

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

South Sumatera is one of the provinces in Indonesia that has many regions with interest tourism destinations. One of them is in Palembang, Palembang is the capital city of South Sumatra. Palembang has many tourism destinations such as, Kemaro Island, Benteng Kuto Besak Fort, Ampera Bridge, Musi River, and new destination object is Sekanak River.

Sekanak River is located at 22 Ilir, Kec. Bukit Kecil, Kota Palembang, Sumatera Selatan 3011. Sekanak River which is a Musi River flow in South Sumatra is one of the tourist centers in Palembang. Palembang City Government succeeded in changing the appearance of the Sekanak River to be beautiful and colorful since the end of 2019. Previously, the Sekanak River was only a Musi River that was full of household rubbish. Even the aroma stinks, making residents passing by in this area feel uncomfortable.

Now, the river has become very interesting and famous as Sekanak Preening because the walls around the Sekanak River are decorated with attractive colors and images. The Sekanak River will signal the awakening of Venice from the East. This nickname was previously pinned to the Musi River, because of the beauty of the river. To be able to enjoy this area, visitors should walk in the afternoon. At that time, visitors could take pictures or selfies narcissistic as they pleased, because it was not dispelled by extreme hot weather during the day.

The writer choose Sekanak River because this tourist object is the new destination in Palembang, that many people still do not know and haven't visited it yet. Head of Palembang City Tourism Office states that because the process has only begun at the end of 2019, and has only been restored 120 meters from 11 kilometers. Head of Palembang City Tourism Office also said that there will also be decorated with various ornaments, one of which is a crossing bridge that is built higher, allowing small ships to pass

through. Moreover, the location of Sekanak River is in the central Palembang and nearby Ampera Bridge, so if the visitors come to the destination do not worried about the acommodation because many hotels near of Sekanak River. Tourism Industry has become one of the sectors that has an impact on the development of country economy. Even many countries depend on tourism industry as a source of tax and income. According to Pendit (1999) tourism is one kind of new industries that can grow very fast in providing employment, increasing income, and simulating other industries.

The promotion can be done in some ways, such as printed media such as magazines, newspapers, brochures, banners and others, and also electronic media such as pictures and videos. Although there are already some ways to promote Sekanak River by using printed media and some pictures in social media but it is not enough to persuade people, so in this final report the writer will make a video script to promote Sekanak River and share the video in social media.

Nowadays, there are a variety of social media such as, Twitter, Facebook, Instagram, and YouTube with more users. With the development of social media, the writer uses them as media to spread the video promotion. By uploading and sharing the videos on social media, the video promotion will quickly spread, especially if the video content is interesting. People always think of finding information about tourism destinations by searching in social media. Xiang and Gretzel (2010) states that tourists often encounter social media when seeking travel information through search engines.

Based on the explanation above, the writer is interested in writing the final report with the title "**Designing Video Script of Sekanak River as a New Tourism Destination in Palembang**" to describe and give more information to the public about this river.

## **1.2 Problem Formulation**

The problem of this final report is how to design a video script of Sekanak River as tourism destination in Palembang, South Sumatra.

## **1.3 Limitation**

Based on the background and problem formulation described, then the limit in this final report is information about the steps on how to design a video script of Sekanak River in Palembang, South Sumatra.

## **1.4 Purpose**

The purpose of this final report is to write video script as the way to promoting Sekanak River as tourism destination in Palembang, South Sumatra.

## **1.5 Benefit**

1. For the researcher
  - a. To increase information about a new tourism destination in Palembang.
  - b. To increase the knowledge about designing video script of Sekanak River in Palembang.
2. For readers
  - a. Giving information about how to design video script of Sekanak River in Palembang.
  - b. Giving information about the place that there is a new tourism destination in Palembang.
3. For English Department  
To fulfill the assignment of final report from English Department in State of Polytechnic of Sriwijaya.

