

## CHAPTER I

### INTRODUCTION

#### 1.1. Background

Tourism is one of the important economic sectors in Indonesia. Palembang as the capital city of South Sumatra Province is rich in natural and artificial tourism destinations. There are many kinds of tourism destinations. One of them is a tourism destination in Letjen Tni Dr. Ibnu Sutowo Street, Talang Kelapa Palembang, namely the Celosia Spring Hill flower garden. This park has a visitor capacity of 400 people with an area of 750 meters decorated with thousands of Celosia flowers, (Jengger Ayam flowers). The flower garden manager also provides various facilities such as swings, (instagramable photo spots) such as miniature of Dutch windmills, giant butterfly replicas, miniature bridges, breathtaking gardens, colorful bridges and other interesting photo spots (Marison, 2021).

This flower garden is not widely known by many people, because it is a new tourism destination in Palembang. Promotion is one of the right ways to introduce this tourism destination. Promotion is a form of marketing communication. What is meant by communication marketing is a marketing activity that seeks to spread information, influence / persuade, and / or alert the market target the company and its products in order to be willing to accept, buy, and loyal to the products offered by the company concerned (Tjiptono, 2008).

To promote tourism destinations in Palembang, people use printed media and electronic media, and do personal selling and merchandising. There are many kinds of printed media, such as booklet, brochures, leaflet, book, poster, etc. Beside that, electronic media also can be used as the media promotion for example website, blogspot, instagram and movie. The writer chose a booklet as a promotion medium because it can be used to give information about product or service that will be promoted.

Booklets as mass media capable of disseminating information in a relatively short time to many people who live far apart. Its physical form resembles a thin book and complete information, which makes it easy to be carried everywhere. As with pamphlets, booklets also provide various information that need to be displayed. The difference with the information pamphlet is little but the booklet has very complex information. In addition, pamphlets are usually only one sheet and do not have the next page, while booklets have many pages and booklets are generally folded into a book (Slamet Riyanto in Darmoko, 2013)

The writer chose to design a booklet of Celosia Spring Hill Flower Garden because it can be the company to explain in detail what products are sold or service offered. Booklets are made using printed media so that the costs incurred can be cheaper when compared to using audio and visual media as well as audio-visual media. Another reason is that the booklet is more detailed and clear, has an attractive design and images so that readers don't get bored reading it.

With all these explanations, the writer is interested in "**Designing a Booklet of Celosia Spring Hill flower garden to promote one of Tourism Destinations in Palembang.**

### **1.2. Problem Formulation**

The problem formulation of this final report is how to design a booklet of Celosia Spring Hill Flower Garden to promote one of tourism destinations in Palembang.

### **1.3. Problem Limitation**

The writer focuses on designing a booklet of Celosia Spring Hill Hill Flower Garden to promote one of tourism destinations in Palembang.

### **1.4. Research Purpose**

The purpose of writing this final report is to find out how to Design a Booklet of Celosia Spring Hill Flower Garden to promote one of tourism destinations in Palembang.

### **1.4. Research Benefits**

The benefits of this final report are written as follows:

**1. For the readers**

To give some information about designing a Booklet of Celosia Spring Hill Flower Garden to promote one of tourism destinations in Palembang.

**2. For State Polytechnic of Sriwijaya**

As a reference regarding how to design a booklet of Celosia Spring Hill Flower Garden to promote one of tourism destinations in Palembang.

**3. For Dinas Pariwisata Kota Palembang**

As a reference to promote Celosia Spring Hill Flower Garden as one of tourism destinations in Palembang.

