

CHAPTER I

INTRODUCTION

1.1. Background

Tourism has an important role as an economic strategy in various countries, because it can increase the country's foreign exchange. The more tourists come to a country to carry out tourism activities, the greater the country's foreign exchange earned. According to Hutabarat (1992), the role of tourism is the role of the economy as a source of foreign exchange, a social role that is as job creation, and the role of culture that introduces culture and art.

According to Pitana (2009), there are 3 groups of tourism namely natural tourism, cultural tourism, man-made tourism. Natural tourism include the sea, beaches, mountains, lakes, rivers, and others. Cultural tourism include birth ceremonies, dances, music, traditional clothing, cultural festivals, and museums. While man-made tourism include facilities and sports facilities, games, entertainment, zoos, recreational parks, and national parks.

The many types of attractions that exist in an area such as natural, cultural, man-made tourism make these attractions need to be marketed so that many tourists come. In the Penukal Abab Lematang Ilir/ PALI area has attractions that consist of mixed tourism (natural and man-made tourism) that is Air Itam Family Park. This park is a new park that is unique because it is located in a rubber tree plantation. In addition, this park also has a blue lake, a bird's nest, a horse arena, a rabbit park, and archery. But unfortunately, this tourist attraction is still new and not well known, so many people do not know the beauty and uniqueness of this park, because there is still a lack of video scripts to promote this park.

To be able to attract tourist visits, the government needs to have a marketing strategy especially in media promotion. Therefore, in the development of tourism information technology is very necessary, because through information technology tourism promotion can be delivered quickly and clearly. According to Kotler and Keller (2012), promotion is all forms of non-personal presentation

and promotion of ideas, goods or services through clear sponsorship through print media (newspapers and magazines), broadcast media (radio and television), media networks (telephone and wireless) and electronic media (sound recording, video recording, and website pages) and exhibition media (billboards and posters)

So in this final report, the writer is interested in participating to promote Air Itam Family Park through a video, because video is a very effective media that is used to promote regions, products, and promote a particular company. It means that video is a good media to promote tourism objects.

Based on the explanation above, the writer is interested in writing a final report with the title “**Designing A Video Script Of Air Itam Family Park As A Tourism Object In Penukal Abab Lematang Ilir/ PALI Regency**”

1.2. Problem Formulation

Based on the background above, the problem formulation of this final report is how to design the video script of Air Itam Family Park as a tourism object in Penukal Abab Lematang Ilir/ PALI Regency.

1.3. Problem Limitation

Based on problem formulation above, the writer needs to limit this final report. The writer explains about Community Based Tourism (CBT) and 4A components, there are the amenity, accessibility, attraction, and ancillary in Air Itam Family Park.

1.4. Purpose

The purpose of this final report is to know how to design the video script of Air Itam Family Park as a tourism object in Penukal Abab Lematang Ilir/ PALI Regency.

1.5. Benefit

There are the benefits from the research, those are:

1. For the writer
 - a. Giving knowledge about how to make a video script
 - b. Giving information about Air Itam Family Park

2. For the reader

- a. Giving information about how to design a video script
- b. Giving information about Air Itam Family Park as a tourism object in Penukal Abab Lematang Ilir/ PALI Regency