

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of the main priorities in the development of the city of Palembang. The tourism industry is a broad and diverse sector involving travel activities and tourist experiences. Tourism has a significant role in the development of the city of Palembang as an attractive tourist destination in Indonesia. Palembang is one of the famous cities in Indonesia and is the second largest city on the island of Sumatra. Located on the coast of the Musi River, the city of Palembang has a rich history and diverse culture. The oldest city in Indonesia, which received the nickname "Bumi Sriwijaya", has potential for tourism development, one of which is religious tourism. The aim of religious tourism itself is to make the tourism industry a bridge between religious communities to get to know each other and understand each other's history by involving trips to historical places and learning the important values of certain religions and beliefs. Rijal et al. (2022) stated that tourism is an industry that can improve people's welfare and the government's current focus is the development of tourist destinations in each region.

Based on the mapping of potential tourist destinations, the city of Palembang still has many attractive tourist attractions, however, they still receive little attention from both domestic and local tourists because they are less popular and there are still many people who have not supported and developed these objects into mainstay tourist attractions (Abdullah, 2019). The city of Palembang has various religious tourist attractions that are popular internationally, such as the Great Mosque, Cheng Ho Mosque, Kemaro Island, Giant Al-Qur'an Museum, Sabo Kingking Tomb, and Tengkurep Crater Tomb. This tourist attraction is a place that is often visited during holidays and on school and organizational field trips. Apart from that, one of the newest religious tourism destinations in the city of Palembang that still needs special attention is Via Crucis Sukamoro, which was only built in 2021. Via Crucis is a spiritual tourist spot located on the outskirts of Palembang, built in April 2021. This place contains the history of the Via Dolorosa which is

presented through statues of events along Jesus' journey to Golgotha. Via Crucis is still a new tourist spot which has undergone several developments since it was inaugurated in 2021. Via Crucis offers a tourist impression with a travel method where tourists will walk stop by stop on the Way of the Cross which has been designed in such a way and will take tourists into the atmosphere of the crucifixion Jesus goes to the hill of Golgotha. Apart from that, the location of the Via Crucis tourist attraction is also a suitable place for tourists to feel comfortable with a calm atmosphere both for meditation and as a place to reflect.

However, a lot of people are unaware of the Via Crucis tourism destination, which is one of Palembang's potentially interesting and distinctive tourist destinations. Another location that can introduce customs and culture to the larger community is Via Crucis. This is because the administration of the Via Crucis tourism site itself has done very little to no advertising. Thus far, word-of-mouth and social media platforms have been used for promotion. In addition, print media promotion has also been done; but, in its execution, it simply provides succinct, non-detailed information.

Therefore, religious tourism destinations, especially Via Crucis, need to be introduced to the outside world. This tourist spot will be better known for its potential and uniqueness if more in-depth promotion can be carried out. In fact, religious tourist attractions are not only tourist attractions for certain people or religions but also as objects for developing an area, in this case the city of Palembang. On the same occasion, the writer, as a student majoring in English, want to contribute to helping tourist attraction managers promote Via Crucis. One way to help promote the development of tourist attractions is through booklets. A booklet is a concise publication that is smaller in size than a book and includes brief information that is easy for readers to digest. Through the pictures and illustrations contained in the booklet, it can convey important messages to visitors and is an ideal way as a strategy to increase business through promotions. According to Maulana (In Gustaning, 2014) *“Booklet ialah media yang digunakan untuk menyampaikan pesan-pesan dalam rupa buku baik yang berisikan tulisan ataupun*

gambar”. This statement means that a booklet is a promotional medium whose contents are important messages and information, both written and images or a combination of both, which are arranged in a smaller format in a book-like shape. On the other hand, booklets are also very useful for anyone who doesn't understand the use of technology well and makes readers more focused on seeing the entire content of the information in the booklet without being distracted by notifications on their devices. It is believed that a quality booklet design can be attractive to make visitors curious about the information presented. Booklets are compact and easy to carry anywhere, making them a popular and effective communication tool in various contexts. Apart from that, the effectiveness of the booklet can attract other consumers who are curious about the contents of the booklet. There are so many benefits provided by making booklets as promotional media, making the writer believe that booklets are the right media to introduce via Crucis as a tourist attraction in the city of Palembang.

In this case, the booklet is an important medium to increase promotion and introduce Via Crucis as a tourist attraction that has the potential to be developed in Palembang. Via Crucis is a tourist spot that has many benefits and advantages in terms of tourism and history, but unfortunately, there are still many local residents of the city of Palembang who don't know about the existence of this place and quite a few people think that only certain ethnicities and religions can visit this place. On the other hand, Via Crucis management has not been optimal in promoting this tourist attraction. In the last promotional tool, Via Crucis management used flyers which did not convey detailed information to visitors and until now, the promotional media carried out by Via Crucis only used media platforms such as Google and YouTube. Because of this, the writer tries to take part in promoting the Via Crucis tourist attraction through booklets. The writer got the idea to make a final report assignment entitled "**Designing a Booklet of Via Crucis Sukamoro for Domestic Tourists to Promote One of Tourism Destination in South Sumatra**". The writer hopes that with this book, local tourists, especially domestic tourists, can find out information about the Via Crucis tourist attraction in Palembang.

1.2 Problem Formulation

The problem formulation is how to design a creative and innovative booklet that can provide education and interest to promote Via Crucis Sukamoro.

1.3 Purpose

The purpose of this research is to find out how to design a creative and innovative booklet that can provide education and interest to promote Via Crucis Sukamoro.

1.4 Benefit

The writer hopes that this research can provide readers with knowledge about how to make a good booklet by providing detailed and significant information about tourist attractions in Palembang and providing an overview of tourist attractions that have the potential to be developed. On the other hand, it is hoped that the output of this booklet will be able to provide in-depth and credible information, especially to domestic tourists, regarding Via Crucis as one of the tourist attractions worth visiting in South Sumatra.