

CHAPTER I

INTRODUCTION

1.1 Background

The current era of globalization, tourism sector is the largest industry that give an economy affect in the world. Tourism has provided substantial foreign exchange for each country in the world. Development of tourism has been done by the government and private has increased the number of tourist that arrival from various places. According to Spilane in Soebagy (2012:2) state that tourism is traveling from one place to another place, temporary, done individually or in groups, as an attempt to find a balance or harmony and happiness to the environment in social, cultural, nature and science dimension.

In according to Soebagy (2012:5) good management will not be run in accordance with the original purpose without the support of the background for the management. He said that one of the means of support in question is the presence of a tourism information system that is expected to meet user needs for information of tourism, but it also can be used as a media campaign in tourism area to promote the tourism.

Tourism development will work well if done with a good and appropriate promotion. Media used to promote a tourist attractions too many kinds, such as: promotion through print media (newspapers and magazines), promotion via electronic media (television and radio) and promotion through social media / internet (blogs, twitter and path). Based on this situation, the development of promotion in the field of tourism is very interesting to discuss especially the promotion through social media. In this situation, the writer chose a blog as a reference in the writing of the final report because the blog is very easy to reach and understand than other social media. Blog can be found in google when a user searches for resources they need, while twitter and path is the application that not everyone can open it because the user must have their own account when they want to search for information from the other account. In line with the statement

above, the writer tries to explain and analyze about social media in the promotion of tourism focusing on blog. The concept that writer use in the blog is about tourism in Palembang City, start from attractions, typical food, accommodation and transportation in Palembang city. The writer conducts the final report with the title of “The Role of Social Media in the Promotion of Tourism”.

1.2 Problems

1.2.1 Formulation of the Problem

1. What is the role of social media in promoting tourism?

1.2.2 Limitation of the Problem

The problem of this report is concerned with the role of promotion in social media. The problem of this final report was limited on the use of blog. The writer chose a blog as a reference in the writing of the final report because the blog is very easy to reach and understand than other social media. Blog can be found in google when a user searches for resources they need, while twitter and path is the application that not everyone can open it because the user must have their own account when they want to search for information from the other account.

1.3 Purposes

1. To analyze the role of social media in promoting tourism
2. To know the perspective promotion with social media in developing tourism in a region

1.4 Benefits

- Firstly, it is hoped to give information and contribution for student to give more attention that promotion is very important.

- Secondly, this paper is hoped expected to give information and contribution for public and Region Major and to give more attention that is very important to develop tourism in increasing tourists visit and income of local communities.

1.5 Scheme of Writing

In writing this final report, the writer used the following scheme of writing. The details are in follows:

Chapter I : Introduction

This chapter consists of the background, problem, limitation of the problem, formulation of the problem, purposes, benefits and scheme of writing

Chapter II : Literature Review

This chapter described definition of tourism, definition of social media, definition of blog, kinds of blog, concept of blog, steps of blog, definition of promotion, promotion of social media and promotion of tourism.

Chapter III : Research Methodology

This chapter presented the method of research, technique for collecting the data, instrument for collecting the data, and technique for analyzing the data.

Chapter IV : Finding and Discussion

This chapter explained the result of discussion about the role of social media in the promotion of tourism.

Chapter V : Conclusion and Suggestion

This chapter gave conclusion and suggestion from discussion.