

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses background, problem formulation, objective, and benefits of the study.

1.1 Background

Tourists are an important aspect of the progress and operation of the tourism industry. The tourism industry will not operate without tourists visiting tourist objects for various purposes. Tourists have a purpose to visit a tourist attraction such as for business, investigation, study, or just for a vacation.

There are 2 types of tourist attractions, such as places that display natural beauty or historical places that have heritage values in them. Tourist attractions that display natural beauty can be divided into beaches, mountains, seas, waterfalls, lakes, forests, etc. Usually, this tourist attraction is visited by tourists for a vacation to enjoy the beauty of nature. Meanwhile, historical places can be divided into a museum, places of worship, graveyards of heroes, and historical buildings. Tourists visit historical places for pilgrimage or to get knowledge about the history contained in these places. Palembang has many historical places, for example Ampera, Benteng Kuto Besak, Monpera, Kemaro Island, Sultan Mahmud Badarudin II Museum, Balaputra Dewa Museum, and Dr. A.K. Gani Museum.

Dr. A.K. Gani Museum is a National Hero Museum Major General TNI (Ret.) dr. A.K.Gani was founded in 2004 and is managed by the Hj. R.A. Masturah A.K. Gani. This museum is located on Jalan Jl. MP. Mangkunegara No.1F, Rt.1, Sukamaju, Sako, Ilir Timur II, Palembang City, South Sumatra 30961. Major General. dr. AK. Gani is a National Hero who was the first Palembang Resident and the first Governor of South Sumatra. He was not only active as a doctor but, also active in the military. He was the central figure of the five days and five night battle in Palembang. This museum contains a collection

of books, photos, and objects left by the National Hero MayJen (Purn) dr.A.K.Gani. Therefore, it is really important to promote this museum to the tourists.

Currently, visitor of Dr. A.K. Gani museum is declining visiting because of the lack of information about this museum. Based on visitor data at Dr. A.K. Gani museum, there are only 5-10 people who visit the museum every week. Most of those who visited were students, college students, and politician. Not many people visit every day, especially because of the current pandemic. The information that accompanies the collection which is one of the attractions of this museum is also minimal. Therefore, one way that can be done is to provide the fascinating information to make visitors are easier to explore the museum. Promotion must be accelerated so that this historically valuable heritage can continue to be shown to the younger generation in the future.

There are three ways that can be used to promote museum through the media. They are printed, electronic, and internet media. Printed media such as newspapers, magazine, brochure, and booklet. Meanwhile, the example of electronic media are; radio and television. And then, the examples of internet media are websites, blogs, facebook, youtube, twitter, instagram etc.

One of the ways to promote is using booklet as media to promote. A booklet is a thin book in A4 or A5 size that contains certain information accompanied by pictures and is equipped with an attractive design. "*Fungsi booklet adalah menyampaikan informasi secara tertulis dalam bentuk kalimat, maupun gambar atau kombinasi yang dituangkan dalam lembar-lembar dengan bahasa sederhana.*" (Raidanti & Wijayanti, 2022). It means the function of a booklet is to convey information in writing in the form of sentences, pictures, or a combination in simple language. Booklets are a good solution for promotion because booklets are conventional media that use relatively affordable production costs, and can also contain quite a lot of information provided through booklets

with attractive pictures and designs. Therefore, the writer chose the booklet because the booklet is simple in shape so it is easy to carry and read.

Based on the explanations about, the writer is interested in choose booklet as a media to promote Dr. A.K. Gani Museum as Palembang tourism destination. Therefore, the writer decided to write final report with the title “**Designing a booklet of Dr. A.K. Gani Museum for domestic tourists to promote Palembang Tourism Destination**”.

1.2 Problem Formulation

Based on the explanation above, the problem formulation of this report is “How to design a booklet of Dr. A.K. Gani Museum for domestic tourists to promote Palembang Tourism Destination?”.

1.3 Objective

The objective of this report is to know the procedure how to design the booklet of Dr. A.K. Gani Museum to promote Palembang Tourism Destination.

1.4 Benefits

1. For readers it give information and knowledge about Dr. A.K. Gani Museum, the steps of designing a booklet of Dr. A.K. Gani Museum, and historical of Dr. A.K Gani Museum collections through the booklet.
2. For institution, it gives information and knowledge to the students of State Polytechnic of Sriwijaya about how to design a booklet, Dr. A.K. Gani Museum, and the booklet can be a collection of library of English Department.
3. For the management of Dr. A.K. Gani Museum, it can help the management of Dr. A.K. Gani Museum to promote Dr. A.K. Gani Museum as one of tourism destination in Palembang through the booklet.