study and field survey, the writer made a draft of the video. It started from the Lahat City till the process of making the product from waste material. The writer edited the video using Adobe Premier application.



figure 4.7 Adobe Premier

Here are the screenshot of video and the script based on the actual situation in Curup Panjang waterfall.

Figure 4.8 Original Video



Those are the screenshot based on the information that writer got from Curup Panjang waterfall in Lahat (South Sumatera). The original video of writer should be revised by some expert to develop into the better product. The writer make a script use to Microsoft Word 2016

The Original Script

(OPENING) > Hello guys, welcome to my channel. My name is Tria Adinda and I am the student of English Department of Polytechnic of Sriwijaya. Actually, this is the first time for me to make a traveling video and this time, my vlog is about tourism destination.

But first, I want you to think about some types of tourism. Yes, that's right! There are some types of tourism such as historical tourism, sport tourism, cultural tourism, educational tourism, and so on.

And then, have you ever heard about Curup Panjang waterfall in Lahat before? Well, I want to show you a little traveling video of this waterfall and I want you to determine which type of tourism that this place belongs to?

So, here we go....

Lahat is one of regions in South Sumatera. It is about 29 km from Palembang and it can be reached at about 6 hours from Palembang.

Besides that, it turns out the number of waterfalls in Lahat regency is not one or two, not a dozen, but the number is close to one hundred. According to the waterfall data in Lahat Ut reaches 76. Here's the list of name waterfall like as Curup Maung, Senyawé, Buluh and Bidadari.

After we arrived in Lahat we must go to Pulau Pinang village. We have to travel from Lahat until 25 minutes to Pulau Pinang village. to get the location of the waterfall. You can see guys, in this road very small and many roads were damaged and hollow and right to our left was a ravine. The 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

Finally, we arrive in Curup Panjang waterfall. 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. This waterfall is located close to the megalithic complex and near green canyon. This waterfall managed by Andi Sanjaya. He is the leader and his the one who starts the activities in this waterfall. He has been managing the activities of this waterfall together with the local government and local people.

There is no effort from the district government to advance and promote of this waterfall. This waterfall is in the middle of the forest and coffee plantations owned by local people We pass the coffee garden, and forest we spent about 20 minutes from the entrance. We must payment the ticket for the parking is 5000/net.

This waterfall has good natural tourism potential to visit because the uniqueness of this waterfall is the falling waterfall that comes from the flow of water on the green canyon which is just above this waterfall. You can see the plants in this one of local people's is coffee. Kind of coffee in here is Robusta.

Then, we are arrived in this waterfall. Yeahhh...

Unfortunately, this time is in the dry season so the water is not swift, but this is very deep.

It is the beautiful location. You can the picture, you can enjoy the beauty of this waterfall in here. You can bathe and play water as much, but you should always be careful and keep clean.

Last, local people use this place as a chip recreation in weekend. Because this place is not too far from local resident and near green canyon.

(CLOSING)> IF YOU CAN'T KEEP IT. DO NOT SPOIL IT

Okay guys, hope you enjoy my video and if you come in Lahat You must to visit Curup Panjang waterfall pulau pinang village. See you in the next video or vlog and thank you for watching.

4.1.2 Model Development Product

In development the writer asks some expert or limited and wider field testing for some revisions to make the better product. The description of revision describe as follows:

1. Limited field testing

The first respondent, writer asked Mrs. Khoiriah as the expert of script. Her suggested changing a few wrong sentences in the original script. Furthermore, there are some mistakes in the script like as there is no title page.

Table. 4.1 suggestion by first respondent limited field testing

The original Script	Revision script
<p>(OPENING) > Hello guys, welcome to my channel. My name is Tria Adinda</p>	<p>TITLE: SCRIPT TRAVELING VIDEO SCRIPT TO PROMOTE CURUP PANJANG WATERFALL AS A TOURISM DESTINATION IN LAHAT SOUTH SUMATERA</p> <p>(OPENING) > Hello guys, welcome to my youtube channel. My name is</p>

<p>and I am the student of English Department of Polytechnic of Sriwijaya. Actually, this is the first time for me to make a traveling video and this time, my vlog is about tourism destination.</p> <p>But first, I want you to think about some types of tourism. Yes, that's right! There are some types of tourism such as historical tourism, sport tourism, cultural tourism, educational tourism, and so on.</p>	<p>Tria Adinda and I am student of English Department of state Polytechnic Sriwijaya. Actually, this is my first time making a traveling video and now, my vlog is about tourism destination.</p> <p>First of all, let me tell you about some types of tourism. There are some types of tourism such as historical, sport, cultural, educational, and so on.</p>
<p>And then, have you ever heard about Curup Panjang waterfall in Lahat before? Well , I want to show you a little traveling video of this waterfall and I want you to determine which type of tourism that this place belongs to? So, here we go.....</p>	<p>By the way, have you ever heard about Curup Panjang waterfall in Lahat before? Well , I want to show you a traveling video of this waterfall and I want you to determine which type of tourism this place belongs to. So, here we go.....</p>
<p>Lahat is one of regions in South Sumatera it is about 29 km from Palembang and it can be reached at about 6 hour from Palembang.</p> <p>Besides that, it turns out the number of</p>	<p>Lahat is a regency in South Sumatera which is about 29 km away from Palembang and it can be reached 6 hours from Palembang by car.</p> <p>Suprisingly, it was found that the</p>

<p>waterfalls in Lahat regency is not one or two, not a dozen, but the number is close to one hundred. According to the waterfall data in Lahat ut reaches 76. Here's the list of name waterfall like as Curup Maung, Senyawe, Buluh and Bidadari.</p>	<p>number of waterfalls in Lahat is not one or two, or a dozen, but almost a one hundred. According to the waterfall data in Lahat, reaches 76 waterfalls. Here 's the names of those waterfalls they are, Senyawe, Buluh and Bidadari.</p>
<p>After we arrived in Lahat we must go to Pulau Pinang village. We have to travel from Lahat until 25 minutes to Pulau Pinang village. To get the location of the waterfall. You can see guys, in this road very small and many roads were damaged and hollow and right to our left was a ravine. The 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 to far from local residents</p>	<p>After we arrived in Lahat city, we go to Pulau Pinang village. It takes around 25 minutes from Lahat to Pulau Pinang village to reach the waterfall. to get the location of the waterfall. As you can see guys, the road is quite small and damaged with some hollows. The waterfall is in the middle of the forest and coffee farm owned by local residents, this waterfall has amazing natural tourism potential to visit because the waterfall is blue water and the water is directly from the green canyon.</p>
<p>we arrive in Curup Panjang waterfall. 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. This</p>	<p>Well, we already arrive at Curup Panjang waterfall. The waterfalls is around two kilometers away from the village of Tanjung Sirih, Pulau Pinang, Lahat. Also there, is a cliff on the left. If you travel by car, you can</p>

<p>waterfall is located close to the megalithic complex and near green canyon. This waterfall managed by Andi Sanjaya. He is the leader and his the one who starts the activities in this waterfall. He has been managing the activities of this waterfall together with the local government and local people . There is no effort from the district government to advance and promote of this waterfall. This waterfall is in the middle of the forest and coffee plantations owned by local people We pass the coffe garden, and forest we spent about 20 minutes from the entrance. We must payment the ticket for the parking is 5000/nett.</p>	<p>park your vehicles here by paying 5k. only This waterfall is close to the megalithic area and green canyon. This waterfall is managing by Andi Sanjaya. He is started the activities of this waterfall together with the local people and government. Unfortunately, We pass the coffee farm, you can see the plants in this one of local people is coffee. Kind of coffee in here is Robusta.</p>
<p>Finally, we arrive in this waterfall. Yeahhh... Unfortunately, this time is in the dry season so the water is not so swift, but this is very deep</p>	<p>Finally, we arrive in this waterfall. Yeahhh... Unfortunately, this time is in the dry season so the water is not so swift, but this is very deep</p>
<p>It is the beautiful location, You can the picture, you can enjoy the beauty of this waterfall in here. You can bathe and play water as much, but you should always be careful and keep clean.</p>	<p>It is the beautiful location, you can the picture, you can enjoy the beauty of this waterfall in here. You can bathe and play water as much, but you should always be careful and keep clean.</p>

Last, local people use this place as a
 chip recreation in weekend. Because
 this place is not too far from local
 resident and near green canyon.

The second respondent, writer asked the first revision script to Mrs. Dwi Rara Saraswati, who is the expert of Muhammadiyah University, make sure the writer doesn't write too much and then, give good details about the circumstances and situation information in the location.

Table. 4.2 suggestion by second respondent limited field testing.

No	The script revision first expert	Revision result the second expert
	<p>Then, we are arrive in this waterfall. Yeahhh...</p> <p>Unfortunately, this time is in the dry season so the water is not swift, but this is very deep.</p> <p>It is the beautiful location, You can the picture, you can enjoy the beauty of this waterfall in here. You can bathe and play water as much, but you should always be careful and keep clean.</p>	<p>Unfortunately, this time is in the dry season so the water is not so swift, but this is very deep.</p> <p>It is the wonderful waterfall, You can take picture, and enjoy the beauty of this waterfall. You can swim and play the water, but you should always be careful and keep clean. People like spending their time here because it is very cheap recreation at weekend.</p>

Last, local people use this place as a chip recreation in weekend. Because this place is not too far from local resident and near green canyon.

The third respondent, is Mr. Adi Sutrisman as a expert at Computer Engineering in State Polytechnic of Sriwijaya who is able to see about the content in the video. He said that tourism destination object should contain the detail information about accessibility, attraction and facilities. After that, he said that the content of video is almost complete. In the vlog or video, it should contain the distance between the destination from the center of Lahat. Opening video you has take a subtitle and your opening video you can take video indoor.

Table. 4.3 Suggestion by third respondent limited field testing.

Opening the original video

Opening video after revision



Hello guys, welcome to my channel. My name is Tria Adinda and I am the student of English Department of Polytechnic of Sriwijaya

Hello guys, welcome to my youtube channel. My name is Tria Adinda and I am student of English Department of state Polytechnic Sriwijaya.

The original contain the distance between the destination from the center of Lahat. Give the information about accessibility

	<p>The revision contain the distance between the destination from the center of Lahat. Give the information about accessibility</p>
<div data-bbox="331 943 579 1122" data-label="Image"> </div> <div data-bbox="331 1137 579 1321" data-label="Image"> </div> <p>After we arrived in Lahat we must go to Pulau Pinang village. We have to travel from Lahat until 25 minutes to Pulau Pinang village. to get the location of the waterfall. You can see guys, in this road very small and many roads were damaged and hollow and right to our left was a ravine.</p>	<div data-bbox="831 943 1337 1122" data-label="Image"> </div> <p>After we arrived in Lahat city, we go to Pulau Pinang village. It takes around 25 minutes from Lahat to Pulau Pinang village to reach the waterfall. to get the location of the waterfall. As you can see guys, the road is quite small and damaged with some hollows. Also there is a cliff on the left.</p>

The following is the development product based on limited field testing

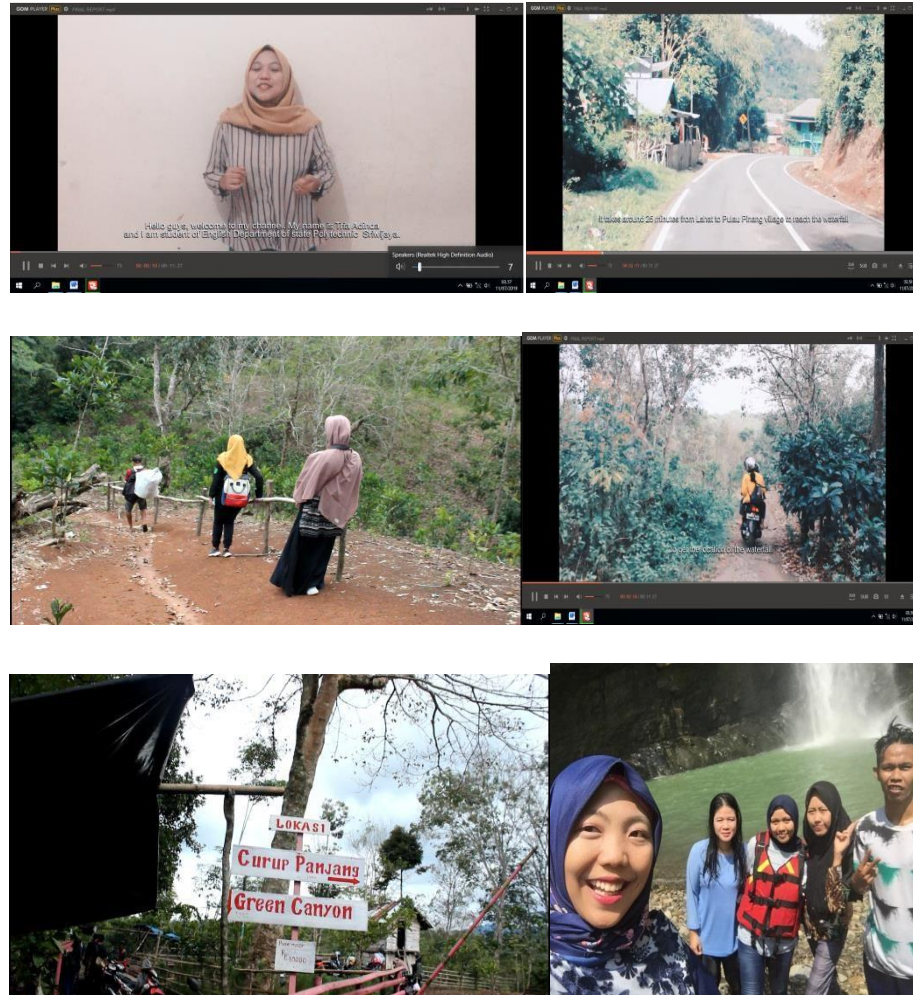


Figure 4.9 Limited Field Testing Product

2. Wider Field Testing

The writer also ask suggestion to the person wider field testing to see the latest product of limited field testing to videographer and linguist.

The first respondent is Mr. Ilham Jvc as a Director of Videographer in Php he produced some tourism video, cinematic on youtube. He said that the design about video is almost complete and video higher priority than picture but you must give credite title thanks to after closing.

Table 4.4 suggestion by first respondent of wider field testing

The original video closing



The result video closing after revision



The second respondent is Mrs. Maria Puspa Sari a linguist and lecture of polytechnic of Akamigas Palembang, who re-checked the last script. She said the video and script is interesting and people want to know about Curup Panjang waterfall. He also said that the video is good enough and already to be upload in the youtube.

4.1.3 Final Product

This final product was a traveling video to promote Curup Panjang waterfall as a tourism destination in Lahat, South Sumatera ready to be uploaded in youtube channel, the name of youtube is Adin Travelike. The title of video is “ air terjun Curup Panjang Lahat”. The duration of video is 11 minutes 27 second. The next process of video is dissemination step was not done by the writer because of the lack of cost, law, legality, time and skill to make the product that ready to show to the public.

4.2 Discussions

4.2.1 Model Development

1. Limited Field Testing

From the first respondent of limited field testing the writer asked to the first respondent, about (Ramdan)the original script to Mrs. Khoiriah. who is the lecture of Stie Serelo Lahat. She said much sentence those wrong in the original script. Furthermore, there are some mistakes in the script like as there is no title page. It is related to the theory of Ramdan (2018) he said the first make a script you must Make title page. The script will need title page. This includes the title and name of the author, but also includes contact information and agent information (if you have an agent)

The second respondent, writer asked the first revision script to Mrs. Dwi Rara Saraswaty. who is the lecture of Muhammadiyah University, make sure the writer doesn't write too much and then, and situation information in the location, It is related to the theory of Ramdan (2018). He said the script has given good details about the circumstances and the characters. Use information that explains things in more detail about a scene before the scene begins. This statement states whether the scene is carried out inside or outside the room it is located, and whether it is carried out in the day or night.

The third respondent, is Mr. Adi Sutrisman as a lecture at Computer Engineering in State Polytechnic of Sriwijaya. Who has able to see about the content in the video. He said that tourism destination object should contain the detail information about accessibility, attraction and facilities. It is related to the theory of (Akhtar, 2015)he said the traveling video is an audio-visual media that the contents are about the trip to the destination include tourism aspect such attraction, facilities, infrastructure, transportation, culinary, culture and hand-gift.

There are some mistakes in the script but the writer approves some sentences only for matching the content on the video. Based on three respondents above, the writer got the final product by following the suggestion. After all the revision was

finished, the writer asked the other suggestion to wider limited testing respondent to get the better final product.

2. Wider Field Testing

The first respondent the writer also ask suggestion to the person wider field testing to see the latest product of limited field testing to Videographer, and linguist.

The first respondent is Mr. Ilham Jvc as a Director of Videographer in Php he produced some tourism video, cinematic on youtube. He said that the design about video is almost completed but you should check video higher priority than picture but you must give credited title thanks to after closing. It is related to the theory of Akhtar (2015) he said while using search engine, Internet users check what all is listed on the second page of the results. Mostly, videos are giving much higher priority than pictures, text and audio files thus giving a much better chance to pass on your video message. .

The second respondent is Mrs. Maria Puspa Sari a linguist and Lecturer of Polytechnique Akamigas Palembang, who re-checked the last script. Some video scenes. She said the video and script is interesting and people want to know and visit to Curup Panjang waterfall. He also said that the video is good enough and already to be upload in the youtube. It is related to the theory of Owings (2017) he said youtube is a video-sharing community. The site makes it easy for almost anyone to show video to the world. About one-third of all people on the internet are youtube users as people known, that it is impossible for the potential tourists to know the tourism destination in Lahat (South Sumatera) of one of the tourism objects before they go there.

After the second respondents gave some suggestion, the writer asked suggestion to the expert about the properness of the video to be uploaded. Enough to be uploaded in the internet.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 CONCLUSIONS

Based on explanation above, the writer concludes that the video can be used as a media to promote Curup Panjang waterfall as a tourism destination in Lahat South Sumatera. The video can be used a guideline for tourists to find the information about Curup Panjang waterfall. This video consists of the information about Curup Panjang waterfall such as the history about Curup Panjang waterfall, the entrance fee, the activity, the access, and the attraction that Curup Panjang waterfall.

The quality of the video format is HDV with duration about 11 minutes and 27 second. The writer used adobe premiere pro as the video editing software. In the information delivered in English orally and the text or subtitle was displayed on the video in English language. To attract the tourists, the tagline about Curup Panjang waterfall was inserted and persuasive sentences to come and visit Curup Panjang waterfall in Lahat South Sumatera was also added in the video

5.2 SUGGESTION

Based on the conclusion above, the writer would like to give some suggestion as follows:

1. For the readers

The writer suggests to make this report as one of references to search the information about natural tourism, Curup Panjang waterfall or Lahat itself. If the readers found the similar place same as Pulau Pinang, Lahat, the writer believe this report could be the reference to build a natural tourism destination there.

2. For the viewers

The writer suggests to watch the video of Curup Panjang waterfall of Pulau Pinang, Lahat first before visiting this village. So, the video of Curup Panjang waterfall can be the guidance of the visitors to know the

location, the price of entry ticket, the activities and the object of natural tourism destination itself.

3. For the local people

The writer suggests for local people to stay aware of environment issues, and to keep greening up the environment. The uniqueness of this waterfall should be maintained, developed due to globalization era to promote this waterfall by internet, and in order to build tourism industry, the writer suggest to cooperate with some companies.

4. For the government

The writer suggests the government to participate in supporting tourism about public facilities.

5. For the Tourism Department

The writer suggests Tourism Department Office of Lahat to promote Curup Panjang waterfall using social media.

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