

CHAPTER I

INTRODUCTION

In this chapter, the writer explores the background for choosing the title, followed by the formulated problem, objectives, and benefits of this final project.

1.1 Background

Tourism destinations are recognised as complex governance contexts because of the multiple, and often competing, stakeholder groups involved in producing and delivering the tourism products and services, as stated by Baggio, Scott, & Cooper (2010). Visiting tourist objects can be used as an option in traveling with families or friends. One of the tourist objects in Musi Banyuasin Regency is Kongar Lake which is located in Sungai Dua Village. At this lake, people usually come for recreation to enjoy a vacation. Besides that, sometimes people take photos to upload to their social media because there are quite a lot of photo spots in this lake. The location of Kongar Lake which is surrounded by oil palm plantations is very beautiful and there are also various rides on the side of this lake. However, Kongar Lake as a tourist object is still not widely known, especially among people in areas outside this regency. Therefore, the writer tries to introduce this lake to the wider community by promoting it to attract more tourists to visit Kongar Lake.

Tourism promotion proceeds from predictions and relates to efforts to trigger the possibility of tourism sales. This tourism promotion includes all planned activities including the dissemination of information, advertisements, films, brochures, guide books, posters, and others. Therefore, promotion is a very important process of informing, persuading, and influencing the decision to buy or use the product or service that we have to promote. So, promotion is very important to attract tourists to visit Kongar Lake as a tourism object in Musi Banyuasin Regency.

There are many promotional media that can generally be used to promote tourism objects such as television, radio, newspapers, magazines, brochures, and booklets, besides that the promotion can also use social media. From these media,

tourists can get information about tourist objects that they want to visit. The media contains detailed descriptions and also interesting pictures so that they can attract tourists to visit the promoted destinations.

With all of the various media that can be used for promotion, the writer promoted through copywriting the script of a booklet. According to Simamora (2009), a booklet is a small, semi-quarto-sized book, no more than 30 alternating pages, containing text and pictures. The structure of a booklet generally consists of an introduction, body, and conclusion, but the writing is shorter than a book. And booklets are also more practical. Can disseminate information in a relatively short time. Then, the booklet is written in a style that is easily understood by many readers. Copywriting the script of booklet because it can pursue tourist to visit Kongar Lake as a tourist destination in Musi Banyuasin Regency, so that Kongar Lake will be known by many people. Therefore, the writer is interested in promoting Kongar Lake for the final report entitled "Copywriting The script of Booklet of Kongar Lake as A Tourism Object In Musi Banyuasin Regency."

1.2 Problem Formulation

The problem formulation of this final report was formulated as follows "How do we copywrite the script of booklet to promote Kongar Lake as a Tourist Object in Musi Banyuasin Regency?"

1.3 Problem Limitation

Due to the time and budget constraints, the problems was limited on the numbers of tourism destination which only Kongar Lake and the language in the booklet script that was used only one language which is English. By using English, the booklet can reach and attract people from around the world to visit Indonesia, especially Kongar Lake in Musi Banyuasin Regency.

1.4 Purpose

Based on the problems mentioned above, the purpose of this final project was to find the way how to make copywriting the script of booklet to promote Kongar Lake as a tourism destination in Musi Banyuasin Regency.

1.5 Benefits

The benefits of this final report are to increase knowledge about copywriting the script of booklet and to provide information about Kongar Lake as a tourist destination in Musi Banyuasin Regency, so that Kongar Lake will be known by many people. Beside that it also can increase the income of local communities, especially Sungai Dua Village which provides services or products around these tourist attractions.