

CHAPTER I

INTRODUCTION

1.1. Background

Tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Kodhyat (2005) says that tourism was travelling from one place to another, temporary, done individually or in groups, in a effort to natural and the science. Tourism is important in the world, because it is one of assets in every country. Tourism has become one of sectors that has an impact on development of country economy. According to Pendit (2002) tourism is one kind of new industries that can grow economy very fast in providing employment, increase income, simulate other industries. Each country in the world has a big potency of tourism destination. One of them is Indonesia. Indonesia is one of the popular countries because of the various cultures and tourism destinations. For eample Aceh with Museum Tsunami Aceh, Bali with Kuta Beach, North Sumatera with Toba Lake, and South Sumatera with Ampera Bridge, and etc.

South Sumatera province as one of the provinces in Indonesia has so many beautiful tourism object, especially in Palembang the capital city of South Sumatera province. For eample, Ampera Bridge, Punti Kayu, Benteng Kuto Besak, Jakabaring Sport City, and of the new tourism objects in Palembang is Palembang Bird Park.

Palembang Bird Park which is docile zoo is located at Jl. Gubernur H.A Bastari, Komplek OPI mall, Jakabaring, Palembang. The location is very strategic because it is close to a shoping center, OPI mall and a water park, OPI waterfun. Although it's called bird park, but this tourism object is not only provide birds to see. There are also a lot of other tame animals such as iguanas, cats, snakes, turtles, deer, fish, and etc. There are also several places to take pictures in the tourism object. In Palembang Bird Park visitors can interact with the animals directly such as holding, taking pictures, and feeding the animal. Palembang Bird

Park is one of new tourism objects in Palembang that many people do not know well, so this tourism object needs to be promoted.

In order to get much information about Palembang Bird Park, marketing plays an important roles for introducing the tourism destination. The promotion can be done in some ways, such as printed media like magazines, newspapers, brochures, banners and others, and also electronic media such as pictures and videos. Although, there are already some ways to promote Palembang Bird Park by using printed media and some pictures in social media but it is not enough to persuade people, so in this final report the writer will make a video to promote Palembang Bird Park and spread the video promotion in social media.

Promoting by using videos is more interesting and eye-catching than photograph or text because it combines images, sounds, and also effect. Besides being more attractive, using the video as a promotion media is very flexible. A video can be a good way to promote Palembang tourism destination. MacFarland (2014) says that video is a powerful tools for promotion because video is being watched online more and more very year. It is including 80% increase in online video consumption over past six years, 55% of majority of video news viewers among in term users and 2 billion video views per week are show on youtube. Videos can be powerful media for promotion and can be used effectively.

Nowadays, there are variety of social media such as Twitter, Facebook, Instagram, and Youtube with more users. With the development of social media, the writers will use them as media to spread the video promotion. By uploading and sharing the videos in social media, the video will be quickly spread, especially if the video content is interesting. People always think to find the information about tourism destinations by searching in social media. Iang and Gretzel (2010) say that tourists often encounter social media when seeking travel information through search engines.

Based on the explanation above, the writer feel interested to write the final report with the tittle “**Designing a Video Script to Promote Palembang Bird Park as a Tourism Destination in Palembang**”.

1.2. Problem formulation

The problem of this final report is how to design a video script to promote Palembang Bird Park as a tourism destination in Palembang?

1.3. Limitation

Based on background and problem formulation described, then the limits imposed in this final report is the information about the steps how to design video script about Palembang Bird Park as tourism destination in Palembang.

1.4. Purpose

The purpose of this final report is to know about the steps how to design video script to promote Palembang Bird Park as tourism destination in Palembang and to give information about Palembang Bird Park.

1.5. Benefit

The benefit of this final report is to give knowledge to the students of English Department of Sriwijaya State Polytechnic about how to design a video script to promote Palembang Bird Park as tourism destination in Palembang.