

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Musi Rawas is one of regencies in South Sumatra Province. Musi Rawas has fourteen subdistricts by total areas of 6,357.17 sq.km. With a diversity of tourism destinations scattered in each district and with their own uniqueness, thus make it rich in potential tourism destinations (Source: <https://musirawaskab.bps.go.id>). The seriousness of the Musi Rawas government in developing tourism destinations has begun to take shape with improvements or enhancements to artificial tourism destinations in each district, as evidenced by the rejuvenation of the facilities built by Musi Rawas Government. Religious tourism, recreational tourism and annual events about the culture of Musi Rawas have often been held by the government of Musi Rawas, especially the culture and tourism department.

However, from what has been explained above, the writer found that the economic growth from the average length of stay of tourists is still low. In general, *Danau Aur* destination in Musi Rawas regency are visited by local residents as well as some tourists from surrounding area, because the existence of *Danau Aur* destination in Musi Rawas regency is not too well known by the public. It is still difficult for tourists to find out the detailed information about *Danau Aur* destination in Musi Rawas regency. Information media have not been used massively. Based on the results of short interview with the visitors, about the existence of these attractions, there are thirteen from fifteen visitors know these attractions because of mouth to mouth information. This proves that the promotion is done by the government of Musi Rawas regency still inaccessible. The government can establish cooperation with the tourism industry to increase the number of tourists, for example hotel and travel agency.

*Danau Aur* is located in Sumber harta in Musi Rawas regency, *Danau Aur* is an irrigation center for flowing rice fields in Sumber Jaya village and surrounding areas. *Danau Aur* began to build in 2011. The condition of *Danau aur* is surrounded by forest, *Danau aur* has become an icon of tourism destination because it has a beautiful panorama and it is still very natural. *Danau Aur* is used as a tourism destination by the people, but *Danau Aur* is not known by visitors. The government of Musi Rawas regency has started the development facilities and access of *Danau Aur* as tourism destinations in Musi Rawas Regency.

One of the efforts that can be done to increase the number of tourists is through promotion. Tourism promotion activities are in principle a communication activity, which is carried out by tourism organizations with the aim of influencing tourists to visit (Sunaryo, 2015). Promotion is done to make tourists feel attracted and visit tourism destinations, and finally the tourists will have positive thinking about the destinations. The effort to promote tourism destinations for the public is certainly not easy. All stakeholders have to work together in promoting tourism destinations in Musi Rawas regency. Of course in promoting tourism destinations in Musi Rawas Regency, it needs an effective, efficient and accessible tool for public area. One of the promotional tools is a video.

In order make *Danau Aur* in Musi Rawas Regency to be popular or to be known by people, it needs a medium to introduce and promote them. In this modern era, printed media begin to be rarely used. People are now turning to social media technology and spending in streaming video on youtube rather than reading newspapers or magazines. This is proven by youtube recorded a monthly viewers of 1.5 billion in the middle of 2017(<https://tekno.kompas.com/read/2018/05/04//14250087/berapa-banyak-orang-yang-menonton-youtube-setiap-harinya->.) even the market research

institute statistic predict that the number of users will reach 1,8 billion people in 2021.(<https://id.techinasia.com/fakta-developments-youtube-in-Indonesia>)

In this case, the writer gets the idea to write a script and a subtitle for a promotional video *Danau Aur* in Musi Rawas regency. The writer hopes that visitors can explore *Danau Aur* and know Musi Rawas regency, so it can advance the tourism destinations sector and increase the revenue of Musi Rawas regency. Based on the statement above, the title for this final report is “Writing a script and a subtitle for a promotional video of *Danau Aur* in Musi Rawas regency”

## **1.2 Problem Formulation**

The problems of this research are formulated as the following:

1. How to write a script for a promotional video of *Danau Aur* in Musi Rawas regency?.
2. How to write a subtitle for a promotional video of *Danau Aur* in Musi Rawas regency?.

## **1.3 Research Purpose**

The purpose of the research are to know:

1. How to write a script for a promotional video of *Danau Aur* in Musi Rawas regency?.
2. How to write a subtitle for a promotional video of *Danau Aur* in Musi Rawas regency?.

## **1.4 Research benefit**

The output of this research are the script and subtitle. It is hoped that this script and subtitle can be used to make a promotional video of *Danau Aur* in Musi Rawas Regency. So the video viewers will understand the contents of the video easily.