# CHAPTER I

# INTRODUCTION

## Background

There are various ways to provide information about tourism destinations, such as television, brochures, advertisements and blogs that are now becoming a trend among millennials. In this era, in promoting and providing information about a tourism destination prefer to use social media such as vlog. One of the media that is now becoming a favourite is youtube.

Tourism promotion through social media in the form of vlogs can be said to be a relatively new way and has a big impact in encouraging tourist mobility. By using social media, tourists or consumers can share their experiences and can also be used as a source in searching information about tourist destinations. Social media is considered easy, therefore cost effective and have been in tourism marketing for a tourism destination, so social media increasingly in demand for means of communication and promotion. Besides that, the use of social media can also be used to express experiences through photos and videos in the form of comments as a form of interaction not only with family but also with others.

Nowadays there are many young and successful vloggers in the world, and now even the government is starting to attract famous vloggers to help the government promoted and provided information. For example, in 2017 Ministry of finance in Indonesia through the Minister of Finance, Sri Mulyani made a vlog content with an artist Maudy Ayunda about “Uang Kita”. With the means of the social media, the information you want to deliver can be conveyed throughout the community.

As multicultural city, Palembang has been known to possess historical and religious tourism destination, one of them is Kawah Tekurep. Kawah.Tekurep is one of the religious tourisms in Palembang. Every year there are more than 1000 visitors each year, visitors to Kawah Tekurep themselves not only domestic but also from other countries such as the United Arab Emirates (UAE), Egypt and Palestine. Please note that the Ziarah Kubro is the largest religious event in Palembang. Kawah Tekurep is a seasonal destination, where only once a year people visit the place. So, from that the writer makes this vlog in the hope that it can increase visitors outside the Ziarah Kubro series.

Considering this potential, the writer wants to use social media in the form of vlogs to provide information and at the same time be able to promote Kawah Tekurep.

The writer chose Kawah Tekurep as the object of making vlogs that told the whole history of Kawah Tekurep because, Kawah Tekurep had some interesting things to discuss and tell so that the public would know.

Kawah Tekurep itself entered into the Ziarah Kubro series. Kawah Tekurep has its own attraction because there is the tomb of Sultan Mahmud Badaruddin II and his family.

Based on the information and observation, the writer got the idea to make a final report entitled **The History of Kawah Tekurep: A Vlog Design**. So that people know everything in Kawah Tekurep in a complete, clear, detailed and certainly supported by many trusted sources. The reason for the writer to do this is because at the moment there are still few and even then, it is not complete and less information. Therefore, the writer wants to make a better one.

## Problem Formulation

Based on the above statement regarding the lack of information, the focus is how to Design a Vlog About the History of the Kawah Tekurep.

## Problem Limitation

The writer needs to make research limitation in this final report to focus on the problem, purpose, benefit of research and also place of research. So, the writer explains and only focuses on designing a video about the history of Kawah Tekurep to help the tourists know about history of Kawah Tekurep.

## Research Purpose

Based on the background, the research of the final report is to designing a vlog about the history of Kawah Tekurep.

## Benefit

The research benefits are:

1. For the writer

To improve the ability of the writer in terms of designing a video in English and providing insight into the Kawah Tekurep.

1. For the readers

To give information to netizen and tourist about history of Kawah Tekurep.

1. For the government

This vlog can be one of the media promotional from Kawah Tekurep and it directly helps the government.