

CHAPTER 1

INTRODUCTION

In this chapter, the writer will discuss about the background of research, problem formulation and its limitation, purpose and benefits in conducting this research.

1.1. Background

Video has several advantages in advertisement because of the combination of visual and audio. It works well in delivering the messages and attracting viewer's attention. The video that is made by Garuda Company is one of the examples. Garuda Company would like to promote the beautiful small island in Papua called Biak Island. Biak Island has beautiful beach with amazing coral reefs that leads Garuda Company to make the promotional video of Biak, Papua. After producing it, the promotional video would be showed in the monitor of airplane in order to let the domestic and foreign passengers of Garuda know the existence of this island. All of the Garuda passengers can watch the video of Biak. The video was made in 2015.

Biak is famous because of the beautiful beach. Meanwhile, Palembang is famous because of the sport tourism destination. Palembang, the capital city of South Sumatera is well known as the sport tourism city. Becoming the host of the biggest Multi-event, Asean Games 2018 made Palembang be famous nowadays. The success of Asean Games 2018 made Palembang be known by the world. Besides Asean Games 2018, there were several international sport events held in Palembang such as: Sea Games 2011, Islamic Solidarity Games, and Bowling World Cup 2019.

Palembang is not only famous for its sport tourism destination but also many kinds of tourism destination in Palembang such as: religious tourism destination, nature tourism destination, culinary tourism destination, and historical tourism destination that could be found in Palembang. By having those kinds of tourism

destination, it makes many tourists come to Palembang. The tourists are not only domestic tourists but also foreign tourists. The number of tourists who visit Palembang increases every year. It has proved by survey (Poerwanto, 2018)

Jumlah kunjungan wisatawan ke Palembang sangat melonjak, ini mencapai hingga 303,63 persen, capaian ini signifikan karena pada tahun 2009 ada 675.689 wisatawan yang datang ke Palembang dan pada tahun 2017 kedatangan wisatawan meningkat, ini sekitar 2.001.417 wisatawan. Itu karena tidak luput dari upaya Dinas Pariwisata dan dibantu oleh pihak-pihak lainnya.

It means that the number of tourists who come to Palembang had increased. In 2009 there are 675.689 tourists who come to Palembang and in 2017 there were 2.001.417 tourists. The increasing number of tourists is the result of the effort from *Dinas Pariwisata*.

Visiting Palembang is not complete without buying souvenirs for the family, colleagues, or even beloved one. There are many things that could be as souvenirs from Palembang such as *pempek* (the typical food from Palembang), Palembang T-shirts, Palembang key ring, miniature of Ampera Bridge (the icon of Palembang), *Songket* and *Jumputan* (the traditional clothes from Palembang). To find those kinds of souvenirs, Palembang has a lot of souvenir places that could be found easily by tourists. One of the souvenir places is *Griya Kain Tuan Kentang* as the place where *Jumputan* and other traditional clothes from Palembang are sold.

Griya Kain Tuan Kentang is located in Kampung Tuan Kentang Seberang Ulu 1, Palembang. The uniqueness of this place is besides the tourists can buy the cloth, the tourists are able to also see the process of making *Jumputan* and *Blongsong* because *Kampung Tuan Kentang* is well known for the place of *Jumputan* and *Blongsong* production. *Griya Kain Tuan Kentang* is not only providing the cloth, but also providing other souvenirs such as: necklaces, bracelets, wallet, and so on.

Griya Kain Tuan Kentang has been promoting its product through newspaper, social media and website. Most of the information that is provided by *Griya Kain Tuan Kentang* is in the form of text and pictures. Only a few of videos that promote and describe *Griya Kain Tuan Kentang*. Unfortunately, all of the

videos were made only in Indonesian language. It means that the videos are directed to the local tourist, not to the international tourists. Video is more interesting and easier to be understood by people than other media. In addition, Eros (2016) stated that

Jika sebelumnya para pemasar mengandalkan televisi untuk menjual produknya, sekarang media internet telah mengambil alih tahta saluran iklan. Terutama melalui video. Media yang satu ini memang secara ilmiah lebih mudah diproses otak manusia 60 ribu kali lebih cepat dari teks. Menurut agensi EyeWideDigital, memasang video di situs anda meningkatkan conversion rate hingga 80%

It means that information transmitted through video is processed by people sixty thousand faster more than text. According to EyeWideDigital agent, by putting the video into the site, it will increase the conversion rate until 80 percent. It is proved that video is a media that can be accepted by the people easily because video is an attractive media that consists of the combination of pictures, sound, and various effects.

When producing a video, script is the important element to convey the message from the video. The information of *Griya Kain Tuan Kentang* will be delivered through the script of the video. It is necessary to put the English script into the video in order to make the video is not only watched by domestic tourists but also foreign tourists. The script will consist of the information of the location, kinds of souvenir that is sold by *Griya Kain Tuan Kentang* and information about the process of producing *Jumputan* directly.

Based on the explanation above, the writer would like to introduce *Griya Kain Tuan Kentang* not only to the domestic tourists but also foreign tourists through video. The writer would like to write the final report entitled **“Writing Video Script of Griya Kain Tuan Kentang as The Souvenir Place in Palembang”**.

1.2. Problem Formulation

Based on the background information above, problem formulation of this report is “How to write a video script of Griya Kain Tuan Kentang as the souvenir place in Palembang”.

1.3. Problem Limitation

Based on the background and problem formulation described, the writer will focus on how to write the script of *Griya Kain Tuan Kentang* video as the souvenir place in Palembang.

1.4. Research Purpose

Based on the problems mentioned above, the purpose of this research is to apply the steps of writing script of *Griya Kain Tuan Kentang* video as the souvenir center in Palembang. The focus is on applying steps of writing script by Friedmann, 2006 in his book entitled “writing for visual media”

1.5. Benefit

The benefits of this final report are:

a. For the students

To increase the knowledge about script writing and to increase the knowledge of writing good script of the promotional video.

b. For State Polytechnic of Sriwijaya.

To support the cooperation between State Polytechnic of Sriwijaya and industry in Palembang and South Sumatera in general.

c. For Griya Kain Tuan Kentang

To popularize Griya Kain Tuan Kentang to world and to increase the selling of the product in Griya Kain Tuan Kentang.