

CHAPTER I

INTRODUCTION

A. Background

The tourism industry grows faster and faster each year. In 1950, there were 25 million international tourist arrivals. In 2014, the figure was 760 million, and by 2020 it is predicted to be 1.6 billion (Walker and Harding , 2006, p.10). The tourism industry is also affected by many different things such as international events, technological development and business. The things are the opportunity for each country in the world to prepare the current globalization of tourism development.

The globalization era encourages the rapid of tourism development, one of that is tourism communication through publication. Sary (2010, p.8) states that tourism communication is human activities in conveying information about travelling to an area or attraction to be visited while enjoying the tourism objects, so they are interested and want to have an action about it. Tourism communication activities include tour guiding, advertising, and promoting about tourism object and destination to inform visitors about the tourism offered.

There are many ways to promote tourism elements to attract the tourists through media. The medias used to promote tourist attractions such as promotion through printing media (newspaper, booklet, brochure, leaflet and magazines), promotion via electronic media (television and radio), and promotion through social media/ internet (website, blogs, twitter, facebook, instagram, path, line, etc).

Tourism magazine is used as a means of promotion of a tourism information in a country or city. With variations content in tourism magazines as a media promotion, people will know a culture, tourism objects, and others. Customs are easily packaged as attractive as possible so that tourists can know better the

tourism potential of a region. At this time, it is possible that tourism magazine has been growing rapidly all over the world with the development of the magazine from era to era.

It has influenced Palembang city as an international city with its international events held in the past years. Palembang held many prestigious events to promote tourism industries in the city. In this event, each promotion through publication media must be optimized to serve the best. Therefore, it is possible for increasing tourist. The problem is that tourist may need more information about Palembang city, started from booklets, brochures, magazines, guidebooks and travel magazine to guide them to know the information in Palembang city. Especially the information of tourism objects in Palembang city is still limited.

To overcome this problem, the writer tries to make product tourism objects magazine to improve tourism information easily namely "*Kulu-Kilir*". The writer is interested in creating and designing a tourism magazine with different concept information of tourism objects in Palembang city. The advantage of this product is to promote and to inform the readers about the classifications of tourism objects in Palembang city. The writer wants to write the final report with the title, "Tourism Magazine "*Kulu - Kilir*" to Promote Tourism Objects in Palembang City".

B. Problem Identification

There are at least 6 problems for tourism in Indonesia not only in Palembang city. The first, the facilities and infrastructure. Second is human resources. Third is the communication and publicity which allows tourists to access a lot of information about tourism that make the tourists confused because of the lack of information for traveling. The fourth problem is the policies and regulations that are applied within countries and regions. The fifth is the readiness of the community. Finally, an investment to access that area such as transportation, mapping, accommodations, security, and cleanliness.

C. Problem Limitation

There are many data published in this magazine such as Sriwijaya history, Palembang Information, food or culinary center, accommodation, transportation, important telephone numbers, handicrafts, culture, customs and attractions. All of which can provide information for tourists, they are additional informations.

But the writer only describes and focuses on the information of tourism objects in the Palembang city (16 objects), and the writer also finds the strengths of the magazine to be the importance measurements for promoting the destinations.

D. Problem Formulation

The problems of this report are :

- a. What types of tourism objects are there in Palembang City?
- b. What are the strength of this magazine that can be used as a media promotion?

E. Research Purpose

The purposes of this report are :

- a. To inform the types of tourism objects in Palembang city
- b. To know the strength of this magazine that can be used as a media promotion

F. Research Benefit

The benefits of this report are :

- a. For writer
 - 1. To give information about the types of tourism objects in Palembang city
 - 2. To know the strength of this magazine that can be used as a media promotion
 - 3. To add the ability and experiences in making tourism magazine especially for tourism objects by herself
- b. For reader
 - 1. To give information about the types of tourism objects in Palembang city
 - 2. To add the knowledge and information about the informative contents that must be available in the tourism magazine as a media promotion
- c. For institution
 - 1. To add information about the types of tourism objects in Palembang city
 - 2. To add the knowledge and information about the informative contents that must be available in the tourism magazine as a media promotion
 - 3. To innovate the publication for promoting tourism
- d. For tourists
 - 1. To be a guidance for traveling in Palembang city
 - 2. To know the informative contents that must be available in the tourism magazine
 - 3. To raise the motivation of traveling to Palembang city
- e. For English Department students
 - 1. To give information about the types of tourism objects in Palembang city

2. To add the knowledge and information about the informative contents that must be available in the tourism magazine as a media promotion
3. To motivate the students being creative so that they can make tourism magazine which is useful for another people
4. To know the software used for designing magazine
5. To make the movement of future final report project that can collaborate the knowledge of tourism into product using creative idea and technology

G. 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 identification, problem limitation, problem formulation, research purpose, research benefits and scheme of writing.

Chapter II : Literature Review

This chapter described tourism sector, tourism product, tourism object definition, tourism development, magazines, types of magazine, and media as promotion of tourism.

Chapter III : Methodology

This chapter presented the method of research, places of research, subject of research, sample of research, research instrument, techniques of collecting data, and techniques of analyzing data.

Chapter IV : Finding and Discussion

This chapter explained the steps finding of development products also the results of discussion about the problems served in this report.

Chapter V : Conclusion and Suggestion

This chapter gave conclusion and suggestion from discussion.