

# CHAPTER I

## INTRODUCTION

### 1.1 Background

South Sumatera is one of provinces in Indonesia. Palembang is the capital city of South Sumatera and it is one of the oldest cities in Southeast Asia. In addition, there is so many tourism destinations that you can visit in Palembang. Such as, Benteng Kuto Besak, Ampera Bridge and Monpera. There are also many religious and historical tourism. Such as Bukit Siguntang.

Bukit Siguntang is located in Ilir Barat I region. Bukit Siguntang is a 30 meters high small hill located at the northern bank of Musi River. It is located around four kilometers southwest from Palembang city center. Today the hill gain status as an archaeological park.

Since reopening Bukit Siguntang, not many people know the expansion of the new Bukit Siguntang. By carrying out the theme of contemplation when every tourist comes to Bukit Siguntang can feel the sanctity of the legend and history of Sriwijaya in ancient times. Now, Bukit Siguntang is neatly arranged and more modern. They offer some public facilities, such as information rooms, coffee shops, prayer rooms, fountain parks, and clean toilets. Then, visitors can make a pilgrimage to Bukit Siguntang with a different atmosphere and far from creepy atmosphere.

However, Bukit siguntang has just opened again for public last year. It is already renovated and become more worthy to visit by local and foreign tourist. Therefore, Bukit Siguntang needs media to promote Bukit Siguntang itself because it is potential to attract the tourists.

Promotion is an activity that offers products or services to prospective consumers or tourists who are the target market. Promotional activities should be carried out by several media that are effective in being able to accept the market. To introduce tourism product, need a promotion to introduce tourist objects throughout the world as well as in Indonesia, without effective promotion the tourist object cannot be recognized, so the tourist visit rate will definitely low.

In this era, mass media refers to a diverse of media technologies that reach a large audience via mass communication. These technologies which are through with this communication, take place in a variety of media. Such as broadcast media, used like radio or television. Digital media consist of internet and mobile mass communication. Internet media comprise of email, social media sites, and websites. Each media has a purpose to be a promotion media and many people will look for the information by watching video especially about tourism destination. Also, the field of tourism can be developed quickly with the existence of the media technologies so that information can be accepted faster and up to date.

This would be a great idea to promote a tourism destination by make a video with a good grammatical script. Bukit Siguntang has many historical values to learnt by people. That is why the writer interested to choose “Designing Video Script of Bukit Siguntang as Historical Tourism in Palembang” as the title of this final report.

## **1.2 Problem Formulation**

Based on the statement above, the problem formulation of this report is “how to design a video script that make people interested to know about the historical points of Bukit Siguntang?”.

## **1.3 Problem Limitation**

Based on the problem formulation above, the writer’s focus is the content of video and the script to introducing Bukit Siguntang as historical tourism in Palembang.

## **1.4 Purpose**

This report is used to find out the way how to design video and script to promote Bukit Siguntang as historical tourism in Palembang.

## **1.5 Benefit**

### **a. For the writer**

1. To increase the knowledge about Bukit Siguntang as historical tourism in Palembang
2. To get knowledge and experience in designing a video script of Bukit Siguntang as historical tourism in Palembang

### **b. For the readers**

1. To give the information about Bukit Siguntang as historical tourism in Palembang
2. To give the knowledge about how to design a video script

### **c. For State Polytechnic of Sriwijaya**

1. To give the information about Bukit Siguntang as reference of research about