CHAPTER I

INTRODUCTION

In this chapter the writer discusses about Background, Problem Formulation, Research Purpose and Research Benefits.

1.1 Background

Tourism is dynamic activities which involved many people along with other various businesses. Leiper in Cooper et.al (1998: p.5) says that Tourism has 3 main elements that makes tourism happened, they are Tourist, Geography, and Tourism Industry. The first element means Tourist is the person who is doing the tour, the second element means the movement of the tourist passes three geography areas (hometown, transit area, and tourism destination), and the third element means Tourism Industry prepares services, attraction, and transportation.

Tourism in Indonesia has been reputed as one of the important sectors, so that is why people need to increase the tourism industry in Indonesia especially in Palembang. Nowadays, Palembang city has been quite popular since becoming the host for international events for several times, such as; SEA Games in 2011, 3rd Islamic Solidarity Games in 2013, MTQ International in 2014, 17th ASEAN University Games in 2014, and Palembang will also be choosen to be the host of Asian Games in 2018. From those events the writer thinks that Palembang has a big potency to be visited by many tourists. Having that big potency, it is better if the local government could develop tourism objects in Palembang itself in order to make more tourists interested coming to Palembang. One way to reach the potency to make Palembang city visited by more tourists is to promote Palembang city itself.

In tourism sector, Promotion is the important thing to be done, because with promotion people will be more aware of the existence of the tourism objects. Promotion refers to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people be aware of, attract and

induce to buy the product, in preference over others. Kotler, (2001 p.98-100) gives 5 types of promotions, as follows;

- *Advertising* is a kind of non-personal promotion by using media based on purpose, function and the characteristic
- *Personal Selling* is a direct selling from the seller to consumer through presentation
- *Publicity* is an activity to lure the consumer through an exhibition social activities or etc
- *Sales Promotion* is a kind of promotion different than others kind of promotion
- *Direct Marketing* is a just like personal selling but directly to the person.

People prefer to get information through electronic media such as from Television or Internet because they can get the information for free than buying newspaper or magazine. Promotion through electronic is can be even more interesting than printed, furthermore there are no printing costs.

In Indonesia most people are using internet not only for the necessary of work, business, and education but also for socializing and playing games. Based on http://www.internetlivestats.com/ Indonesia get the 13th rank of highest number of internet users in the world, which has 45,314,248 internet users updated on December 2014. People around the world can share information in the internet through website, social media, and other network, with the high number of internet user nowadays through internet can be the best way to do a promotion.

Website is one of network of internet that nowadays become the most popular promotion media. To succeed promotion through website the content of information in it must be effective and the appearance of the website has to be able to adapt to every kind of devices for example tablet and smartphone. Website promotion has several advantages for the users. It can be accessed for 24 hours and can be accessed whenever, and wherever.

The Internet especially World Wide Web (Website) has a great impact on the hospitality and tourism industry especially in recent years (Zafiropoulos– Vrana-Paschaloudis, 2006: p.2). It plays an important role mediating between tourists and hotel companies as a place for information acquisition and business transactions. A well designed and maintened website is an important tool for tourism promotion to attract potential customers.

A website of Tourism and Cultural Department of Palembang is an active tourism website. It is always updated with many kinds of topics, but it has some weaknesses such as the writing, features, and etc.

Based on the problems above the writer writes the final report with the title *The Website of Tourism and Cultural Department as The Electronic Promotion Media of Tourism Object In Palembang* as the title of final report.

1.2 Problem Formulation

The problem of this study is "how is the website of the Tourism and Cultural Department designed as the electronic media of promotion?"

1.3 Research Purpose

The purpose of this study is to find out how the website of the Tourism and Cultural Department designed as the electronic media of promotion.

1.4 Research Benefit

For students, the benefit of this study is to give information about the tourism website.

For Tourism and Cultural Department, the benefit of this study is to make the tourism website be better.