

CHAPTER I

INTRODUCTION

1.1 Background

Nature tourism is an activity to see the natural beauty, natural resource and environmental system, such as lake, beach, mountain, sea, etc. Nature Tourism means experiencing natural places, typically through outdoor activities that are sustainable in terms of their impact on the environment (Pendit, 1994). Most of the tourists prefer to spend a nature tourism because there are many benefits: improving quality of life and natural resources, providing job and increasing local revenues and community pride.

South Sumatera is one of provinces that has many tourism. There are historical tourism, religious tourism, cultural tourism, nature tourism and many others. Meanwhile, the promotion is the important aspect to make that tourism known by many people. The Government of South Sumatra Province has focused on developing natural tourism in districts/cities which is not optimal so far because they have focused more on the implementation of international sports in recent years. South Sumatra Governor, Herman Deru said, it was time for South Sumatera to shift its focus to the development of nature tourism destinations because the potential in a number of districts was considered extraordinary that could be raised to the national to international level. Lahat is one of the Regencies in South Sumatera which is known for its famous nature tourism destinations. Those tourism are Curup Maung, Asnawi Cave, Serelo Hill, Bukit Besak and others.

Bukit Besak is one of Nature Tourism Destinations in Lahat Regency that has beautiful scenery. Bukit Besak is located in the village of Warai, Merapi Selatan, Lahat. It has an altitude of 1,700 meters above sea level, the tourists needs at least 3 hours to reaches its peak and the track itself is dominated by a sloping track between 45-60 degrees (Nugroho : 2017).

Unfortunately, in this era many people of Lahat Regency do not know well about Bukit Besak. Although there have been many media promoting this destination by YouTube, Facebook, and Instagram. The writer thinks that promotion is less effective based on the writer's experience when going to the destination, moreover many people in Lahat Regency do not know where Bukit Besak is located. Therefore, Bukit Besak needs more promotion media including printed media, electronic media, and outdoor advertising media.

Yahya (2015) states three most demanding tourism promotions, namely; video, image or photograph, and text or writing. Promotion by using videos is also considered more interesting and eye-catching than photographs or texts because videos combine images, sounds and also effects. In addition using the videos as promotion media is also very flexible. They can be viewed offline (without an Internet connection) and can also be uploaded to online sites like YouTube, Instagram and can be watched by more people and reach out to wider area.

Based on the explanation above, the writer is interested in writing a script and a subtitle. Therefore, the writer would like to choose the title "Writing a script and a subtitle for promotional video of Bukit Besak in Lahat Regency"

1.2 Problem Formulation

The problems of this research are formulated as the following:

1. How to write a script for promotional video of Bukit Besak in Lahat Regency?
2. How to write a subtitle for promotional video of Bukit Besak in Lahat Regency?

1.3 Purposes

The purposes of this research are:

1. to write a script for promotional video of Bukit Besak in Lahat Regency
2. to write a subtitle promotional video of Bukit Besak in Lahat Regency

1.4 Benefits

The outputs of this research are a script and a subtitle. The writer hopes that a script and a subtitle can be used to make a videos about Bukit Besak, so the video viewers will understand the contents of the video easily.