

CHAPTER I

INTRODUCTION

1.1 Background

In South Sumatra, there are so many tourism objects which are not less interesting with other provinces. One of them is *Taman Wisata Alam Punti Kayu*. *Taman Wisata Alam Punti Kayu* is ecotourism in Palembang. It is located 6 KM from the city center, precisely in the *Kelurahan Sukarame*. The existence of this park can be used as places for gathering with family or friends. This park has an area of 50 ha which consists of four areas, namely recreation area (the zoo, recreational park, waterpark, swimming pool and outbound), protected forest area (conservation area), camp area, and lake and marsh area (Samuji, 2012).

Historically, this park was constructed by the Dutch. On July 21st 1937, it is determined as forest area and some areas are *Tanah Negara Bebas*. The width of this area is 98 hectares that cultivated by various kinds of trees such as *Pinus merkusii* (Pine), *Swietenia sp* (Mahogany), *Alstonia sp* (*Pulai*), *Albizia sp* (Albizia), *Paraserienthes sp* (*Sengon*), *Eucalyptus sp* (*Ampupu*), *Acacia sp* (Acacia), *Melaleuca leucadendron* (*Gelam/Kayu Putih*), and *Bambusa sp* (Bamboo). However, 80% of the area was cultivated by pine trees. In 1960 the name of this park was *Taman Sari*, then transformed into *Taman Syailendra*. Previously, *Balaputera Dewa* Museum was part of this park and became the entrance to *Taman Wisata Alam Punti Kayu*. Then, the land was donated and left over 50 hectares now used as *Taman Wisata Alam Punti Kayu*. In accordance with the letter of approval of the Director General of Forestry (*Direktur Jendral Kehutanan*) Number: 133/DJ/I/1980 dated 26 April 1980, the park area was reduced to 48 hectares. It is used for the purposes of Provincial Government (Provincial) South Sumatra, Sriwijaya Military Command II and police dormitory.

No one knows for sure the meaning of the name of *Punti Kayu* itself. In accordance with the Ministerial Decree dated March 7, 1985 No: 57/KPTS-II/1985. Since then, *Punti Kayu* was designated as forest tourist (conservation forest). Next, on March 15th 2001, it was chosen as natural tourism park (*Taman*

Wisata Alam) and it was determined in *SK. Menhut No. 76/Kpts-II/2001*. Finally, it was determined as natural tourism park (*Taman Wisata Alam*) accordance with *SK Menhut No. 9273/Kpts-II/2002* on October 07th 2002. This Park was managed by *PT. Indosuma Citra Putra* for 30 years since 1995. The lands that can be affected as a recreation area only 39.9 hectares, while the rest are difficult to develop because it is the conservation area where the existence of trees are inviolability.

This park can provide different atmosphere with others, because the visitors or tourist could enjoy natural tourism and man-made tourism combining in one park. There are so many tourism objects; in recreational area we can find variety of areas. Firstly is the zoo. The zoo consists of various animals such as crocodiles, cats, bears, herons, lizards, gibbons and so on. Secondly is the recreational park. We could play Ferris wheel and carousel. Recreational Park also has horse and elephant riding arena.

Next, we can find waterpark. In this area we can cross the suspension bridge and also we can go around the lake with water bike or dragon boats. There is also swimming pool area. It consists of two main pools with a water wheel and a large bucket of water that can spill over every 5minutes. In the middle of this park, there is outbound area in which the pine trees are as buffers. The completeness of safety equipment and professional personnel provide security for every visitor.

In this park there is also the location for weddings and other events. Quite often the scouts and such organizations set up tents in the park. On the other hand, the facilities at the park are quite complete, such as toilet, *musholah*, canteen, shelter and parking area.

This park is increasingly in demand as a travel destination but the visitors often get less information about objects at *Taman Wisata Alam Punti Kayu*. The visitors are not provided with the brochure which can be used to go around in this park. Therefore, the writer planned to design a brochure that informed each tourism objects in *Taman Wisata Alam Punti Kayu* completely. The brochure was

made in attractive form and easily understood by the visitors in the piece of paper which was easy to carry.

1.2 Problem Formulation

The problems of this report were:

- a) Is brochure of "*Taman Wisata Alam Punti Kayu*" important?
- b) How to design the brochure of "*Taman Wisata Alam Punti Kayu*"?
- c) Is there any significant difference in terms of tourist satisfaction between before and after the availability of brochure of "*Taman Wisata Alam Punti kayu*"?

1.3 Purpose

The purposes of this report were:

- a) To find out whether brochure of "*Taman Wisata Alam Punti Kayu*" important or not.
- b) To find out how to make a brochure of "*Taman Wisata Alam Punti Kayu*".
- c) To find out whether there is significant difference in terms of tourist satisfaction before and after the availability of brochure in "*Taman Wisata Alam Punti Kayu*" or not.

1.4 Benefits

The benefits of this report were:

- a) For the writer
 - To add the knowledge and information about whether brochure of "*Taman Wisata Alam Punti Kayu*" important or not.
 - To find out how to make a brochure of *Taman Wisata Alam Punti Kayu*.
 - To know about the the significant difference in terms of tourist satisfaction before and after the availability of brochure in "*Taman Wisata Alam Punti Kayu*".

- b) For the management of *Taman Wisata Alam Punti Kayu*
 - To give the information about whether brochure of “*Taman Wisata Alam Punti Kayu*” important or not.
 - To give the information about how to design brochure of *Taman Wisata Alam Punti Kayu*.
 - To give the information about whether there is significant difference in terms of potential tourist decision to visit tourism objects in Palembang between before and after the availability of brochure in *Taman Wisata Alam Punti Kayu*
- c) For the visitors
 - To inform the visitors each object at *Taman Wisata Alam Punti Kayu* completely.