

CHAPTER 1

INTRODUCTION

In this chapter, the writer discuss as the background of research, problem formulation and its limitation, purpose and benefits in conducting the research.

1.1 Background

As the capital of South Sumatra, Palembang is rich in historical tourism destinations that can increase foreign and domestic tourists. Some of the destinations based on RIPPAPROV SUMSEL 2015-2025 can be categorized into two, kinds natural tourism destinations and the cultural and historical tourism destinations. Tourism destinations that has are natural tourist attraction, are Punti Kayu Forest Park that becomes a national park in Palembang and Musi river which is known as the longest river on the island of Sumatra. While, the attractions of cultural and historical tourist destinations in Palembang are such as Ampera Bridge as the icon of Palembang city, Kemaro Island which is called loving island. Kuto Besak Fort as the most famous historical legacies in Palembang, Agung Mosque which is still standing firmly in the middle of Palembang city, Bukit Siguntang is a symbol commemorate the triumph of Palembang, Kampung Arab Al-munawar is a symbol of Palembang's Cultural Openness, Masjid Agung is Masjid Sultan Blend of three Cultures, Kampung Kapitan is hometown of ethnic Chinese in the city of Palembang and Museum Sultan Mahmud Badaruddin II as a storage of historical inherited from Palembang Darussalam Sultanante (Sari, 2018).

Since at the beginning of 2020 the number of tourist visits has decreased than previous. It was caused by Coronavirus Disease-2019 (COVID-19) that has now spread widely throughout the world and it has global impact for all communities including Palembang. In addition, currently all tourist destinations in Palembang city are being restricted to visit because the spread of corona virus that has spread to various parts of the world has an impact on the economy of Indonesia, both in terms of trade, investment and tourism. But after the enactment of the new normal, tourism destinations were reopened with applying a health protocol. The spread of Corona virus causes tourists visiting in Palembang has decreased. Tourism support sectors such as hotels, restaurants and tourism destinations with the corona virus. The lack of tourism also has an impact on restaurants or restaurants and tourism destinations. That the Corona Virus Disease 2019 (COVID-19) pandemic is still a health threat, but community life activities and government administration must also continue to be able to take place to maintain the balance of social life, development,

community economy and tourism in Palembang (Kemenparekraf,2020). The impact of the covid-19 outbreak is so much detrimental to various parties. Therefore, a promotion for tourism destinations in Palembang is needed.

Promotion has an important role for tourism development. It has to provide information to create a tourism image, increase tourist visits, it is also very important in determining the success of tourism efforts in creating tourist demand for trips to Palembang. Promotion is intended to inform, persuade and spare tourists directly or indirectly about the products being sold by potential tourists (Hasan, 2015). Therefore, better handling is needed to attract tourists to visit Palembang. The purpose of this element is to get people to accept product and service ideas and eventually buy them (Cindy, 2020). Moreover, the promotion is carried out to increase tourism in the Palembang (Adhoyo, 2013). Therefore, without any promotional activities, tourist destinations in Palembang will not increase (Woen and Santoso, 2021). Thus, promotion is very important for the success of a tourist destination. In order for information to be conveyed to the public, promotion can be carried out through various media. There are several kinds of promotional media such as electronic media, printed media and merchandise. Promotion through electronic media such as television or radio. Then promotion using print media is generally carried out in offline promotion such as booklets, brochures, posters, banners and so on. Furthermore, in the world of promotion through merchandise, merchandise provides very important information in introducing a brand and creating a brand image.

Merchandise is a form of promotional medium that displays a logo or brand from a company that is used as a promotional medium. Merchandise as well has important function in advertising, many companies are starting to pay more attention to those aspect of promotion to advertise their products and get profit. In addition, merchandise also has other functions for the companies especially for their promotional strategy attracting buyers to visit the booth at an event, branding media, promotional tool from one consumer to another, signing of gratitued, and differentiating from one company to another (Maskuroh, 2020). Merchandise as well is provides information using trinkets that can be seen by people while traveling in a place that can add to its attractiveness for the place such as pens, key chains, T-shirt, mug and so on. Therefore, the researcher chooses mug as a promotional media for tourist attractions in the city of Palembang.

Mug is an item that is often used daily even in the office for personal drinks. Mugs usually do not have carvings but rather pictures whether it is zodiac, pearl words, pictures and colors are funnier so that even small children are happy with mugs. It used to be because

mugs only had a simple design. Not many people want to collect it but now since mugs have a variety of designs. Now mugs are turning into a luxurious and unique beverage place because people can do anything to design the outer layer of the cup. For example, such as they can paint it themselves, can be printed with photos of the owner, can be given paint that is able to change color, can be pinned sophisticated technology and add images as a symbol to remind tourist destinations and write down the history of tourist destinations that have been visited. If in the past someone might be ashamed to make this mug as a gift, gift or merchandise, now they are no longer ashamed to use mugs only for various events.

The reasons why the writer chooses to issue Mug glass because mugs is one of the best products to preserve and promote tourist destinations in Palembang, Mugs can be seen, used and read and used by the public. All ages can use mugs for any kind of drinking. Another reason is that many people, especially children, are more interested in reading with pictures than reading without pictures. Not only those who wear mug glasses are the ones who get information but for those who see when meeting or just drinking water at a glance can get information through mug glasses that they need. Based on the previous reason, the author made an updated tourist destination in Palembang.

Based on the background above, this report about “*Designing Mug to Promote Tourism Destination in Palembang* “

2. Problem Formulation

Based on the background above, this report discussed about “How to *Designing Mugs to Promote Tourism Destination in Palembang?*”

3. Problem Limitation

The scopes of this report was limited Design Merchandise (*Mug Glass*) to promote tourism destination in Palembang English version, and also the writers choose the tourism object based on the geographical location, such as Ampera Bridge, Pulau Kemaro, BKB(Benteng Kuto Besak), Bukit Siguntang, Kampung Arab Almunawar, Kawah Tengkreup, Masjid Agung, Kampung Kapitan, and Museum Sultan Mahmud Badaruddin II.

4. Purpose

The purpose of this research is to know how to Design Mugs to promote tourism destination in Palembang

5. Benefit

The writing aimed to be beneficial for students of English Department, State Polytechnic of Sriwijaya and Palembang Government Tourism Office.

For students of English Department, State Polytechnic of Sriwijaya the benefits is to gain the knowledge about the steps on how to design the histories attached mugs to promote tourism destination in Palembang.

In addition the benefits for the Palembang Government Tourism Office is this mugs can be used as the media to promote, preserve and also documented Palembang City tourism destinations in order to conserve Palembang cultural heritage for sustainable generation and also this mugs can be used as a guide for the domestic and also international tourist who come to Palembang because this mugs contain of the histories with the images.