

CHAPTER I INTRODUCTION

1.1 Background

Tourism is an activity for pleasure done by someone or group who visit some places beyond their normal place in short time and involve some facilities, accommodation, transportation, and service. Based on the law of Republic of Indonesia number 10 year 2009 about tourism, travel is a journey undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn visited tourist attraction in the term time period, as cited Situmeang (2011). From the explanation above, tourism attraction is one of the important thing in tourism sector because it becomes target by tourist.

Palembang is the city that has many tourism destinations. Ampera Bridge as the icon of Palembang city, and then there is Musi River that located in the center of the city and as one of natural tourism and there is also Pundi Kayu Recreation Park. For sport tourism there is Jakabaring Sport City, pilgrimage tourism such as Agung Mosque and Ki Gede Ing Suro Mosque and so on. Palembang is also famous for its historical tourism. There are many objects that can be visited, such as Benteng Kuto Besak (BKB), Monpera, Sultan Mahmud Badaruddin II Museum, Kemaro Island, Bukit Siguntang, Kampung Kapitan, and also Kampung Arab.

Kampung arab is one of tourism destinations in Palembang that is developed by government. The purpose of this development is to make it become a better place to visit by tourists and to welcome Asian Games 2018 that will be held in Palembang. According to Rosana (2016) Al Munawar region commonly called Kampung Arab in the 13 Ulu, Palembang, began to clean up to become a leading tourist attraction in the event of the 18th Asian Games in 2018. Kampung Arab has been known with the culture, because most of people there are Arabian people so the culture is also different and become a characteristic of Kampung Arab. The culture is when they have their holiday on Friday instead on Monday, there is a traditional art named gambus and special food is made just in special

event for example wedding event, and then there is a rule for women who want to marry, they are allowed to marry with local man, but it does not apply for a man. Besides that, there are unique styles of houses there that shows if they come from East. These things make government turning Kampung Arab as the popular tourism destination in Palembang. There will be some improvements that government should do for this place without changing the originality such as adding facilities, cleanness, security, and etc. It is a good plan and become the strategy to increase tourist visiting Kampung Arab, but these improvement just doing in inside. To make a tourism destination become popular and visiting by many tourists, it needs citizen awarenesss, government interference, things that make it known by many people that is promotion. A tourist area will not be visited by tourists if there is no promotion of the existence of these tourism object Wibowo (2012).

According to Yoety (1990:14) the meaning of promotion word is to inform, persuade or remind more specifically, as cited Ravita (2010). So promotion has a big role in developing a tourism destination. It gives the information about something that we want to promote for example Kampung Arab, whether about the location, uniqueness, or something special. From that issues, promotion can persuade many people to come and visit Kampung Arab it self. Although Kampung Arab was already developed by government but there is no promotion activity there, it can not make Kampung Arab was known by many people and become one of famous tourism destination in Palembang. There are so many ways to promote tourism destination in Palembang. The promotion can be done by media, whether it is electronic media such as television, radio, internet, etc or printed media that are brochure, leaflet, booklet and others.

Booklet is a medium in written type that become one of promotion tools that give the informations and references about tourism destination to the tourist that visit. Booklet has many advantages as promotion tools. Zainuddin (2014) states that advantages of the booklet are booklet using print media so that the cost of that amount could be cheaper when compared to using audio and visual media as well as audio-visual, the booklet that came to objects or people can do at any

time, delivery process can also be adapted to existing conditions, More detailed and clear, because it can more convey about the message delivered.

The writer decided to choose the topic with the title “Designing a Booklet to Promote Kampung Arab as One of Tourism Destinations in Palembang”

1.2 Problem Formulation

Based on the statement above, the problem is formulated as follows “How to design a booklet to promote Kampung Arab as one of Tourism Destinations in Palembang?”

1.3 Purpose

Based on the problem formulation above, the writer has identified the purpose of this research is to design a booklet to promote Kampung Arab as one of tourism destinations in Palembang.

1.4 Limitation

By seeing the problem above, research limitation is focus in introduction of Kampung Arab in Palembang whether about the location, the history, the people, and also about the culture in there.

1.5 The Benefit

The research benefits are:

1. To give the information specifically about Kampung Arab as one of tourism destinations in Palembang.
2. To promote and develop Kampung Arab as a potential tourism destinations to increase the visitors come to Palembang.
3. To give the knowledge especially in the field of tourism, to give some information to the others who want to do the similar research and for the library's references.