

CHAPTER I

INTRODUCTION

1.1 Background

South Sumatra province as one of the provinces in Indonesia has so many beautiful tourist destinations. There are some tourist destinations in south Sumatra such as man-made like Taman Pelangi, 3D Stable, Sekanak Sidewalk, Palembang Bird Park, and Saung Bamboe Pelangi. Saung Bamboe Pelangi is one of new tourism destinations in Palembang opened in 2021. This place provides much attraction from water rides to land rides in just one place.

Saung Bamboe Pelangi is located on Jln. Anggrek Kenten Laut, Palembang. This place carries the concept of water tourism to relax, gather, and fish. The place is very comfortable for gatherings and families. The place with the area of Rainbow Saung is about 2.5 hectares. Saung Bamboe Pelangi provides various facilities in the form of floating saung, gazebo, fishing pond, ATV bike and other rides. This place is open every day with operating hours from 9.00 – 18.00 WIB.

Saung Bamboe Pelangi has the potential to be one of the tourism destinations. This place has the potential as a tourist destination because of new spot tourism in Palembang, and also there are many facilities in the form of floating saung, gazebo, fishing pond, ATV dirt bike and other rides. So, that makes Saung Bamboe a good destination for tourism because there is so much potential there. There is much you can do there that makes Saung Bamboe Pelangi as a tourism destination of South Sumatra Province but not much people from another city or country know this place because it is far from the city center and new place, so this tourism object needs to be promoted by using a booklet because making offline promotional booklets is not too expensive at the printing place so that the company does not have to spend too much money to do offline promotions. Affordable prices make a company print as many

booklets as possible and ready for consumer prospects. And also in the form of a booklet that can be carried and read anywhere, booklets become one of the easiest promotional media to be disseminated and stored by potential customers of your business.

Tourism will not be able to develop without marketing. This is where marketing is very important to develop tourism in a country. Marketing that is done to improve tourism is by promoting through a medium, such as a booklet, magazine, and brochure marketing plays an important role for introducing the tourism destination. The promotion can be done in some ways, such as printed media like magazines, brochures, banners, booklets and others. Although there are already some ways to promote Saung Bamboe by using print media and some pictures in social media but it is not enough to persuade people, well in this final report the writer will make a booklet to promote Saung Bamboe Pelangi, Palembang.

One of the media used to promote by designing a booklet. Booklet is a print with a special look in the shape of a book. Booklets can be used to show examples of copyrighted works related to the product, (Widi Atmaja, 2008:70). The writer chooses a booklet because the booklet is practical to read and save, economical than electronic media for promotion and can contain a message clearly.

The writer is interested in creating and designing a booklet with fresh concepts about Saung Bamboe Pelangi in Palembang. The advantages of this product are to introduce Saung Bamboe in Palembang, to promote Saung Bamboe in Palembang and to inform readers about Saung Bamboe in Palembang. Therefore, the writer decided to choose the topic with the title **“Designing a Booklet of Saung Bamboe to Promote Tourism in Palembang”** for the final report.

1.2 Problem formulation

Based on the background above, the problem of this final report is “How to design a booklet of Saung Bamboe Pelangi to Promote Tourism in Palembang?”

1.3 Purpose

The purpose of this final report is to design a booklet of Saung Bamboe Pelangi to Promote Tourism in Palembang and to give more information about Saung Bamboe Pelangi.

1.4 Benefit

Benefits the benefits of this report are:

1. For writer

- a. To give information about Saung Bamboe Pelangi in Palembang.
- b. To promote Saung Bamboe Pelangi in Palembang by using a booklet.

2. For readers

To add knowledge and information about Saung Bamboe Pelangi in Palembang that are contained in this booklet.

3. For tourists

- a. To be guidance for Saung Bamboe in Palembang
- b. To know the information Saung Bamboe Pelangi in Palembang that Contained In the booklet.