

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Tourism becomes an important business sector. Tourism is one of the main sources of nation budget of the country apart from the oil and gas sector which is very readily and has a great deal in building an economy. The tourism sector in Indonesia can still be improved.

Indonesia is a country of natural and cultural beauty, so there needs to be an increasing sector. This is because tourism is a sector that is considered profitable and has the potential to be developed as an asset that is used as a source of income for the nation and state.

Indonesia is rich for its natural beauty, history, and cultural diversity. One of the provinces in Indonesia that has beautiful scenery, diverse history and culture is the Province of North Sumatra. North Sumatra is a Province in Indonesia that has a variety of ethnicities, such as Batak Toba, Mandailing, Karo, Simalungun, Java, Malay, and Nias. Each ethnicity has a diverse range of cultures and traditions. In addition, North Sumatra is also one of the Provinces that have many beautiful tourist destinations. One of them is in the capital of North Sumatra, namely the city of Medan.

Medan is one of the cities that have a very potential area in the field of industry and tourism. There are many tourist attractions in Medan that can be visited during the holidays. The potential of the city can be developed optimally with existing tourism. There are many ways to promote Indonesian tourism. One of them is through video.

In the North Sumatra capital, there are several ways that the tourism office has taken to develop North Sumatra tourism. One of them is on August 30, 2019, the Medan tourism office held tourism promotion activities through cooperation with Tiktok. The head of the Medan Tourism Office, Agus Suryono (30/8/2019)

said that "Previously we have used millennial to promote Medan tourism through video and ideography. In fact, we invite all students in Medan who are the forerunners to promote our tourism." In addition to the Tiktok application, Agus Suryono also said that the promotion of tourism of Medan city should also be through social media such as the Tourism Office which has social media that actively promotes Medan tourism.

Based on the above conditions, it is a good idea to have an initiative to research in the form of making subtitles and dubbing videos promoting tourist attractions in North Sumatra. This video explains the description of the tourist attraction briefly and clearly. In addition, this product is made because according to the author's research there is no video promotion of tourism in North Sumatra that uses English, especially promotions carried out by the Medan tourism office. Another reason why this product was created is to promote tourism in North Sumatra which is now starting to be ignored by many tourists. This product is expected to help direct tourists who want to travel to North Sumatra, as well as help the tourism office to develop or promote tourism in North Sumatra, especially the city of Medan that aims to attract tourists, ranging from domestic and foreign tourists.

1.2 Formulation of the Problem

The problem was formulated into "How are the processes of making promotional video about Tourism Objects in North Sumatra?"

1.3 Limitation of the Problem

The limitation of the problem was the making of promotional video about the profile of Tourism Objects in North Sumatra.

1.4 Purpose of the Study

The purpose of the study was to make promotional video about Tourism Objects in North Sumatra that can help to promote tourism objects in North Sumatra.

1.5 Significance of the Study

1.5.1 Significance for each attraction

This product was expected to be one of the promotional items for every attraction organizer to promote each attraction to the community.

1.5.2 Significance for Tourism

This product was expected to be one of the promotional items to help tourism promote tourist attractions to the community or visitors who come.

1.5.2 Significance for the community

The product was expected to attract local tourists or foreign tourists to visit tourist attractions in North Sumatra.

