

CHAPTER I

INTRODUCTION

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

1.1 Background

Tourism is a trip carried out by a person or group of people by leaving their residence to a tourist attraction. Tourism is not only visiting tourist attractions, however tourism also has several functions for tourists. Tourism functions to obtain pleasure, improve health, seek satisfaction, know something, and make pilgrimages. There are two types of tourists who travel to a tourist attraction, namely domestic and international tourists. Tourism that involves domestic tourists or natives from tourist attraction is called domestic tourism. Meanwhile, tourism that involves international tourists or foreigners from outside the tourist attraction is called international tourism.

Tourism enables every region popularize its attractions that ends up in increasing its income. South Sumatera is one of the provinces in Indonesia that has huge tourism potentials. The local government of South Sumatera has begun to develop tourist objects in each of its regions to attract the attention both local and foreign tourists. Palembang city as the capital city of South Sumatera has promising tourism potential. There are some tourism potenciales in Palembang such as artificial or man made tourism, Religious tourism, and historical tourism.

Three types of tourist attraction in Palembang City, artificial or man made tourism, Religious tourism, and historical tourism. One of the artificial or man made tourism in Palembang City is the OPI lake. Tourists can see the beautiful lake view with many traditional indonesian food vendors in this area. Next, religious tourism in Palembang is *Al-Qur'an Al-Akbar*. The uniqueness of this place is the size of Al-Qur'an. The Alqur'an has huge size starting from 1 to the last juz or juz 30. The last, Historical or man made tourism in Palembang city is *Bukit Siguntang, Museum*

Sriwijaya Museum, and *Museum Negeri Sumatera Selatan*. They are as interesting as the historical tourism. They offer the uniqueness of historical relics. They also keep the historical story on its object. These attractiveness can attract tourists to visit Palembang City.

Museum Negeri Sumatera Selatan is as one of the historical tourism in Palembang which has collection of the Sriwijaya kingdom history. This museum acts as a place of information about the relics and civilization of the Sriwijaya Kingdom. There are various types of artifacts be found in this museum consisting of inscriptions, statues, traditional house, and traditional clothes. They are the remains of the Palembangnese ancient people activities. Unfortunately, few tourists visit the *Museum Negeri Sumatera Selatan* because of the insufficient promotion by the management and government. However, promotion media is very important as a medium to provide information. It can be used to endorse *Museum Negeri Sumatera Selatan*

Therefore, the lack of promotion of tourist attractions in Palembang causes many potential tourists have insufficient knowledge about various interesting tourist objects in Palembang. “*promosi obyek wisata di kota Palembang masih kurang. Tidak sedikit para wisatawan yang kurang mengetahui wisata apa saja yang ada.*” (Afrianti, Wardanny, & Ibrahim, 2017). It means there are quite a lot of tourists who visit Palembang not knowing what tourist attractions are in Palembang.

There are two ways to endorse the *Museum Negeri Sumatera Selatan*. The first is advertisement publishes through printed media such as brochures, pamphlets, banners, booklets and newspapers. And the second endorsement is through electronic media such as internet, television, radio, electronic billboards, and e-booklets.

One of the endorsement medias to promote the *Museum Negeri Sumatera Selatan* is electronic media, namely e-booklet. In this case, the writer published the e-booklet using QR code through the writer’s personal instagram. So, the reader

could scan the QR code and access it. E-booklet can be read by every one who has it and it can be stored in electronic devices including smartphones.

e-booklet merupakan alat bantu berbentuk buku elektronik yang dapat disimpan di smarthphone, Personal Computer (PC), maupun laptop yang dilengkapi dengan tulisan maupun gambar yang disesuaikan dengan sasaran pembacanya. (Muhdar, Indria, & Rusniah, 2018).

Based on the explanation above, the writer is interested in designing an e-booklet of the *Museum Negeri Sumatera Selatan* as an alternative endorsement to enrich the publication media to attract more tourists toward this tourist attraction. Therefore, the writer chooses the final report title **“Designing E-Booklet of Museum Negeri Sumatera Selatan for Domestic Tourist to Endorse Palembang Historical Tourism”**

1.2 Problem Formulation

Based on the explanation above, the problem formulation of this report is how to design the e-booklet of *Museum Negeri Sumatera Selatan*.

1.3 Objective

The objective of this report is to know the procedures to design e-booklet of *Museum Negeri Sumatera Selatan*.

1.4 Benefits

The benefits of this report are:

1. For Readers

- a. The e-booklet of *Museum Negeri Sumatera Selatan* is expected to be a learning media for the reader to find out information about the *Museum Negeri Sumatera Selatan*.

- b. This report is expected to be a reading source for the reader to know the procedures to design e-booklets.
- 2. For State Polytechnic of Sriwijaya, the report is expected to be a reference in similar research by State Polytechnic of Sriwijaya students in the future
- 3. For the management of *Museum Negeri Sumatera Selatan*, the e-booklet of *Museum Negeri Sumatera Selatan* is expected to be used as a endorsement media to increase the interest of tourists to visit *Museum Negeri Sumatera Selatan*.