

CHAPTER I

INTRODUCTION

1.1. BACKGROUND

The city of Palembang has many selling points in the world of tourism and is a city that has great potential in the tourism industry, because the variety of tourist destinations offered is deeply rooted in history, ranging from art to cultural heritage, historical sites, to culinary tourism. However, in the increasingly advanced era of globalization the historical richness of the city of Palembang is slowly but surely starting to fade because of the increasing number of modern tourist attractions that are increasingly advanced and of course more interesting, making some historical relics have forgotten and this will have an impact on history that will be difficult to find or known by many people, especially among young people. It is undeniable that there is an era of globalization that cannot be avoided, and the number of other entertainments makes some historical relics increasingly alienated. Therefore, the writer is interested in reintroducing historical tourism owned by Palembang city to be preserved because it is rich in history and cultural acculturation.

According to Karyono (1997), the rapid information and promotion of tourism destinations increase human desire to visit destination countries. Furthermore Cummins (1991), stated promotion as a series of techniques used to achieve sales or marketing goals in a cost-effective manner, by providing added value to products or services either to intermediaries or direct users and usually not limited to a certain period of time. From this statement, the writer can conclude that promotional activities are very effective in promoting tourism in a place to influence buyers or influence tourists to be interested in buying a product offered. And with promotions, more and more people will know and be interested in coming to visit.

Meanwhile Moriarty (2011), stated media are the tool to convey the message, Messages can be in the form of words, but most use the visual that make sense. The appropriate use of the media can influence the success in promotion of a product, there are two kinds of media that can be used as the media promotion, printed media and electronic media. Printed media can be done through booklet, brochure, magazine, etc. While, electronic media can be done through vlog and video. And the writer choose media promotion through printed media to promote tourism, because printed media is a way of promotion that most widely used because this type of promotion is reached by upper classes to bottom easily. Print media commonly used to promote tourism are usually in the form of booklets, brochures, magazines, etc. But on the other hand, some experts state that print media has weaknesses.

Therefore, this would be great idea to make the calendar as a tourism promotion tool, especially historical tourism in Palembang. Because the calendar can be said as an effective promotional tool because everyone needs a calendar, it can be used in the long term and used in everyday life. Especially people in office areas who usually really need a calendar because it contains a lot of information on the dates of events and so on. And the writer is interested in making a calendar that is useful and provides information to its readers as well as promoting historical tourism so that people who see it do not forget about history and are interested in visiting. with that the writer hopes that historical tourism in the city of Palembang can survive and be increasingly in demand.

Based on the explanation above the writer is interested in discussing this problem in this final report with the title of **“Calendar as one of Tourism Promotion Media to Promote Historical Destination in Palembang”**.

1.2. Problem Formulation

Based on the background, the formulation of this problem is “How to make the calendar as one of tourism promotion media to promote historical destination in Palembang?”

1.3. Objective of the study

Based on the problem formulation above, the objective of the final report is to make the calendar as one of tourism promotion media to promote historical destination in Palembang.

1.4. Benefits

1. For the Writers

- a. Get the experience in making a calendar as tourism promotion media to promote historical destination in Palembang.
- b. Getting and increase a knowledge in other ways to promote historical destination Palembang using calendar media.

2. For the Readers

- a. Get more information about any historical destinations in the city of Palembang.
- b. Get information how to maintain and to promote historical tourism destinations in Palembang