CHAPTER I
INTRODUCTION

1.1. Background

Tourism is an activity where tourists do travel for fun at a certain time from one place to another place. According to Andrew (2008) tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Many tourists like to travel and visit another country for refreshing their minds from working and enabling them to see life positively by visiting some kinds of tourism destinations (Younis, 2019).

Indonesia has many cities with the destinations that tourists often visit. For example, In Magelang, tourists can visit Borobudur temple which is very popular in Indonesia. Then, in DKI Jakarta, tourists can visit Monas as the icon of DKI Jakarta. Not only that, tourists can also visit Bali to see some beautiful beaches there. Also, when tourists visit Palembang, they can see the Ampera bridge and many other destinations in Indonesia.

Not only Ampera bridge, Palembang which is the capital city of South Sumatera also has many tourism destinations with attraction. Nowadays, tourists visit Palembang to see the attraction that exists in each destination. For example, Al-Qur'an Al-Akbar, in this destination, tourists can see 30 juz verses of the Qur'an which are carved in wooden sheets and are arranged like windows. Not only that, the other destination is Kampung Al-Munawar. In Kampung Al-Munawar, tourists can see the old house of Palembangnese which is unique from the shape and the style. Then there is also Kemaro island with pagoda and a love tree as its attraction.

Besides attraction, Palembang has many cultural heritages that are not widely known by the tourists. For example tanggai, gending sriwijaya, tenun songket and madik nindai dances (the dance performed by Palembangnese in the prospective assesment of daughter-in-law), traditional cloths such as

blongsong (Palembang traditional cloth with distinctive motifs and colors made from woven silk) and songket, traditional carving, and so on.

Palembang traditional carving is a carving that is made with floral patterns and distinctive colors. This carving has its uniqueness, because it has three patterns such as rose, jasmine and lotus which every pattern has its own meaning. And then, Palembang traditional carving has special colors which are gold, yellow and red that make the carving becomes elegant.

Nowadays, Palembang traditional carving is rare to find. It is because the price of Palembang traditional carving is quite expensive. Moreover, many tourists still do not know about the information of Palembang traditional carving. In order to make Palembang traditional carving still exists and is known by many tourists especially foreign tourists, this cultural heritage needs to be preserved.

To preserve the existing heritage and make Palembang traditional carving known by many people, it needs a medium to promote it. There are several media that can be used to give some information as a promotion way, such as television, radio, billboard, newspaper, poster, brochure, magazine, booklet and social media (Ahmed, 2019). Nowadays, most people have turned to the media that provide videos or YouTube to get some information or even just to entertain themselves.

Therefore, the writer will make a video of Palembang traditional carving to promote Palembang cultural heritage and spread the video on social media because MacFarland (2014) says that a video is a powerful tool for promotion. It is because the video is being watched online more and more every year including 80% increase in online video consumption over the past six years, 55% of the majority of video news viewers among internet users and 2 billion video views per week are shown on YouTube. Although there are several videos of Palembang traditional carving in YouTube, but the videos do not tell the information of Palembang traditional carving in details. In this final report, the writer will add the information about Palembang traditional carving starting from the history, the philosophy, the kinds of pattern, the production process, the location of carving center, and the price of Palembang traditional carving.

Based on the explanation above, the writer is interested to write the final report entitled **"Designing a Video of Palembang Traditional Carving to Promote Palembang Cultural Heritage"**.

1.2. Problem Formulation

Based on the explanation from the background above, the problem formulation of this final report is how to design a video of Palembang traditional carving to promote Palembang cultural heritage.

1.3. Research Purpose

The purpose of this final report is to know how to design a video of Palembang traditional carving to promote Palembang cultural heritage.

1.4. Problem Limitation

Based on the background, the limitations of this final report is limited to the:
1. Writing the script for the subtitle
2. Process video session
3. Carving video session
4. Analyzing the data about Palembang traditional carving

1.5. Research Benefits

The benefit of this report is to give the knowledge about how to design a video of Palembang traditional carving to the students of English Department at State Polytechnic of Sriwijaya.