

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is a sector that has the most important role in the world. The importance of tourism as a place for the job opportunities, economic growth, and development of the country in every countries in the world. World Tourism Organization (WTO) in Santosa (2002) states that tourism is an integral part of human life, especially regarding social and economic activities. Many countries in the world take the advantages of tourism for the development of their country.

Indonesia is one of the countries using tourism as a way for the development of the country because it has a potential in tourism sector. One of the cities in Indonesia which has a tourism potential that can be promoted is Palembang. Palembang has many potential tourism destinations that can be visited by tourists, started from the Ampera Bridge, the icon of Palembang city. There are also historical tourism such as Benteng Kuto Besak, Monpera, Sultan Mahmud Badaruddin II, Kampung Kapitan, Kemaro Island, Siguntang Hill, and so on. For Pilgrimage tourism, there are Agung Mosque, Ki Gede Ing Suro Mosque, and so on. After that, there are also natural tourism such as Musi River, Punti Kayu Recreation Park, and still many others potential tourism destinations that available in Palembang.

According to Jawa Pos Nasional Network (2014), the government held a program to promote tourism destination in Palembang especially in the region Area of Musi called Visit Musi 2008. Few years later, the Palembang government held the big international sport events, that are Sea Games in 2011, Islamic Solidarity Games (ISG) in 2013, and The Asean University Games (AUG) on December 2014.

Based on the data of BPS South Sumatra Province (2015), the number of foreign tourists who visited South Sumatra pass Sultan Mahmud Badaruddin II Airport on January 2015 was 785 people. These number of foreign tourists reflect the depression (52, 31%) after December 2014. It happened because there were no International or big events that held in South Sumatra province after December 2014. In fact, the implementations of these big international events are not able to break through and attract foreign and domestic tourists to visit tourism destinations in Palembang. Unfortunately, they do not really realize about the potential of the tourism destinations in this city.

In this era, local people or the tourists who visit Palembang are more prefer to go to modern place for having fun, for examples, mall, cafe, and others. According to Adiasaputro (2012) in Tribun News, Palembangnese is still less awareness of tourism. They think there is no place that is interesting and also becoming pride for visitors to visit. Because most people prefer visiting the modern places, it is necessary to let them know about the beautiful of tourism destinations in Palembang through promotion.

According to Shimp (2000) one of the function from the promotion is informing. Promotion is one of the ways to give the information about product or something that make people realize about it. The promotion can be done by media, such as: electronic media which includes radio and television; digital media which includes internet, social networking and social media sites; outdoor media which include banner ads; and lastly print media which includes brochure, leaflet, booklet and others.

Booklet is a solution which provides the complete information for the tourism industry. Booklet can be one of the promotion tools or used for the reference to the tourists who will visit and enjoy the tourism destinations. Utami (2012) states that based on the content, booklet is one of the media campaigns

that more widely gives the information than the other media campaign such as posters, flyers, brochures, and more.

There are many advantages by using booklet as a promotion tool for tourism destinations. According to Kemm and Close (1995) booklet can be learned anytime and contained broader information than the poster. Because print media, the booklet costs more cheaply than the audio and visual media for promotion.

The writer decided to choose the topic with the title “The Designing of Booklet for the Promotion Plan of Tourism Destinations in Palembang” for the final report.

1.2 Problem Formulation

Based on the statements above, the focus is formulated as follows “How to design booklet for the promotion plan of tourism destinations in Palembang to increase the number of visitors?”

1.3 Purpose

Based on the problem formulation of the above, the writer have identified the purpose encountered is to design booklet for the promotion plan of tourism destinations in Palembang to increase the number of visitors

1.4 Limitations

By seeing the problem above, research limitation is needed to make focus the research on the problem, purpose, and benefit of research, so the writer tends to explain the design of booklet for the promotion of tourism destinations in Palembang to increase the number of visitors via booklet”.

1.5 The Benefits

The research benefits are:

1. To give the information about the potential of tourism destinations in Palembang to the society.
2. To promote and to develop the tourism destinations in Palembang as a potential tourism destinations to increases the visitors for the Government.
3. To give the knowledge especially in the field of tourism studies, to give information to the future research if want to do the similar research and also for the library's reference for the Educational Institution.