

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia has thousands islands. Each of the islands has famous nature tourism objects and history tourism objects of its own. In Indonesia itself, there are some famous tourism objects, for example: Kuta Beach in Badung, Bali; Borobudur Temple in Magelang, Central Java; Toba Lake in Samosir, North Sumatera; etc. Those tourism objects are famous and favorite destinations for domestic and foreign tourists. South Sumatera is one of provinces in Indonesia and has so many regencies. Each regency in South Sumatera has famous and favorite tourism objects. However, some of the tourism objects are still unexposed. One example of unexposed tourism destination in South Sumatera is *Candi Bumi Ayu* in Pali regency.

*Candi Bumi Ayu* is the tourism object in South Sumatra Province located in Bumi Ayu Village, Tanah Abang sub district, Penukal Abab Lematang Ilir (PALI) regency. Until today, there are less than 12 temples that have been found in this region, and five of them have been restored, those are Temple 1, Temple 2, Temple 3, Temple 7 and Temple 8. This preservation has been begun since 1990 until now by allocating Indonesian Genereal Revenue and Expenditure Budget. This temple complex covers an area of 75.56 ha, with the outer limit of 7 trenches.

*Candi Bumi Ayu* is the site of relics of Hinduism, therefore *Candi Bumi Ayu* becomes an important aspect for the community and the local government because it has great value as important and beautiful cultural heritage of historical relics of the former Kingdom of Sriwijaya, thus the community and local government should focus on better care, maintainance and protection of the temple, as well as to foster a sense of love for the cultural heritage.

The temples on *Candi Bumi Ayu* is death monument, the monument has been abandoned which needs community supporters and promotion. The temples were abandoned along with the sensitive hindu political power by islam in the 16th century. Then the temples were damaged and buried in the ground until discovered by E. P. Tombrink in 1864. The monumental heritage along with its cultural system completely disappeared from the collective memory of his successors.

Tjiptono (2014) as cited in Noer (2014) stated that promotion is the marketing activities publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows, ordinary routine. Meanwhile, Alma (2016) as cited in Nugroho (2016) defines promotion as a kind of communication that gives explanation and convince potential consumers about the goods and services in order to gain attention, educate, remind and convince potential costumers.

Promotional activities require media, and there are many promotional media that can be used, such as outdoor promotional media and printed media, electronic media. Outdoor promotional media is promotional media placed outside the room like on the road. For examples are billboards, banners, etc. Printed media is static media and prioritizes visual messages generated from the printing process; basic materials and facilities for delivering messages using paper. For example are newspaper, magazine, leaflet, and booklet. Electronic media is advertising media whose work processes are based on electronic and electromagnetic principles. For example is using television, radio, and video to do a promotion.

One way to expose the beauty of *Candi Bumi Ayu* by making video of the *Bumi Ayu*'s beauty and upload it online, so many people can know it. Therefore, the writer wants to use electronic media, specially video to promote *Candi Bumi Ayu* as historical tourism in PALI and put in on Youtube, and add the script to make it more interesting and easily understood by the audience. A video script is the blueprint and

foundation on digital video. It is a chronological run-down of scenes, action and dialogue that you want to appear in your video.

Hence, the video is expected to leverage the state of *Candi Bumi Ayu* potency as a tourism destination and to make this temple famous and visited by many tourists, either local or foreign. It is also expected that this video will expose the beauty *Candi Bumi Ayu* and brings benefits to the history tourism in *PALI* regency which will enhance the tourism of South Sumatera in general. Due to these reasons, the writer would like to do the final report entitled ***“Writing Script Video Promotion of Candi Bumi Ayu as Historical Tourism in PALI”***

## **1.2 Problem Formulation**

The problems in this report was formulated into a question: How to write script video promotion of *Candi Bumi Ayu* as historical tourism in PALI?

## **1.3 Problem Limitation**

This research focused on the script on the video in English narration with Indonesian subtitle

## **1.4 Purpose**

This report is used to find a way in exposing the beauty of *Candi Bumi Ayu* by writing script video promotion of *Candi Bumi Ayu* as historical tourism in PALI.

## **1.5 Benefit**

For writer improving the ability of writing and having experience on designing a video as promotion media.

For South Sumatera government is to promote *Candi Bumi Ayu* to be one of historical tourism destination in Pali Regency. This video will expose the beauty of *Candi Bumi Ayu* and bring benefits to the historical tourism in South Sumatera.