

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses about the background of research, problem formulation, research purpose and benefits in conducting this research.

1.1 Background

Palembang is the capital city of South Sumatra that has many tourism destinations. There are Kampung Almunawar, Jakabaring Sport City, Punti Kayu, Pulau Kemaro, Bukit Singguntang, Benteng Kuto Besak, and so on. By having many tourism destinations, Palembang is an interesting city to visit for the purpose of enjoying the tourism.

Palembang is not only famous for its sport tourism destination but also great in many destinations. There are other kinds of tourism destination in Palembang such as nature, religion, culinary and history. By having those kinds of tourism destination, it makes many tourists come to Palembang. The tourists are not only domestic tourists but also foreign tourists.

According to Hadinoto (1996), there are six factors that support the tourism activity attraction, accommodation, transportation, promotion, culinary and souvenir. Attraction is something that is intended to attract people by appealing to their desires and taste. Accommodation is needed when tourists or visitors need hotel for rest while they are on a tour. Transportation is needed when tourists want to visit the places that they want to visit. Promotion is a design to introduce tourists attraction offered and ways in which attraction can be visited. Culinary is related to the restaurant that is needed by tourists. Souvenirs are very important for tourists as their keepsakes of the place that they havevisited.

Visiting Palembang is not complete without buying souvenirs for the family, colleagues or even beloved one. There are many things that could be as souvenirs from Palembang such as miniature of Ampera Bridge (the icon of Palembang), pempek (the typical food from Palembang), songket and jumputan (the traditional clothes from Palembang), Palembang key ring, and Palembang T-

shirts. To find those kinds of souvenir, Palembang has a lot of souvenir stores that could be found easily by tourists such as Griya Tuan Kentang, Nyenyes Palembang, Rumah Songket Adis, and Kriya Sriwijaya. *Kriya Sriwijaya* is where the place sell kinds of songket and compare to kampung songket only sell Palembang songket. While Kriya Sriwijaya provides representative songket in every area of South Sumatra such as songket from Prabumulih, Muara Enim, Lubuk Linggau, Banyuasin and etc.

Kriya Sriwijaya is located on Jl. Balap Sepeda Pom IX Kampus Palembang. The uniqueness of this store is besides the tourists can buy the traditional cloth, they are also able to see the process of making *songket* and *jumputan* because Kriya Sriwijaya is a well known place for the store of *songket* and *jumputan* production. Kriya Sriwijaya does not only provide the cloth, but also other souvenirs such as bracelets, necklaces, bags, *jumputan* wedges, decorative lights, batik tissue boxes, and so on.

In this case the writer would like to make a promotional medium in order to give the information to tourists that are looking for souvenirs in Palembang. E-Booklet (electronic booklet) is one of examples from text and picture that can help tourists who come to Palembang to know more information about souvenirs store in Palembang. According to Fatimah & Mufti (2014); Asyhari & Diani (2017) (cited in Setiawan & Wardhani (2018) electronic media have several main characteristics, namely that the material is concise, attractive, and easy to understand, equipped with a lot of pictures, videos, and sound recording.

Concerning the explanation above, the writer is interested in participating to make tourists easily to know more information about Kriya Sriwijaya as the souvenirs store in Palembang. Therefore, the writer decided to write final report with the title “Designing E-Booklet of *Kriya Sriwijaya* As a Souvenir Store in Palembang”.

1.2. ProblemFormulation

The problem formulation of this final report is “how to write the e-booklet text of *Kriya Sriwijaya* as a souvenir store in Palembang”

1.3. Research Purpose

Based on the problem mentioned above, the purpose of this research is to write the e-booklet text of *Kriya Sriwijaya* as a souvenir store in Palembang.

1.4. Benefit

The output of this study is an e-booklet about Kriya Sriwijaya. Hopefully the E-Booklet can be used by Kriya Sriwijaya for promotion.