

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is known as two things that are travelling and visiting place away from home. Tourism is an activity where an individual or group of people visit some places outside their houses for several days or months to gain experiences, for having a break from the routine or fulfilling curiosity of new places. Schofer (2017) says that people travel to meet their needs for subsistence such as to go to work, to acquire food and essential, for personal development such as to go to school and cultural facilities and entertainment like participating or watching sport events, or to visit friends. After all, the activities of tourism have purpose to reach destinations, which is tourism destination.

In Palembang, tourist place or tourist destination grows fast as Palembang becomes the host of international events which mostly sport events such as SEA Games 2011, Islamic Solidarity Games 2013, Asian Games 2018 etc. According to Sekretariat Kabinet Republik Indonesia (2018), this international sports events bring indirect and direct impacts that contribute to tourism in Indonesia. The indirect impacts is high media value for Indonesia since the games will put this country in the spotlight. There are 200 countries going to air Asian Games 2018. Meanwhile, direct impacts are an increase in the international tourists' arrival, the infrastructure development, and economic development. During the preparation of Asian Games 2018, the government had developed the infrastructure of Palembang which is the new public transportation.

Public Transportation is important aspect in tourism. Public Transportation is the main mean to carry passengers, that is, the tourist to the actual site where tourism services are performed (Mammadov, 2012). According to Rinkesh (2016) the types of public transportation are bus, train, tram, light rail, metro system, and regional taxi. The transportation that available in Palembang are bus, train, transmusi, regional taxi, *ojek online*, etc. One of the new public transportation which built to provide the Asian Games 2018 that can be used in Palembang is Light Rail Transit or LRT.

LRT or Light Rail Transit is system of railways usually powered by overhead electrical wires and used for medium-capacity local transportation in metropolitan areas (Chopra, 2012). According to Schofer (2017) LRT is used to support urban life movement. It is possible for LRT to move people in the same travel corridor with greater efficiency, which also lead to lower costs because many people are carried in the same vehicles.

There are thirteen stations of LRT Palembang. Around the station, tourists can reach one or more tourism destinations. This can help tourists to reach tourism destinations in Palembang easily. For example, the Ampera Station. The tourism destinations that can be reached from the Ampera Station is Monpera, *Masjid Agung*, Ampera Bridge, *Benteng Kuto Besak*, Sultan Mahmud Badaruddin II Museum, *Pasar 16*etc.

The writer would like to give some information about LRT Route to tourism destinations in Palembang in a form of video. The benefits of using video are videos are very demonstrative and friendly and they explain complex concept becomes easier. And also, video is a good tool for reinforcing the information which has been taught verbally (Timothy, 2015). The writer would like to design a video that contains the information needed about LRT route to tourism destinations in Palembang, so it can be used by the local and international tourists as a guide to visit tourism destinations in Palembang.

Based on the explanation above the writer would like to write the final report entitled **“Designing a Video of LRT Route to Tourism Destinations in Palembang”**.

1.2 Problem Formulation

The problem formulation of this report is how to design a video of LRT route to tourism destinations in Palembang.

1.3 Research Purpose

The purpose of this report is to know how to design a video of LRT route to tourism destinations in Palembang.

1.4 Research Benefits

The benefits of this report is to give valuable information about designing a video of LRT route to tourism destinations in Palembang to all the students of State Polytechnic of Sriwijaya especially English Department students.