

CHAPTER IV

DESCRIPTION RESULT

4.1 Script Description

Scene 1: Introduction

Describes the journey of three city teenagers who do not know much about the beauty of the country called "Paradise on Earth", namely the country of Indonesia. Starting from the city of Jakarta, the teenagers of this city travel using a business class bus to the port of Merak, cross the island of Java-Sumatra using a ferry and arrive at Tanjung Karang Bandar Lampung station, then continue using a private car to Ketapang Pier. After arriving at Ketapang Pier, the city teenagers continue their journey to Pahawang Island using a rented motorboat.

Scene 2: The beauty of Indonesia as an archipelagic country and the location of Pahawang Island

Tells the story of Indonesia which is an archipelagic country that has natural wealth and the beauty of its extraordinary ecosystem. This scene is narrated through voice-over.

Scene 3: Location of Pahawang Island

This scene explains the location of Pahawang Island and its uniqueness in general. This island, which has the beauty of underwater nature, has a compact warmth and togetherness from its local community. This island illustrates one of the beauties that the country of Indonesia has, and this island is also the main object of discussion in this project. This scene is also described with the arrival of the three city teenagers followed by an extraordinary view of Pahawang Island. This scene is narrated through voice-over.

Scene 4: Explanation of Pahawang Island

This scene begins with an interview scene that was conducted with Mr. Aristama as the Village Secretary of Pahawang Island. In this scene, he explains all about Pahawang Island, starting from the islands (Pahawang Balak and Pahawang

Lunik), the local people, its beauty, and its uniqueness. This scene is also presented with a view of Pahawang Island through a drone view.

Scene 5: The influence of people outside Pahawang Island in its development

This scene describes the involvement of people outside Pahawang Island who are influential in the development of the village and the island of Pahawang. This scene begins with a voice-over that narrates the story of a legend named Mr. Ju who plays a big role in the development of Pahawang Island village, by establishing schools, and communities and providing education on protecting nature. This education is very helpful in creating good habits such as nurseries in mangroves or coral reefs that are called conservation activities, and routine activities in cleaning the island and its beaches. This scene was also supported by an interview with one of the villagers of Pahawang Island and the secretary of Pahawang Island village who explained what contributions the tourists made.

Scene 6: The majority of the livelihoods of Pahawang Island village

This scene begins with an interview with the secretary of Pahawang Island village which is supported by some footage. This scene explains the most influential source of income for the locals of Pahawang Island. The locals of Pahawang Island get the main source of income from tourism activities, fisheries, agriculture, and the importance of supporting activities such as distribution, consumption, and lodging. This scene also presented a description of the uniqueness of Pahawang Island, such as the existence of a 1020-ha mangrove forest, mountain peaks, and cultural tourism. An interview with the boat's captain is also mentioned in this scene.

Scene 7: Explanation of ecotourism on Pahawang Island

This scene illustrates how the people of Pahawang Island keep doing marine tourism activities while still paying attention to the life of the marine ecosystem such as how to minimize damage to coral reefs.

In this scene, it is explained that there are several snorkeling areas and each of these areas has its guards. And he also explains about managing the snorkeling

area and how to use snorkeling and diving equipment in the right way to prevent damage to coral reefs.

Scene 8: Another uniqueness of Pahawang Island

This scene explains the uniqueness of Pahawang Island besides snorkeling and diving, such as the four types of sea urchins, coral reef transplantation, mangrove forest management, and the top of the mountain which has a historical activity called '*Napak Tilas*' which is still not promoted optimally.

Scene 9: Explanation of lodgings on Pahawang Island

This scene explains that Pahawang Island applies three grades in accommodation, such as grade A which is equivalent to a resort standard, grade B which is equivalent to a villa or cottage and lastly, grade C which is equivalent to a homestay. The accommodation grade currently owned by Pahawang Island is grade C and grade B. And in managing these accommodations, the locals also participate in managing them.

Scene 10: Opinions of tourists

This scene is supported by interviews with tourists regarding their opinions about how the underwater beauty of Pahawang Island. In the recording, the tourist explained that Pahawang Island has extraordinary beauty in terms of anemones, coral reefs, and very clear sea water, and the availability of a snorkeling area on Pahawang Island which makes it easier for tourists to see and feel the natural beauty of the underwater.

Scene 11: Closing

It begins with a voice-over that tells how the experiences of three city teenagers on Pahawang Island have a story full of meaning and hard to forget. Supported by a series of overall activities that illustrates the happiness, gratitude, and respect that the three city teenagers felt on Pahawang Island and expect the development of Pahawang Island to reach foreign countries' tourists in the future. Then, this scene is closed with a credit scene.

4.2 Data Analysis Result

4.2.1 Respondent Data

The following are the results of the questionnaires from the 95 respondents who have been distributed.

Table 4.2.1 Respondent Data

Question	Result	Percentage
Respondent's age estimation	17-20	30%
	20-30	60%
	>30	10%
Do you like to go on a travel trip?	Yes	85%
	No	15%
What are the most interested on a travel trip?	Beautiful Scenery	30%
	Ambiance	10%
	Accommodation	20%
	Cleanliness	25%
	Culinary	15%
What is the first thing you notice when you arrive at the tourist destinations?	Beautiful Scenery	40%
	Cleanliness	60%
Do you like to travel to the island?	Yes	75%
	No	25%
Do you know Pahawang Island?	Yes	20%
	No	80%
Are you interested in visiting Pahawang Island?	Yes	90%
	No	10%
What are you most looking forward to when visiting Pahawang Island?	Underwater Beauty	100%
	Nature	0%

4.2.2 SWOT Analysis

Based on the results of data analysis and interviews, the following is a swot analysis from Pahawang Island.

Table 4.2.2.1 SWOT Analysis

Strength	Pahawang Island has its own advantages and uniqueness. this place has a snorkeling area which is a highlight because it is natural, there are still many very beautiful coral reefs which are supported by coral reef planting activities for their preservation every month, fish of various types and from the sea water which is still clean and clear due to cleaning every weekly by local residents of Pahawang Island.
Weakness	Pahawang Island still doesn't have a place as a provider of food that is more diverse in terms of the type of food and a comfortable place. This cannot be highlighted yet because there are no innovations that make tourists want to visit to enjoy the available food.
Opportunities	Pahawang Island has an advantage in terms of developing its tourist destinations where Pahawang Island is gradually recovering from the downturn due to Covid-19. This is evidenced by the government's acknowledgment that Pahawang Island won the 5th position as an Indonesian tourist destination.
Threat	There are so many tourist destinations with an archipelago theme in Indonesia because Indonesia is an archipelagic country. This should be a benchmark for Pahawang Island to develop and to find out what are the differences that can distinguish Pahawang Island from other islands. Pahawang Island also still has to carry out various activities that encourage the development of tourist destinations on the island.