

CHAPTER I

INTRODUCTION

This chapter consists of background, problem, problem limitation, problem formulation, purpose, benefit and scheme of writing of the research.

1.1 Background

Tourism is an industry that continues to grow and relates with community's economy. For a country that is developing the tourism industry, traffic people in and out of the country give the results slightly and become the main income of the country (Yoeti 1990: 21). The development of tourism impact on improving people's welfare, indirectly tourism will increase the economy in the area as business opportunities to satisfy the tourist needs such as accommodation, souvenirs, restaurant, transportation and others. According to Ismayanti (2010:1), tourism is dynamic activity that involves many people and turns many business fields. So that, many things can be done with the purpose to keep the tourism continues to grow in a place.

Karyono (1997: 8), says that rapid of information and promotion of tourism destinations increase the human desire to visit the countries of destination. This indicates that one of the things which makes tourism in one place can grow well is promotion. Tourism destination in a place need to be introduced to the public at large through the promotion activity. The more effective method to promote tourism in the place, the more people familiar and interested to come visit.

One of ways to promote tourism is through the media. Media are the tool to convey the message. Messages can be in the form of words, but most use the visual that makes sense (Moriarty, 2011:127). The appropriate use of the media can influence the success in promotion of a product. The media that can be used as tools to promote tourism are print media, electronic media and social media.

Print media is a way of promotion that most widely used because this type of promotion is reached by upper classes to bottom easily. According to Moriarty

(2011: 283), in terms of impact, the print media generally give more information, pictures, and messages are more durable than in the broadcast media. Print media that usually used to promote tourism are brochures, posters, booklets, leaflets, guidebooks, magazines, and etc (Yoeti, 1990: 146-147). In the other hand, those print media have the weaknesses. Moriarty (2011 : 305) states the weaknesses of using brochures, leaflets, booklets and magazines as print media are often ignored by people and sometimes just hoarded everywhere. Because of that reason, it is needed to discover the other kind of print media to promote tourism.

Calendar is also a print medium. The use of calendar as tourism promotion medium is new and need to be developed. Calendar can be said as an effective print medium because everyone needs calendar, it can be used in long term and used in daily life. People usually save the calendar because it contains a lot of information of date, events and etc. Using calendar as promotion medium expected can help in the developing promotion of tourism in Palembang.

From the problem above, the writer is interested to make the final report with the title “ **Calendar as A Tourism Promotion Medium to Promote Tourism Destinations in Palembang**”.

1.2 Problem

This final report discusses about calendar as a tourism promotion medium, the content used in calendar and the advantages of calendar as one of tourism promotion media.

1.2.1 Problem Limitation

In this final report the writer focusses on the discussion about calendar as a tourism promotion medium. Especially, the use of calendar as a tourism promotion medium, the content and the advantages of using calendar as one of tourism promotion media.

1.2.2 Problem Formulation

The problems of the final report are formulated as follows :

- a. How to design calendar as a tourism promotion medium to promote tourism destinations in Palembang?
- b. What are the advantages of calendar as a tourism promotion medium?

1.3 Purpose

The purposes of the final report are:

- a. To know how to design calendar as a tourism promotion medium to promote tourism destinations in Palembang.
- b. To know the advantages of calendar as a tourism promotion medium

1.4 Benefit

The benefits of the final report are:

1.4.1 For Writer

1. To increase the ability and experience of the writer in informing tourism calendar.
2. To boarden the knowledge of writer about tourism promotion.

1.4.2 For Student

1. To add the knowledge and information about the new inovation of tourism promotion media.
2. To know the advantages of the calendar as a medium to promote tourism destinations in Palembang.

1.4.3 For Government

The benefit of this final report for government is as a material consideration to promote tourism destinations in Palembang and get the information about the other kind of promotion media as the alternative way to promote the destination in Palembang city.

1.5 Scheme of Writing

In writing this final report, the writer uses the following scheme of writing. The details are as follows:

Chapter I : Introduction

This chapter consists of the background, problem, problem limitation, problem formulation, purpose, benefit and scheme of writing.

Chapter II : Literature Review

This chapter describes tourism, tourism component, time for traveling, tourism destination, tourism promotion, promotion media, calendar, calendar as promotion media.

Chapter III : Methodology

This chapter presents the method of research, subject of research, place of research, techniques of collecting data and techniques of analyzing data.

Chapter IV : Finding and Discussion

This chapter explains the finding and discussion about the problems served in this report.

Chapter V : Conclusion and Suggestion

This chapter gave the conclusion and suggestion from discussion.