

CHAPTER 1

INTRODUCTION

A. Background

Tourism development has an important role. Tourism development can boost the local economy and provide employment opportunities to the community so it can increase the community's income to meet their needs. In addition, tourism, one form of community needs, will be the satisfaction of the things that is spiritual. Therefore, a successful tourism development can provide a lot of positive impact on the tourism area (Yoeti, 2008, p.21). The success of tourism development can be seen through the availability of facilities and infrastructure in the tourist area. Adequate facilities and infrastructure can be a tourist attraction and become a reason for tourists to be able to visit these places. Therefore, the tourism development can be developed through the facilities and infrastructure of the tourist attractions.

Development facilities as a medium of information in a tourist area had nourished business activities in hotels, restaurants, travel agencies, tourist transport and souvenirs shops. The development of it can also provide a good impact for the tourism infrastructure as a medium of information and knowledge for tourists. Therefore, facilities and infrastructure in a tourist area very closely related to the tourism development (Yoeti, 2006, p.229). According to Suantoro (2004, p. 22), tourism facilities is the facility and the companies that provide services to tourists either directly or indirectly. Examples of direct-care facilities such as travel agents, transport etc. While not directly care facilities can be advertising media such as brochures, magazine, newspaper and billboards (public sign) as a means of providing information or knowledge of tourist destinations.

Tourism infrastructure is everything that is the main supporting of implementation of a process. In other words, the tourism infrastructure is shown for objects that are not moving. Examples of tourism infrastructures are bus stops, smoking room, houses worship, mosque and temples that there is tourist area (Wahab in Yoeti, 1982, p. 172). The rise of tourism development in an area as is benchmark for the success of the area. One of the success is due to the provision of information on tourist attractions clear and attractive. Kanca (2009) state, tourist who travels individually or in group tends to prefer to look for sources of information on the tourist area. Therefore, tourism facilities as information still needs attention from all sides and a shared responsibility. Based on this, the authors wants to make a final

report with the title “ *Designing Billboard as Information to Introduce Infrastructure in Kemaro Island*”.

B. Problem Identification

The level of success of a tourism region depends on the number of tourist visits. In increase, there is much to be improved and updated in order to attract foreign and local tourists. The things that need to be improved and updated, among others, infrastructure that are less attractive, not maintained, not functioning well, and infrastructure uninformed, so facilities still need more attention as supporting main tourism (infrastructure) which can provide information and knowledge of the legend history "Kemaro Island".

C. Problem Limitation

The scope of this final report concern information facilities as main tourism (infrastructure) support that can provide insights about the legend of Kemaro Island. Examples of these facilities are billboards (public sign) as a medium of information to tourists. Apart from being a medium of information, billboard (public sign) also must have a design that can attract domestic and foreign tourists to read the information contents.

D. Problem Formulation

1. What information can be written on billboards (public sign) in the Kemaro island?
2. What information can be written on billboards (public sign) of tree of love in Kemaro Island?

E. Research Purpose

1. To know the information about history of Kemaro Island.
2. To know the information of tree of love.

E. Research Benefits

1. Writer

- a. To know the history of Kemaro Island
- b. To know the provenance of the name “ Kemaro Island “
- c. To know the provenance of the tree of love in Kemaro Island.

2. Tourist

- a. To know the history of Kemaro Island
- b. To Know the provenance of the name “ Kemaro Island “
- c. To know the provenance of the tree of in Kemaro Island