

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia has many tourist attractions as a maritime country that has many large islands with beaches stretching from Sabang to Merauke and has many beautiful natural attractions, one of which is natural tourism as well as historical tourism located in the Bangka archipelago right in the city of Muntok.

Muntok is one of the oldest cities in Indonesia which is for its famous icon tourism places that tourism is Mercusuar and Menumbing Hill. Muntok city is also known as natural attraction and the historical city. Menumbing Hill is one of the tourism destination in Muntok that has many histories and as natural tourism. It is the destinations in Muntok that many people do not know about it. Menumbing Hill is located at Jl. Air Belo, a hill in the Muntok City area, West Bangka Regency. The distance of Menumbing Hill is 1 hour from the city center.

Many local people often call him Mount Menumbing because of its peak tourist attractions and surrounded by many tall trees so that it looks like a mountain and many people do not know that this is a beautiful place to visit and gain knowledge about history because this tour is also a historical tour and therefore the author wants to promote this destination to be known by many people. Even in the modern era, there are many art and tourist attractions, so that young people often visit these tourist attractions and young people can see natural attractions as well as tourism history, even though this tour can be said as a tourist spot that is beautiful and also makes them gain new knowledge about this nature tour.

According to marpaung (2002) visiting destinations such as historical heritage as Socio-Cultural Tourism. Menumbing Hill is a home of exile Ir. Soekarno during the Dutch occupation which was built in 1928 - 1933 this building was made with permanent buildings made of stone and painted white cement. The house of exile is named the Pesanggrahan House which has several guesthouses, one of which is a

room occupied by Bung Karno. Around the building, there are many steep valleys. The valley to the ridge in this region is still preserved.

In this era, many people do not know well some object in Menumbing Hill because of the lack of information, and knowledge to the community about Menumbing Hill so many people do not know this place. Therefore, Menumbing Hill needs some promotion media to promote media to introduce this place. There are at least two promotion media including printed media and electronic media

Then, Utami (2015), stated that promotion is a one-way flow of information or persuasion that could bring an organization or person to realize the transactions of purchase and sales. Promotional refers to any type of marketing communications used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. People prefer to watch than to read in other words, they prefer to get information from a show rather than a post. Based on the fact, the writer wants to promote Menumbing Hill as a very beautiful place because it deals directly with a wide and beautiful beach but no many people know about it. So, that is the way why the writer wants to promote this place by video copywriting.

A video writing as liaison between potential customers with the act of buying. Copywriters are required to be able to arouse, attract, move, identify, mobilize togetherness, and communicate messages with comparative value to the public, this video is expected to provide sufficient information about Menumbing Hill to the community, so people can recognize and preserve Menumbing Hill as a tourism destination in Bangka.

Therefore, the writer is interested to write about “ **The Video Copywriting of Menumbing Hill to Promote Bangka Island Tourism Object**”. The writer used the video copywriting as media to provide information and promote Menumbing Hill.

## **1.2 Problem Formulation**

Based on the background the problem formulation is how to copywriting a video of Menumbing Hill to promote Bangka Island Tourism Object?

## **1.3 Limitation of Problem**

Based on the background and Problem formulation described, then the limit imposed in this final report was the information about copywriting a video of Menumbing Hill to promote Bangka Island Tourism Object?

## **1.4 Purpose**

The purpose of this final report is to know how to copywriting a video of Menumbing Hill to promote Bangka Island Tourism Object?

## **1.5 Benefit**

Three benefits would be beneficial for the writer itself, the local people, and tourists, as well as for the Menumbing Hill.

### **1. For the writer**

In writing this final report, the writer could learn many skills in writing reports and developing a video copywriting. It is expected that the information would be useful for future writing and other videos.

### **2. For visitors**

This final report can be used to increase the knowledge in creating a media to introduce Menumbing Hill as Tourism Object in Bangka.

### **3. For Menumbing Hill and Bangka Tourism**

The information in this final report would help to promote the place which in turn would attract more visitors to visit that place. Hence, by having more visitors, the tourism business in Bangka would be more successful.