

## Writing Video Script of Green Canyon to Promote Tourism Destination in Lahat

Meisy Aisya Putri Yandi<sup>1\*</sup>, Evi Agustina Sari<sup>2</sup>, Aisyah Shahab<sup>3</sup>

State Polytechnic of Sriwijaya

*meisyaisya18@gmail.com\**, *eviagustinasari@polsri.ac.id*, *aisyahshahab@polsri.ac.id*

Reviewed: May 21, 2023 | Revised: June 3, 2023 | Accepted: June 10, 2023

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**Abstract:** This final report is aimed at writing video script to promote tourism destination in Lahat. The purpose of this research is to know how to write video script of Green Canyon to promote tourism destination in Lahat. In this final report the writer used Research and Development method modified by Sukmadinata (2005). This method consisted of three steps: (1) Preliminary Study, (2) Model Development, and (3) Final Product Testing. The writer collected data by conducting observation and interview as a reference to write video script and to get some information. After the video script was designed, it was checked by 3 experts. The result of this research was the writer conducted 3 steps of R&D method and 10 stages in making a video script to promote tourism destination in Lahat.

**Keywords:** *Writing, Script, Video, Tourism, Green Canyon.*

Indonesia is a country with a variety of exotic landscapes ranging from mountains, lakes, beaches, underwater and a variety of very beautiful tourism destination. For example, Bali has Tanah Lot with the attraction of a beautiful beach, Papua Barat has Raja Ampat with the attraction of Amazing underwater charm, and South Sumatra has Gunung Dempo with the attraction of beautiful sights and mountain. South Sumatra has a lot of regions that have interesting tourism destinations, one of them is Lahat. There are various destinations in Lahat, such as the Curup Panjang waterfall, Serelo hill, Green Canyon, etc.

Green Canyon is a natural tourism in the form of a river flow flanked by two rocky hills that penetrate the cave. The mouth of the cave is decorated with splashing water droplets that resemble eternal rain that gives the impression of perfection of natural beauty. The Green Canyon is the first national park established in Lahat that has the nuances of tourist attractions abroad especially Grand Canyon in the United States of America (USA).

To make this destination known by foreign tourists, it needs promotion. The promotion can be done such as through *YouTube*, *Instagram*, *Google* and others. *YouTube* is the most popular social media used in the world. *YouTube's Chief Executive*

*Officer* (CEO) reveals there are 1.8 billion registered *YouTube* users who watch videos on the platform every month (Wojcicki, 2018). In addition, Trinanda (2015) says that promotional videos will be used as a medium to introduce a product or service, provide information, and influence the target audience to be interested in the products offered. A good promoting video can be useful if the creators of the promotion can make people interested in these tourist attractions because of the promotional videos that are made. Based on the background discussed above, the writers were interested in writing a video script of Green Canyon to promote this place as one of the tourist destinations in Lahat.

### ***Tourism***

According to Yoety (1991), tourism is a journey in a temporary time from a place to another place, which is not purpose for business oriented but it is not only perform to enjoy the journey for the sake or recreation oriented. Kodhyat (1983) said that tourism was traveling from one place to another, temporary, done individually or in groups, in an effort to seek a balance or a harmony and the happiness to the environment in the social, cultural, natural and the science. Tourism is one type of new industry which is capable generating rapid economic growth in the provision of employment, increased income, living standards and stimulating other productivity sectors (Wahab, 1975). Pitana and Gayatri (2005) define tourism as the temporary movement of people who aim out of their normal workplace and residence, encompassing activities carried out at the destination, as well as facilities created to meet their needs at the destination. From the explanation above, we can conclude that tourism is a journey done by a person or group of people from one place to another place.

According to Pendit (1999), there are 7 types of tourism, there are;

1. Cultural Tourism. It is a travel made on the basis of the desire to expand one's outlook on life by making visits or visits to other places or abroad, studying the state of the people, their customs, their way of life, their culture and art. Along this journey is united with opportunities to take part in cultural activities, such as art exhibitions (dance, drama, music, and sound arts), or historically motivated activities and so on.
2. Maritime or Marine Tourism. This type of tourism is widely associated with sports activities in the water, especially on lakes, beaches, bays, or the such as fishing, sailing, diving while shooting, surfing competitions, rowing races, seeing marine

parks with beautiful scenery below the surface of the water and various aquatic recreation that is widely carried out in maritime areas or countries, in the Caribbean Sea, Hawaii, Tahiti, Fiji and so on. In Indonesia there are many places and areas that have this maritime tourism potential, such as the Thousand Islands in Jakarta Bay, Lake Toba, the coast of Bali Island and small islands around it, marine parks in the Maluku Islands and so on. This type is also called tirta tourism.

3. Nature Reserve Tourism. For this type of tourism, it is usually organized by many agents or travel agencies that specialize in businesses by arranging tours to places or nature reserves, protected parks, forests, mountainous areas, and so on whose sustainability is protected by law. This tour is widely associated with the penchant for natural beauty, the freshness of the air in the mountains, the miracle of animal life and rare animal genera and plants that are rarely found in other places.
4. Convention Tourism. What is close to political type tourism is what is called convention tourism. Various countries today build this convention tourism by providing building facilities with rooms where meetings are held for participants of a conference, deliberation, convention or other meetings both national and international.
5. Agricultural Tourism (Agrotourism). As well as industrial tourism, this agricultural tourism is the organization of trips made to agricultural projects, plantations, nursery fields and so on where group tourists can make visits and reviews for study purposes or look around while enjoying the freshness of colorful plants and lush nurseries of various types of vegetables and crops around the plantations visited.
6. Buru Tourism. This hunting tour is arranged in the form of a hunting safari to areas or forests that have been determined by the government of the country concerned, such as various countries in Africa to hunt elephants, lions, ziraf, and so on. In India, there are areas that are indeed provided for hunting tigers, rhinos and so on, while in Indonesia, the government opens hunting tours to the Baluran area in East Java where tourists can shoot bulls or wild boars.
7. Pilgrimage Tour. Many pilgrimage tours are carried out by individuals or groups to holy places, to the tombs of great people or exalted leaders, to hills or mountains that are considered sacred, burial places of figures or leaders as magical men full of legends.

### ***Promotion Media***

According to Kotler and Keller (2018), promotion is all forms of communication used to inform, persuade, and remind the target market about the products produced by organizations, individuals or households. Media promotion can be through videos, banners, billboards, brochures, television, social media and others.

Putradi (2021) states that six kinds of promotion media:

1. Poster. Poster is one of promotion media and often found in strategic public places, usually the size of the poster relatively large, poster has potential to attract consumer's attention which leads to brand messages. In order to get more views, poster must be designed as attractive as possible.
2. Merchandise. It can also be used as promotion media for a product such as calendars, mugs, clothes, key chains, and others.
3. Banner. Banner is printed in large sizes and placed in places that are easy for people to see. Usually, the banner is mounted on a X-shaped frame or X-banner.
4. Brochure. Brochure is usually printed in large quantities and of good quality. In addition, brochure can also be published periodically on certain occasions if needed.
5. Television. This promotional medium can accommodate many advertisements. However, advertising on television takes a lot of time and the cost of promoting on television is also very expensive. In addition, the maximum of duration is only one minute.
6. Internet media. Promoting using this media can be through websites, Whatsapp, Facebook, YouTube and Instagram. Photos or video of the product can be posted through internet media.

As mentioned above, a video which is published in internet media can be used as a promotion media. A video is a good medium to promote a tourism destination. There are many important elements in making a good promotional video according to Redcom (2022) .

1. Images and Text Must Be Clear
2. Components must be proportional
3. The content of the video must be precise
4. Creating an Interesting Opening Video
5. Inserting Audio in Video

Hennequin (2019) states that the video production process consist of 3 main steps.

1. Pre-production. The first in the process is pre-production. Basically, pre-production is the place to map out video plans this is the place to find out what will be produced, for whom the video will be produced, what resources are needed to make the video, and how long the production period will be This is the longest phase of the video production process for the simple reason that good early planning will ensure a successful video.
2. Production. The production phase spans the actual filming of video. At pre-production a schedule map has been made, everyone on the schedule should have a reliable estimate of how long this phase will take. As a producer or stakeholder, your job is to ensure things run as close to that schedule as possible. This part of the process usually requires someone to fill the role of director Directors are important for ensuring that your talent gives the desired performance, that you get through all the shots you need, that they're framed and lit correctly and that the script and storyboard are followed through.
3. Post-production. The post-production process involves capturing and capturing the best shots, putting them together, cutting everything to the desired length, recording the voice over, coloring the video, and adding music and special effects.

Before we make the video, we need to write script for the video. Script is all the results of handwriting that hold various expressions, investment, tastes, and intentions of humans whose results are called literary works, which are classified in the general sense and in a special sense all of which are records of the nation's past knowledge script (Dipdjojo, 1996). Moreover, according to Malinda (2019), script is a plan that contains the design and structure of a character or a play in a film or drama. The script is very helpful in making videos and the script can display the information contained in the video.

There are ten stages of writing video script according to Ranga and Koul (2017).

1. Finding idea. At this stage, the writers need to think and discuss about the idea and main message.
2. Creating outline. The writers should arrange and select the information and put them into brief or outline. That can be the title, objectives, audiences, and duration.
3. Researching. During this stage, the writers may find any supporting materials regarding the topic will be written. It can be from, observation field, journals,

interviewee and experts.

4. Selecting material. At this stage, the writers arrange and selects the supporting material that already collects in the research stage and chose the most relevant material that will be presented on the video.
5. Planning message. It is important to know a good strategy to deliver the message that contains on the video. The writers should provide a creative and interesting way to deliver the message.
6. Arranging structure. The writers must arrange the script which one is the opening, the body and also the closing of the script.
7. Making storyboard. Storyboard is related to the visual and spoken words on the video. This stage can help the script writers to think visually and develop the script.
8. Drafting script. In this stage, the writers can write the whole script.
9. Testing script. The last stage is to test the effectiveness of the script. The writers can apply the scripts on the video to test comprehensibility of the content, language, and relevance of the material. If the scripts are not perfect, the text can be revised again at this stage.
10. Final draft. After the script was tested by some experts and there are no comments anymore. Finally, the script is used as final draft of the product.

### ***Green Canyon Lahat***

Green Canyon Lahat is located in Pulau Pinang District, Lahat Regency, South Sumatra Province. Green Canyon is a river that flows into the Ayik Lim River and then empties into the Lematang River. The edge of a row of large rocks becomes a beautiful decoration with a row of lengths reaching 200 meters or even 250 meters. The advantages and the uniqueness of Green Canyon is the clear river flow, the surrounding scenery with green leaves, then brown rocks, the color of the water which is sometimes clear green, blue even tosca, and many types of coffee plantations such as arabica, liberica, and robusta coffe along the way are the main attractions of this tour.

The facilities available at Green Canyon are somewhat inadequate. This is because the location of the tourist attraction is quite far from the countryside, which is 500 m. Although the distance is fairly far and the damaged road to get to the tourist site can still be passed by cars and motorbikes. For the location of the car park to tourist attractions

still takes about 15 minutes which can only be accessed by motorbike. Therefore, in Green Canyon, facilities are provided, one of which is a motorbike taxi that makes it easier for tourists who bring cars. At Green Canyon, there are parking areas, food and drink stalls, bathrooms, lodging, and much more. Road conditions that are still considered extreme are inadequate facilities. It is recommended that tourists use motorbikes to make it easier to go to these tourist sites.

## **METHODOLOGY**

### **The Method of Research**

The writers used research and development method in this study. According to Borg and Gall (1983) about the Research and Development (R&D) method, they state that research and development method is 10 process of steps are *Research and information collecting, Planning, Development a preliminary form of product, Preliminary field testing, Main product revision, Main the field testing, Operational product revision, The operational field testing Final product revision, and Dissemination and implementation*. In this study, the writers used the modification method proposed by Sukmadinata (2005).

### **Preliminary Study**

Preliminary study is the first stage of developing the product. It consists of 3 steps as follows.

#### *1. Literature Study*

Literature study is the study about concepts of theories related with the product to be developed (Sukmadinata, 2005). In this step, the writer reads several articles, journals, and e-books that related to the writing video script of promoting Green Canyon.

#### *2. Field Survey*

Field survey is a way of collecting data related to planning and implementing the development of a product. There are two ways in conducting the field survey.

- **Interview**

The writers interviewed Mr. Insan Kumaini to know about the history about green canyon, the facilities, the operation hour, and the price of the ticket.



- **Observation**

In this step, the writers observed the route and the access to the area, the facilities, and the attraction in the Green Canyon area.

- **Documentation**

The writers took information from several articles from newspapers and videos to get the information in writing the video script of Green Canyon.

### 3. *Model draft*

In this step, model draft is intended to carry out the result of the field survey and refers to the basic theories or concepts that are inferred from the result of the literature study. After the writers got the data from the literature study and field survey, the writers designed the draft or concept for writing the video script to promote Green Canyon as a tourism destination in Lahat.

## **Model Development**

After completing the activities on preliminary study, the activities were continued to the second stage, namely model development. It is divided into two steps, the first step was conducting a limited field testing, and the second step was wider field testing.

- 1) **Limited Testing.** Limited testing is the test done to validate the data about the video script. There are three experts in this limited testing namely, Mrs. Desti Maryani, S.Pd., M.Si. as Indonesian teacher and principal at SDN 247 Palembang, Mrs. Umi Ulfa Utami, S.Pd., M.Pd. as English expert, who is a freelance and private English teacher, and Mrs. Insani Putri Sejati as a content creator. For the Indonesian language expert, the writers asked Mrs. Desti Maryani to check the language in the script before translating it into English. Then, the writers asked Mrs. Umi Ulfa Utami to check the English grammar in the script. And then the writer asked Mrs. Insani Putri Sejati to check the content of the video script.
- 2) **Wider Testing.** In this step, the writers tested the script that had been revised on limited testing. The writers revised the script based on the suggestions from the experts and after that the writers gave the revised video script to a content creator and the students at the English Department of State Polytechnic Sriwijaya to get comments and suggestions.



### ***Final Product Testing***

This is last step of research development modification. It consists of writing the final draft. Sukmadinata (2005) mentioned that for the purpose of research in higher education like in writing thesis or final report, the researcher can stop his/her work until final draft is produced.

### **Technique of Collecting the Data**

The writers used two techniques of collecting all the data, they were observation and interview.

#### *a. Observation*

The writers observed the route, the facilities such as parking lots, restrooms, bridges, and the attractions of the Green Canyon, such as the natural beauty, photo spots, small waterfalls and others.

#### *b. Interview*

The writers conducted interviews with the Managing Staff of Green Canyon, Mr. Insan Kumaini. The writers asked about the history, the operation hours, the facilities provided in and the access and distance, the price and how to go to Green Canyon.

### **Techniques of Analyzing the Data**

#### *a. Classifying Data*

The data that the writers obtained from observation and interview were classified into the issue of Green Canyon like how Green Canyon was formed and becomes a tourism destination, the location of the place, the access, and the uniqueness of Green Canyon.

#### *b. Writing the Video Script*

After the data were classified, the writers wrote the script of Green Canyon for the video which were divided into the introduction, the body, and the closing.

#### *c. Uploading the Video Script*

After the script was written and put in the video, it was uploaded into the social media.

## **FINDINGS AND DISCUSSION**

The following were the stages in writing video script of Green Canyon to promote tourism destination in Lahat. The stages are Preliminary Study, Model Development, and Final Product Testing.

### ***Preliminary Study***

This is the first stage which is known as preparation process, the writers did 3 steps: literature study, field survey, and model draft.

#### ***1. Literature Study***

At this stage, the writers read articles and journals to find the information about writing video script. First, the writers read the article written by Hannequin (2019). From this article the writers got information about video production process. Second, the writers read the article by Ranga and Koul (2017) entitled the stages making video script. The writers got information about how to make a good video script in the video. Furthermore, the writers read an article by Masterclass (2022) which discusses the steps of scriptwriting. After that, the writers also read an article about the Green Canyon. The writer got information about the location and the uniqueness of the Green Canyon.

#### ***2. Field Survey***

In the field survey, the writers got the data through observation, interview, and documentation. The writers observed the route, the access to the area, the facilities, and the attraction of uniqueness in the Green Canyon. After that, the writers interviewed Mr. Insan Kumaini as the managing staff of Green Canyon to get information about the price, the access, the facilities and the operation hours, and then in the documentation, the writers took the video of Green Canyon.

#### ***3. Model Draft***

After collecting information from literature study and field survey, the writers created the draft of the script. The structure of the script was divided into three parts, namely opening, main content, and closing. In the opening section, the writers wrote the opening of the video by introducing briefly about the route. In the content section, the writers wrote information about the access, the price, the operation hours, the facilities and the uniqueness of the Green Canyon. In the closing section, the writers wrote conclusions and convincing readers. The writers made the first draft of the blog script

after obtaining data from preliminary study. The first draft was developed based on Masterclass (2022) on the steps of writing video script related to this theory.

### ***Model Development***

After the draft of the video script has been made, the writers did the next stage, the model development. In this stage, the writers divided it into two kinds of testing namely, limited testing and wider testing.

#### ***1. Limited Testing***

In the limited testing, the writer gave the first draft of video script to three experts. The first expert checked the Indonesian script, the second expert checked the English of the script, and the last expert checked the video script. The writers gave the first draft of the script to Mrs. Desti Maryani an Indonesian teacher and principal at SDN 247 Palembang. The expert commented that the script was already good which explained detailed information about Green Canyon. But there were some mistakes in choosing the correct words so the script should be revised.

After the script was revised, the writers translated the script into English. The writers gave the English script to Mrs. Umi Ulfa Utami, a private English teacher, to check the grammatical error. She reviewed grammatical error, word choice, punctuation based on appropriate English writing rules, especially in the introduction and main body. After that, the writers revised the mistakes.

After the English script was revised, the writers asked Mrs. Insani Putri Sejati as the Content Creator to check the content of the video script. She said it was good enough and clear. However, she suggested the writers to change the design font of the script.

#### ***2. Wider Testing***

The writers gave the draft script to be read by some people with English background and as a Content Creator. After that, the draft script of video blog was also given to the students in the English Department of Politeknik Negeri Sriwijaya. Overall, they said that the video script was very good and easy to understand.

### ***Final Product***

The following table (table 4.1) is the final product of the video blog script based on the expert comments and suggestions in the limited and wider testing.

**Table 4.1**

*The Final Product of The Video Script*

THE VIDEO SCRIPT OF GREEN CANYON

Hello everyone! Welcome back to my mini vlog Green Canyon edition! with me meisy aisy Putri Yandi! Well, who is familiar with this place? YES! Lahat! Lahat is one of the cities in South Sumatra province. Lahat has many exciting tourist spots because of its natural beauty such as Serelo Hill. Apart from the unique beauty of the hills, Lahat is also known for the beauty of its waterfalls and rivers. One of the unique tourism destinations that should not be missed in Lahat is the Green Canyon.

Green Canyon is located in Pulau Pinang district, to get here we have to drive about 1 hour from the city center. The road still has a right and left incline, there is a ravine but it still can be accessed by motorbikes and cars. After about 15 minutes drive, we can park our vehicles and continue our journey by foot or using motorcycle taxis along the track. However, if you use a motorbike, you can get to the parking lot where the ticket payment is in the middle of the residents' plantation field. Parking fee is IDR 10,000 and entrance ticket is IDR 3,000. The facilities at this place are quite complete, such as parking lots, changing rooms, and lots of people selling around tourist attractions. Not only that, as a highland area this place also treasures with a variety of natural beauty presented. So it's no wonder this beautiful location also has a Robusta Coffee plantation. Coffee has many types such as Arabica, Liberica and Robusta coffee which make Green Canyon very attractive to tourists. The place which is surrounded by

old trees and far from residential areas makes the water clean and very clear. Green Canyon itself is a watershed with large rock formations on its banks. The rocks are lined up with a length of approximately 200-250 meters. The river that flows is the Ayik Lim River which then empties into the Lematang River. The clarity of the water looks so fresh and of course it is the dream of every tourist who comes. Depth that is safe enough is also what visitors want. The clarity of the water at the Green Canyon Lahat location is really blue, even to see.

Traveling by going somewhere to enjoy natural beauty is already possible. However, traveling to enjoy natural beauty with a challenging track just like Green Canyon will be very fun right? Because the track that we passed will pay off when we reach the tourist destination. Green Canyon is highly recommended for young people who want to enjoy the true beauty of nature and young people who have an adventurous spirit.

Mrs. Insani Putri Sejati suggested the writers to change the design font of the script. Masterclass (2022) says that the industry standard for a script format is 12-pt Courier font, with a 1-inch right margin, 1.5-inch left margin, and 1-inch margins at the top and bottom. In addition, the comments and advices on language and content given by the experts were very helpful and very valuable to make the script more interesting.

## CONCLUSIONS

Based on the explanation in the previous chapter, the writers conclude that this video script can be used as a medium to promote Green Canyon. The video script can be used as a guideline for tourist to find the information about Green Canyon. It consists of the information about Green Canyon such as the location, the route, the price, the facilities

and the uniqueness of Green Canyon. The writers used Research and Development by Sukmadinata (2005) in the process of writing the script. This method is divided into three steps a preliminary study, model development, and final testing.

The format of the script is 12-pt Courier font, with a 1-inch right margin, 1.5-inch left margin, and 1-inch margins at the top and bottom. The writers used *CapCut* as the video editing application to put the script into the promotion video and uploaded it on YouTube. The narration was spoken in English with English subtitle.

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