

CHAPTER I

INTRODUCTION

1.1 Background

Palembang is known as one of big city in Indonesia. Palembang becomes more popular after being the host of Sea Games 2011 and ASEAN Games 2018. Palembang has a lot of tourism destinations, related to history, religion, and sport. Unfortunately, the promotions for tourism destinations in Palembang are not really maximal. Therefore, there are many ways to introduce tourism destinations in Palembang, for example using printed media like in newspaper, booklet, paper games, and even book like coloring book.

One of the ways to introduce Palembang tourism destinations is through coloring books. According to Lestari (www.sehatq.com) coloring books are famous as one of the best media to relieve stress. In coloring books, there are pictures of objects and people have to color them using crayon, color pencils, or color markers.

Therefore, the writer would like to design coloring books as medium to introduce tourism destinations in Palembang for children. Based on the observation in some book stores in Palembang, the common pictures that coloring books had about cartoon characters, alphabets, numbers, animals, fruits, and vegetables. Hence, the writer designed the first coloring book using Palembang tourism destinations as the pictures. Coloring books are also medium that can be easily understood and accepted by children, because coloring is one of fun and exciting activities. Coloring is also good to train the child's fine motor nerves. According to Sujiono (2008), coloring is good to train children's wrists and children's emotional management. Based on the interview that the writer did at TK Rifanda with 17 students, all of the students loved coloring activity. The most common pictures they had about fruits, plants and cartoon characters. Three of the students knew about Ampera Bridge and ever visited it, and the rest did not know any information about tourism destinations in Palembang. By making the coloring book, it can both increases the ability of the children and give them knowledge

about the tourism destinations in Palembang, but in fascinating way. Finally, the writer chooses the title for this final report “Designing a Coloring Book about Palembang Tourism Destinations”.

1.2 Problem Formulation

The research problem is how to design a coloring book about Palembang tourism destinations.

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1.2 Purpose

The purpose of this research is to know how to design a coloring book about Palembang tourism destinations.

1.3 Benefits

The benefits of this final report are:

1. For Readers

Through this coloring book, it is expected to be able to introduce Palembang tourism destinations to the community, especially for children. It can give information and knowledge about tourism destinations in Palembang.

2. For Writer

This final report made the writer get knowledge about how to design a coloring book and give knowledge about Palembang tourism destinations.