

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of the endless resources. It will get richer if it is explored. Indonesia has rich potential tourism destinations and attractions, that can attract local and international tourists to come to Indonesia. There are many kinds of tourism, such as natural tourism, educational tourism, culinary tourism, and socio-cultural tourism. One of tourism potentials that needs to be promoted and preserved is historical tourism.

Historical tourism refers to official location where pieces of political, military, cultural, or social history have been preserved. Historic sites are usually protected by law, and many have been recognized with the official national historic site status. Historic sites may be any places, buildings, sites or structures that are of local, regional, or national significance. In addition, heritage must be preserved and protected so that our culture is not lost and can be a legacy of our children and grandchildren someday.

When people visit historical tourism destinations, they can get positive impacts: new experience and additional knowledge about that destinations. Then people can take advantages to take pictures in that tourism destinations because there are many beautiful objects there.

Palembang as a capital city of South Sumatera Province is one of the oldest towns in Indonesia. Palembang offers a variety of destinations such as natural sights, culinary tourism, cultural tourism, and historical tourism. Many historical tourism destinations can be found in Palembang, which are heritages of Netherlands and Japan colonialism, Palembang Darussalam Kingdom, and the Sriwijaya Kingdom. One of the historical heritage of Sriwijaya Kingdom is Taman Bukit Siguntang that has a lot of history.

Taman Bukit Siguntang is located in the highest area, in the western part of Palembang. Nowadays, it is about five kilometers from the downtown area. It is assumed that the location is very strategic with highest point in Palembang city. The complex is a hill with garden and large trees. On the higher ground within the complex, there are some tombs linked by locals to the figures of Malay-Sriwijaya royalties and heroes. There are seven Srivijaya figures entombed there.

Unfortunately, in this era, many local people do not know well about Taman Bukit Siguntang. It is caused by there were no promotion media that give information and knowlegde about Taman Bukit Siguntang. Most of people only know that Taman Bukit Siguntang is a place like a forest where there were some tombs which are usually used for pilgrimages and they rarely visited Taman Bukit Siguntang, Therefore, the ways to overcome this were to use electronic media that can provide easy access such online video.

Furthermore, video and social media have value and potential function in giving informations and promotions for tourism in Indonesia. Video requires several steps in the making process. One of most the important steps in making video is writing a script before video shooting (Canavor, 2013). In a script, to get maximum results, guidelines are needed in the process of making script. The guideline that can be used is the AIDA model. This model is often used in advertisements and promotions of product. Each stage of the AIDA model has its respective functions in persuading the target and expressing the desire of an advertiser to purchase what is offered. Therefore, AIDA model can be used as a guideline in writing and arranging an interesting video script to attract prospective visitors.

As a result, the writer wants to inform the public about Taman Bukit Siguntang. By writing a video script which will be applied in the video, it can simultaneously promote and preserve this precious tourist destination. Thus, the writer is interested in writing a final report project entitled "Writing Video Script about Taman Bukit Siguntang as a Tourist Destination in Palembang". It can be one of the references for tourists to know the information and knowledge about this

destination in Palembang. By provided a video script with important information, it is expected to give sufficient information about Taman Bukit Siguntang as a tourist destination in Palembang.

1.2 Problem Formulation

Based on the explanation above, the problem formulation is “How to Write Video Script about Taman Bukit Siguntang as a Tourist Destination in Palembang.

1.3 Purpose

The purpose of writing this final report is writing a video script about Taman Bukit Siguntang as a tourist destination in Palembang by providing information and knowledge about Taman Bukit Siguntang.

1.4 Benefits

This final report is important for the writer to learn, because it involves a process that can be useful in various fields, especially applicable to a tourism sector. The study assists him in developing better organizational and planning skills. It is expected that this study is contributing to the promotion of historical tourism object, Taman Bukit Siguntang.

1.5 Problem Limitation

This research discusses about writing video script on Taman Bukit Siguntang; the writer focuses on the information about the writing process of video script for 5-10 minute long and the information is explained in English and Indonesian to make the local and international people understand. To explore each stage of copywriting processes the writer employed AIDA model.