

CHAPTER I

INTRODUCTION

1.1. Background

Muara Enim is one of the districts in South Sumatra which has potential for diverse natural beauty. Based on data taken from the official website *Sistem Informasi Satu Data Sumsel*, this regency was divided into 22 sub-districts in 2021, where each region has its own natural beauty as a tourist attraction managed by the local government or community. Some of the kinds of tourist attractions that have existed in Muara Enim regency are waterfalls, hot spring tours, water rafting tours, natural lake tours, historical tours of Hindu temples, and many more. Some of the famous tourist attractions in Muara Enim are *Air Terjun Bedegung*, *Air Terjun Napal Lintang*, *Air Panas Gemuhak*, *Desa Wisata Muara Tenang*, *Danau Deduhuk*, *Candi Bumi Ayu*, and many more. In 2020, the local government of Lembak village officially opened a new tourist attraction named *Danau Shuji Lembak*. *Danau Shuji Lembak* is an artificial lake that was used for storing logistics and kitchen of the Japanese army, then it was remodeled by the local community into a tourist attraction that could support the regional economy. *Danau Shuji Lembak* has a strategic location that can be easily accessed by land vehicles and is close to the main causeway. In addition, this place also provides a very beautiful view of its clear water, which is surrounded by rubber trees that create a beautiful atmosphere. There are also additional facilities such as huts on the edge of the lake, pedal boats, facilities for fishing, and many others. This tourist attraction, which began operating during the COVID-19 pandemic season, also has a positive impact on the economy of the Lembak villagers by opening up new job opportunities for local people who previously lost their jobs due to the pandemic.

According to the administrator of *Danau Shuji Lembak*, Silvi Alviani, so far their promotional media is only through social media like Instagram and TikTok.

However, it turns out that these social media can not contain detailed information about *Danau Shuji Lembak*, but only in the form of photos and several re-uploaded articles from news portals. This means that *Danau Shuji Lembak* has not yet had a promotional medium that can accommodate complete and detailed information about *Danau Shuji Lembak* that visitors will need.

In addition, the number of tourist visits to *Danau Shuji Lembak* from month to month in 2021 also decreased as shown in Table 1.

No	Month	Number of visitors
1.	31 July	1,000
2.	August	5,000
3.	September	3,000
4.	October	2,000
5.	November	1,000
6.	1-7 December	500

Table 1.1. Number of Tourist Visits in *Danau Shuji Lembak* in 2021

Source: Sari (2021)

The data shows that there was an increase in the number of visitors of *Danau Shuji Lembak* from the end of July to September 2021, but then there was a decrease in the number of visitors from September to December of the same year.

In order to make the existence of *Danau Shuji Lembak* to be well known and realized by many people outside the Muara Enim regency, it is necessary to make an effort to promote it effectively and attractively. Promotion of a tourist attraction is done by showing the attractiveness and advantages of a tourist attraction. It is hoped that later on, people who see it will start to arouse curiosity and interest in visiting *Danau Shuji Lembak*. In this globalization era, the most effective and common promotional medium that to be used is digital media. Information on digital media is published on digital platforms such as blogs, websites, electronic books, etc. Compared to print media, digital media can be more efficiently used to disseminate information and promote a product. A study conducted by Wirata (2001) revealed that upon the comparison of the influence of digital and conventional media in attracting visitors, it was concluded that the contribution of conventional media in

attracting visitors was only 23%. Meanwhile, digital media contributed 37% in attracting visitors, which proves that digital media has a 14% higher effectiveness rate than conventional media.

One of the digital media that can be used to promote *Danau Shuji Lembak* is an electronic booklet (e-booklet). An e-booklet is designed in PDF format, which is usually accessed by using applications or software on mobile phones and computers. The way to access an e-booklet is the same as the way to access an e-book. "E-books can be read digitally on computers, e-book readers, and on cell phones" (Astuti & Muslim, 2018). It means e-booklet can also be accessed digitally through computers, e-book readers, and cell phones. Then the content of the e-booklet itself is about information related to *Danau Shuji Lembak* with some photos of the facilities or attractions that can make readers understand the information easily. This e-booklet is targeted at the wider community, especially the South Sumatra people, so it will be published in Indonesian. In addition, because this e-booklet is in digital form, it is also very possible to be accessed by foreigners, so this e-booklet is also available in English version.

The e-booklet is chosen as the medium to promote *Danau Shuji Lembak* because of several advantages it has compared to the printed booklet: e-booklet is more environmentally friendly, more cost-effective to manufacture, easier to carry, and more detailed. Ewles (in Aritonang, Rangkuti, and Dhana, 2013) expands on the benefits of e-books, stating that the content is easy to access at any time, easy to share, environmentally friendly, cost-effective to produce, and has a large capacity to store information. Therefore, the researcher is interested in "Designing the E-Booklet of *Danau Shuji Lembak* as a Tourist Attraction in Muara Enim."

1.2. Problem Formulation

The problem that will be discussed in this report is "How to design the e-booklet of *Danau Shuji Lembak* as a tourist attraction in Muara Enim"

1.3. Objective of the Study

The purpose of this report is to find out the procedures to design the e-booklet of *Danau Shuji Lembak* as a tourist attraction in Muara Enim.

1.4. Benefits of the Study

This study is expected to be beneficial for:

1. For readers

It is hoped that this report can be useful to give information about how to design the e-booklet of *Danau Shuji Lembak*.

2. For State Polytechnic of Sriwijaya

It is hoped that this report is useful as the literature source in library that can be used students as the reference to make final report.

3. For the administrator of *Danau Shuji Lembak*

Hopefully the e-booklet of *Danau Shuji Lembak* is helpful to promote *Danau Shuji Lembak* so it becomes more well known in the wider community.