

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is one of the popular tourist destinations in the world, has many interesting attractions to visit, ranging from natural attractions, cultural tourism, spiritual tourism, culinary tours, special interest tours.

Tourism sector in Indonesia is one of the important economic sectors, the tourism sector is also a role in increasing foreign exchange. Growth and development of the object travel in Indonesia is also growing rapidly following the development of the era.

Palembang is one of tourism destinations in Indonesia. There are many interesting tourism destinations and attractions, according to Rahmawati (2011:1) Palembang is the capital of South Sumatra Provinces are currently it is one of the destinations in the country. This is because the condition of Palembang city in the last 5 years progressed so rapidly, evident from the rise growth of infrastructure, facilities and infrastructure of the city, and the economy that continues to flourish.

Palembang is a very potential city in tourism industry since it has several tourism destinations such as nature tourism, cultural tourism, etc. Palembang has tourism objects such as Musi River, Ampera Bridge, SMB II museum, Fort Kuto Besak, Kambang Iwak family Park, forest Tourism Pundi Kayu, Bukit Siguntang, museums Balaputradewa, Kawah Tengku, Kemaro Island, Kampung Kapitan, and many others.

Kampung Kapitan (Kapitan village) is one of heritage tourism objects in Palembang. Kampung Kapitan as a historical object that must be guarded, preserved, and used knowledge of the history of Indonesian society, especially for Palembang people itself, Kampung Kapitan should be preserved and developed to make a public appeal to come to the village and be interesting attractions. This is

supported by Andriansyah&Marcely (2014: 1) Tourism development started in various cities in Indonesia for improve the information and improvement of the city to visit with so tourism development activities can also support the tourism object information of life communities around attractions.

According to Yanto (2011:1) information is notifications , or news. Therefore, the description in the news radio or television is information. Information comprises several types of information or the kinds of information that is divided into four namely information by function , based on the format of the presentation of information , information based on the location of the event , informai based areas of life , each has a function and exact information purposes . To determine the types of information or kinds of information ,

Such rapid development of the city into one of the benefits that can be used to increase the number of foreign tourists or tourists in the country to come and visit KampungKapitan as the appeal of Palembang. And to support this visit should be a written information can help introduce the rich culture and tourist owned by Palembang. One of the written information (Brochures) that can help introduces and helps the tourists to get the information about KampungKapitan 7 ulu Palembang.

Palembang has many tourist attractions ranging from natural attractions to man-made attractions such as Ampera Bridge, Sriwijaya Prehistoric Garden, PuntiKayu and KampungKapiten. KampungKapiten is an old China town established since Dutch Colonial era. The small town was used to be a dwelling place for China immigrants in Palembang. The colonial government provided localized Chinese area for the ethnic to live there for a political purposes. When tourists visit a tourist object they need to enjoy the attractions available in the destination. To attract tourists, information about the object they visit is very important. Consequently, the authorized persons in the object must fulfill this need by providing various kinds of information about the main and supporting

facilities so that they can have satisfactory joys and services during their visit. Unfortunately, this important matter regarding information facility is not satisfactorily fulfilled by the authorized personnel in the area. In accordance to modernization the area has been growing into part of Palembang urban city. Palembang city government realizes the historical value of the area and tries to reserve the area as a historical heritage. However, the conservation area for tourism is not an easy job due to limited human resources, facilities and funds.

1.2 Research Focus

Based on the background that has been authors describe above, the tourism information is an important step for the progress and development of the destination travel, and media promotion of the most easy to make it, there is the brochure. However, in Indonesia to get brochures about tourist destinations is difficult because number of brochures are slightly. Kampung kapitan is one of tourism object in Palembang is less in promoting and to make the visitors and tourist visited to Kampung Kapitan as an interesting tourism object should promotion Kampung Kapitan better than before.

1.3 Problem Formulation

The problem of this research study is formulated in the following questions.

1. How does the caretaker provide written information about KampungKapitan 7 Ulu Palembang?
2. How do the tourists get the information about KampungKapitan 7 Ulu Palembang?
3. Does the tourist brochure provided in the site meet the needs for information about KampungKapitan?

1.4 Research Purpose

1. To investigate how the caretaker provide written information about KampungKapitan 7 Ulu Palembang.

2. To investigate how the tourists get the information about Kampung Kapitan 7 Ulu Palembang.
3. To investigate whether the tourism brochures provided in the site meets the needs for information about Kampung Kapitan?

1.5 Limitation of the Problem

Brochures have several functions, among others guiding, referent and promotional media. This study was aimed at examining the function of a brochure as guiding and referent materials. This study addressed the area of Kampung Kapitan which includes 1 hectare only. The main object is the house of Kapitan measuring 25x25 meters. This building is now occupied by his descendants.

1.6 Research Benefit

By doing this project, the writer can help the authorities create a written information media about the tourist attractions in the Kampung Kapitan 7 Ulu Palembang to be used as a means of introduction to the attractions and information in Kampung Kapitan to tourists and visitors. For the writer, this project can help broaden the knowledge and experience of the attractions in Kampung Kapitan 7 Ulu Palembang and apply the knowledge that has been gained during the lecture. Finally, it is hoped that anyone who is concerned and interested in this heritage will get easy information access and finally, it will help promote the tourist object. For the Government, this project is expected to be one of the considerations of an effort to increase tourism information attractions especially for Kampung Kapitan 7 Ulu Palembang managed by the Department of Culture and Tourism.