

CHAPTER I

INTRODUCTION

1.1 Background

According to Legawa (2008) *Destinasi pariwisata adalah suatu entitas pada suatu wilayah geografis tertentu yang didalamnya terdapat komponen produk pariwisata dan layanan, serta unsur pendukung lainnya seperti pelaku industri pariwisata, masyarakat, dan institusi pengembang yang membentuk suatu sistem yang sinergis dalam menciptakan motivasi kunjungan dan totalitas pengalaman kunjungan bagi para wisatawan.* It means tourism destination is an entity in a particular geographical area in which there are components of tourism products and services, as well as other supporting elements such as tourism industry, community, and development institutions that form a synergistic system in creating visit motivation and total visit experience for tourists. It means that tourism destinations have entities and components of tourism products that the destination itself needs. Besides, there are many activity in the destination in order to get pleasure, to knowing something, to improve health, to fulfill the task and others. So, it means that people need to enjoy their holiday for example by visiting an interesting tourism destination.

Every country has a potential tourism destination, one of them is Indonesia. It is known that there are many tourism cities in Indonesia like Bali, Java, Bandung, Malang, Surabaya, Medan, Padang, Palembang, etc. They have their own beautiful tourism destination in their city, for example Pantai Kute in Bali, Borobudur in Java, Jatim Park in Malang, Menara Pandang Tele in Medan, Suroboyo Carnival Park in Surabaya, Taman Gunung in Padang, and also in Palembang there are many tourism destinations, for example Ampera, Benteng Kuto Besak, Kampung Al Munawar, Kampung Kapitan, Pulau Kemaro, Taman Wisata Alam Punti Kayu, etc.

Taman Wisata Alam Punti Kayu is one of tourism destination in Palembang. Taman Wisata Alam Punti Kayu is known for the beauty of pine forest. Pine forest in this Palembang city located near to the city center. Where access to go there can be easily to pass with various types of transportation. In addition, to supporting tourism activities in the forest area, managers also built various tourist rides such as suspension bridges, duck boats, dragon boats, mini zoo, training outbound equipped with bridge and flying fox canopies.

Taman Wisata Alam Punti Kayu can be developed by some ways. One of the ways to develop a tourism destination is promotion through media. There are two kinds of media that can be used, printed media and electronic media. Printed media can be done through booklet, brochure, magazine, etc. While, electronic media can be done through vlog and video. The writer chose media promotion through video. Video is one of the ways to promote a destination. Video promotion contains a script. Script is important part of making video. Script is basic idea that needed to make a video.

According to the explanation about Taman Wisata Alam Punti Kayu, the writer felt interested in making script for video promoting Taman Wisata Alam Punti Kayu. The writer hopes with the video that the writer made to support this final report can help the readers know more about Taman Wisata Alam Punti Kayu and interesting in it. So, that is why the writer chose “Designing a Script for Video Promotion of Taman Wisata Alam Punti Kayu as Tourism Destination in Palembang” as the title of final report.

1.2 Research Problem

Based on the background above, it can be concluded that the writing of this final report discusses about how is to design a script for video promotion of Taman Wisata Alam Punti Kayu as tourism destination in Palembang.

1.3 Research Purpose

The research purpose of this final report is to provide a script for video promotion of Taman Wisata Alam Punti Kayu as tourism destination in Palembang.

1.4 Research Benefit

The benefits of writing this final report are :

1. For writer

- Improving the ability of writing and have experience on designing script for video promotion of Taman Wisata Alam Punti Kayu as tourism destination in Palembang.
- Giving knowledge to the writer about how to design a script for video promotion.
- To train students' creativity in developing ideas that benefit society
- To apply all the knowledge that has been learned in lectures

2. For Readers

- Giving more information and knowledge about Taman Wisata Alam Punti Kayu as tourism destination in Palembang.

3. For Taman Wisata Alam Punti Kayu

- Can be better known in every city, especially in Palembang city.