

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia seems to be the tourists' country destination in the past few years, since Indonesia has significant increasing number of domestic visitors in the past few years. According to Indonesian Tourism Statics, in 2013, 8.8 million tourists visited Indonesia, and in 2014, increase in 9.4 million tourists. In 2015, 10.41 millions foreign tourists visited Indonesia. The number exceeded target from government at 10 million visitors, which is beyond the target (MetroTVnews.com, 2016). In many countries, tourism is crucial industry since tourism gives big contributions, not only for the country but also for the society's income.

When people do travelling, they will obviously spend their money in that place by buying something for their personal needs, it directly gives effect to the sellers which boost their income. According to Arief Yahya (2015) in Republika, Tourism is the 5th rank for giving the foreign exchange for Indonesia in 2015. Tourism Industry also helps Indonesia to decrease the number of unemployment, economic growth, and sustainability. That is why, the government massively promotes tourism destinations in Indonesia thorough videos, websites, newspapers, and brand. "Wonderful Indonesia" is the brand to attract foreign visitors to visit Indonesia while "Pesona Indonesia" is the brand of tourism Indonesia to attract local visitors. According to Arif Yahya (2014), Those brands hopefully can represent the beauty of nature, culture and hospitality of the people. Indonesia has many potential tourism destinations in every area, those potential tourism destination will be well known if both government and society work together on it.

South Sumatera is one of provinces in Indonesia that consist of many cities, one of the cities is Palembang. Palembang is the capital city of South Sumatera, which is well known as pempek city. Palembang has many tourism destinations like

religious tourism destinations such as Cheng Ho Mosque, Agung Mosque, Kemaro Island, etc. While in nature tourism destinations, Palembang has Musi River, Puntikayu Zoo, and in heritage tourism destinations, Palembang has Kuto Besak Fortress, Sultan Mahmud Badarudin II museum, Kampung Kapitan, etc. The most popular tourism in Palembang is heritage tourism since Palembang used to be a place where a great kingdom called Sriwijaya kingdom originated in. At that time, there were many foreign traders from China, Middle East and Persia which made the diversification of culture and history.

According to Zeitlin and Burr (2011), Heritage tourism is tourism focused on aspects of history or cultural heritage, while according to Georgia Department of Natural Resources (2010), More than simply visiting historic sites, heritage tourism is a personal encounter with traditions, history, and culture. “Cultural heritage tourism in Palembang is important because it brings positive impacts to the economic and social life of the city, and reinforces the identity of the city” (Lusetyowati, 2014). Chistou (n.d) assumed that in developed area, tourists will come to specific area to see a famous museum, but in less developed area, heritage and cultural attractions may include traditional religious practices, handicrafts, and cultural performances. Although Palembang has some of museums and heritage tourism destinations, but the tourists do not seem to visit Palembang just so they could visit them. This is where we can see the significant role of government. The government should pay more attention on promoting heritage tourism in Palembang, since Palembang has potential heritage tourism destination that public has to know about.

In order to attract visitors to come to Heritage tourism in Palembang, the government should be able to promote the heritage tourism in Palembang. Utami (2015) stated that promotion is one way flow of information or persuasion that could bring an organization or a person to realize the transactions of purchase and sales. Promotion is very important to introduce the product to the public in order to get the costumers as much as possible. There are many media promotion can be used in promoting heritage tourism destination in Palembang like advertising the

destination through radio, television, website, guidebook, map, booklet, etc. In this modern era, although information flows fast, reading book still be the favorite since book gives valid data and trusted information.

Booklet is one of the promotion medias that provides information, but still handy to bring since booklet has handy size. Booklet can be the choice of the tourist, when they go travelling or as a reference to choose destinations they want to visit. Unfortunately, Palembang does not have heritage tourism booklet to promote the heritage tourism itself, whereas heritage tourism is the identity of Palembang, which is popular with the heritage tourism. If the governors are able to promote heritage tourism in Palembang that would be possible that heritage tourism in Palembang will be well known as others heritage tourism in Indonesia.

Based on the explanation above, the writer is interested to make a booklet about heritage tourism destinations in Palembang as a promotion media in order to attract the visitors to visit the destinations that provided in the booklet.

1.2 Problem Formulation

1. How to design a booklet contains heritage tourisms in Palembang?

1.3 Problem Limitation

Based on the problem above, research limitation is needed to avoid any misinterpretation and focusing the research on the problem, purpose, and benefit of the research, so the writer tends to explain the design of booklet about heritage tourism destinations in Palembang. The writer will only focus on historical places, those are : Sultan Mahmud Badaruddin II Museum, Fort Kuto Besak, Ampera Bridge, Grand Mosque, Mayor Office Building and Kampung Kapitan.

1.4 Purpose and Benefit

1.4.1 Purpose

Based on the problem formulation above, the writer has identified the purpose encountered is to design heritage tourism destinations in Palembang through booklet.

1.4.2 Benefit

Benefit for the Students of English Department:

The students of English Department can use this paper as the information input about several heritage tourism destinations in Palembang. The students are also able to know how to design booklet as a media promotion.

Benefit for the government:

The government can use the booklet as a media to promote historical tourism in Palembang in order to attract the visitors to visit the heritage destinations on the booklet.