

CHAPTER I

INTRODUCTION

1.1. Background

Palembang is a metropolitan city and the capital of South Sumatra Province. Palembang is also the center of social and economic activities in South Sumatra. With an area of 400.61 km² or 40,061 hectares, Palembang certainly has many tourist attractions of various types to visit.

Tourism is the key to the development of welfare and happiness, a series of travel activities carried out by individuals or families or groups from their original residence to various other places in an effort to find balance or harmony and happiness with the environment in the social dimension, natural culture, and science with the aim of making tourist visits and not to work or earn income at the destination. The visit is temporary and will in time return to its original residence (Rai Utama, 2017). Tourism destinations in Palembang include culinary attractions, shopping centers, education, natural and sports tourism, historical relics, and religion. Some examples of tourist attractions in Palembang that represent these categories are such as Sekanak Sidewalk, Pasar 16, Benteng kuto Besak, Masjid Ceng ho, and Jakabaring Sport City, etc.

Unfortunately some tourist destinations in Palembang are relatively less well-promoted so it is not as famous as other cities in Indonesia. Ismayanti (2011) said that tourism will not develop if others are reluctant to visit because they are blind to information about tourism. Therefore, various tourism promotions are required. Promotion is an effort to enlarge the attraction to prospective tourists and can be done by using various media and ways, namely electronic media (television, website), print (brochures, booklets), and visual communication.

Based on Michael Kroeger (2016), visual communication is an exercise in theory and concept through visuals using color, shape, lines, and juxtaposition which is in design the term of juxtaposition means the fact of two things being seen or placed close together with contrasting effect. Visual communication combines art, emblems, typography, drawing, graphic design, illustration, and color in its delivery. Visual communication design is basically a describing term for the process of processing media in communicating about the disclosure of ideas or the delivery of information that is biased to read or look which is such a good way to give information and to promote something.

According to the results of a survey conducted by Gramedia Digital 2019, as many as 85% of the total respondents using digital media consisting of male and female respondents chose e-books as the most widely used digital media compared to other media. Followed by streaming films with a percentage of 67% and e-magazine which is in third place with a percentage of 65%. Then there are streaming music, e-newspapers and audiobooks. Regarding the most popular e-books, comics are one of the most popular ones for people to read through their gadgets.

Based on the survey above, from the several examples of promising visual communication designs as promotional media above, comic is one of the unique and good media to be used as promotional media, especially for the promotion of tourism destinations in Palembang. Moreover, comics are read and loved by all ages, especially children, teenagers, even adults. In this digital era, visual communication designs can be used as promotional media that can be accessed online or via the internet. Therefore, digital comic or e-comic will be the right media because this makes it easier for readers or other people to access them, so by using a visual communication design in the form of e-comic as a promotional media it will be very easy to provide information about tourism destinations in Palembang for the purposes of promoting them.

Based on the description above, the writer is interested in writing the final report with the title of E-Comic Design of Palembang Tourism Destination Promotion.

1.2. Problem Formulation

Based on the background, the problem of this final report is how to create visual communication design to promote Palembang tourism destination?

1.3. Problem Limitation

To prevent this final report out of topic, the writer limits the problems of this final report on the visual communication design made in the form of e-comic and made into two languages: English and *Bahasa Indonesia*. The genre of this e-comic is Slice of Life. This e-comic made in single frame and full colors. This comic is published to G-Drive in PDF format.

1.4. Purpose

Producing media design work of Palembang tourism destination promotion in the form of digital known as e-comic.

1.5. Benefits

For the writer, the work of this study project can be a vehicle for the development of science and skills in the field of Visual Communication Design in order to promote the tourism destinations in Palembang. The work of this study project can help in obtaining information about tourism destinations in Palembang to the students of the English Department, and for the Palembang City Government, the work of this study project can be used as an alternative promotional media as well as a reference in introducing tourism destinations in Palembang.