

# **CHAPTER I**

## **INTRODUCTION**

This chapter discusses about background, problem, purpose, and benefit.

### **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. Historical sites are usually protected by law, and many have been recognized with the official national historic site status. Historical sites may be any places, buildings, sites or structures that are of local, regional, or national significance. In addition, historical must be preserved and protected so that our culture is not lost and can be a legacy of our children and grandchildren someday.

Palembang is one of the cities in Indonesia that has tourism potencies. It is evidenced by the existence of interesting tourism objects such as Ampera Bridge, Benteng Kuto Besak, Kemaro Island, Museums and others. Tourism potency in Palembang is dominated by historical tourism. One of them historical tourism of Palembang is Rumah Limas.

Rumah Limas is one of the traditional buildings during the Hindu-Buddhist transition to the Islamic kingdom. It is supported by the discovery of the Kedukan Bukit inscription on Siguntang Hill, which is that Palembang had become a city since June 16, the year 682 AD. Rumah Limas is a traditional houses of Palembang is most famous for its style and shape and the art of carving in the house is accompanied by splendor.

Rumah Limas is a typical building for rulers such as Patih, Bupati, Adi pati, and Pangeran when they were in power.

Palembang has a Rumah Limas it is in Museum of Balaputra Dewa. The location of Rumah Limas in Srijaya street, sub- district Alang – Alang Lebar. This location is very easy to visit because it is located in the downtown area of Palembang. Rumah Limas consists of two parts, there are front and back. The front of the house was founded in 1830, the owner was named Syarif Abdurrachman Alhabsi. The back of the house was built in 1835, the owner was named Syarif Ali. They are both of Arab nationality.

Unfortunately, in this era many local, domestic, and foreign people do not know well about Rumah Limas because of lack of information, documentation, and knowledge about Rumah Limas. Therefore, the ways to overcome this is to use electronic media that can provide easy access such online video.

Video has many benefits, for example a video can record all of the information and people can play it everytime and everywhere they wish. Video can be posted and played in social media such as youtube, instagram, and facebook. Using a video as media promotion makes people from the various country can access it. It could be one of the best ways to promote Rumah Limas. It makes the people know about Rumah Limas in Palembang.

Therefore, the writer would like to promote Rumah Limas by making videos, and will be published it on social media. There are many promotional videos about Rumah Limas on social media, but the content is just video interview and vlogger. Therefore, the writer's video will be different from several other promotional videos. The videos will explained with English narration and bahasa subtitle to make it more interesting and easily understood by the local tourist and foreign tourist. After that, the video will be uploaded online and put on social media.

Thus, the writer is interested in writing a final project entitled **“WRITING A VIDEO SCRIPT OF RUMAH LIMAS AS A TOURISM DESTINATION IN PALEMBANG”** it can be one of the references for tourists to know the information and knowledge about this destination in Palembang. By writing a video script with important information, it is expected to give sufficient information about Rumah Limas as a tourism destination in Palembang.

### **1.2 Problem Formulation**

Based on the background above, the problem formulation of this final report is “how to write an informative video script about Rumah Limas as a Tourism Destination in Palembang”

### **1.3 Problem Limitation**

Based on the background and problem formulation described, this final report is focused on “how to write a video script of Rumah Limas as a Tourism Destination in Palembang”

### **1.4 Purpose**

The purpose of this final report is to apply writing a video script of Rumah Limas as a Tourism Destination in Palembang. The focus is on applying steps of script writing by D.V Swain and J.R Swain, 1988 in his book entitled "Film Scriptwriting: A Practical Manual"

### **1.5 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, Rumah Limas Palembang,