

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In Palembang city, there is the one and only Recreation Park. The name is Pundi Kayu. Pundi Kayu is the forest and Recreation Park which is located in the middle of city. It has a lot of potentials as one of the tourism destinations in Palembang. Pundi Kayu exists since 1960. Pundi Kayu has some spots which is made especially for children visitors such as out bond area, mini zoo, duck boat, etc. Those spots are the place for children to do activity which is beneficial for their physical. Psychologically, active can make children become happy, confident, self exploring and surrounding ([www.alodokter.com](http://www.alodokter.com)). However, in this era, children tend to prefer visiting the modern places with their parents or their friends such as malls, cafe, etc.

Based on the total number of visitors in Pundi Kayu, the most visitors are adult people. They come to Pundi Kayu to do some activities such as camping, gathering community, and so on. It is due to the lack of media information of Pundi Kayu for children.

Therefore, Pundi Kayu needs a media information which is able to attract visitors especially children visitors to come to Pundi Kayu. Media information can be banners, brochures, leaflets, booklets and others. Leaflet can be one of the alternative media as media information for attracting people to visit Pundi kayu. Especially for children visitors, leaflet can be designed full color and use some illustrations such as pictures, and the written information with interesting fonts. It will make children interested to read the leaflet. Leaflet can also be folded into small size so that it is easier for people to carry around.

Based on the problem above, the writer is interested in designing leaflet of Puntikayu. The writer takes the title of “Designing leaflet of Puntikayu to attract children visitors” for this final report.

## **1.2 Problem identification**

There are some problems about Puntikayu. First, In this time, People especially children do not know the information about Puntikayu because of the lack of media information. Second, people tend to think that Puntikayu is not interesting place anymore.

## **1.3 Problem Limitation**

This research is about Designing leaflet of Puntikayu to attract children visitors. The design of leaflet of Puntikayu especially will be made to children visitors. The writer wants to know How to design a leaflet which attracts children to visit Puntikayu.

## **1.4 Problem formulation**

The problems of this final report are:

- How to design an interesting tourism leaflet for children?

## **1.5 Research purposes**

The purposes of this final report are:

- To design a leaflet that is able to attract children to come to Puntikayu.

## **1.6 Research Benefit**

### **For the writer**

- To understand how to make a leaflet of Punt Kayu to attract children come to Punt kayu.

### **For visitors**

- To be able to use leaflet of Punt kayu to get the information about Punt kayu