

CHAPTER I

INTRODUCTION

1.1 Background

Tourism industry is expanding day by day and contributing a lot towards the economic development of society by providing employment opportunities and huge increase in foreign exchange earnings (Sharma, Kukreja, Sharma: 2012). It means that tourism industry can give commercial benefit, increase the income of the country and decrease the number of jobless. Therefore, it is very important to develop tourism industry in order to develop the economics of the country and its citizens especially in Indonesia.

Some experts classify tourism into several categories. Spillane (1991) divides it into pleasure tourism, recreation tourism, cultural tourism, sport tourism, business tourism and convention tourism. Meanwhile, Pendit (1994) divides it into cultural tourism, medical tourism, sport tourism, business tourism, industrial tourism, maritime tourism, tourism of nature preserve, and honeymoon tourism. From the two classifications above, it can be said that both experts agree about the terms of cultural tourism. According to Pendit (1994), cultural tourism is a journey undertaken on the basis of a person's desire to expand the view by visiting one place or places, studying the situation of the local people, habits and customs, way of life, culture and their arts. In terms of cultural tourism, Csapo (2001) classifies cultural tourism into heritage tourism, thematic cultural routes, city cultural tourism, tradition and ethnic tourism, and festival tourism, religious tourism and pilgrimage routes, and creative culture and creative tourism.

Pitana and Diarta (2009) say that heritage tourism is a tourism that is related with historical places as witnesses of important events happened in the past. Furthermore, Selvi (2013) in website of Palembang tourism by tourism and culture of Palembang mentions that historical places can be divided into 5 categories namely graveyard of heroes/important persons, historical building,

historical village, places of worship and museum. Palembang is one of the cities in Indonesia having many historical places. The example of historical places in Palembang are Ampera Bridge, Benteng Kuto Besak, Siguntang Hill, Kemaro Island, Kapitan village, Agung Mosque, Sriwijaya Museum, Balaputera Dewa Museum, Purbakala Museum, Monpera Museum and Sultan Mahmud Badarudin II Museum.

Based on the tourism and cultural of Palembang, Museum Sultan Mahmud Badarudin II is the museum that located in the center of Palembang. Museum Sultan Mahmud Badarudin II has 669 collections started from Sriwijaya Kingdom, Palembang Kingdom until Palembang Darussalam Sultanate. The example of collection in Museum Sultan Mahmud Badarudin II namely, traditional wedding clothes of Palembang, the clothes of Sultan Mahmud Badarudin II, the kinds Songket of Palembang, the room of traditional wedding of Palembang and etc. This museum is only one museum that ever to be Keraton(Palace) of Palembang Darussalam Sulnate . Therefore, it is really important to provide and promote about the information of collections in this museum.

There are many ways that can be used to promote museum through the media. The media themselves have many varieties; there are print media, electronic media, internet media and social media. Print media such as newspapers, tabloid, booklet, brochure and magazine. The examples of Electronic media are radio and television. And then, the examples of internet media and social media are websites, blogs, facebook, twitter, instagram, path, youtube and so on.

One of the media used for promotion is booklet. In *Kamus Besar Bahasa Indonesia* (1991: 153) Booklet is the print media in the form of leaflets, magazines, containing a brief message or a written statement issued periodically by an organization or institution for certain professional groups. The writer chooses booklet because booklet is practical to read and save, economical than electronic media for promotion and can contain message clearly.

The writer is interested in creating and designing a booklet with fresh concept about museum Sultan Mahmud Badarudin II's collections in Palembang. The advantages of this product are to introduce museum Sultan Mahmud Badarudin II's collections in Palembang, to promote museum Sultan Mahmud Badarudin II's collections in Palembang and to inform readers about museum Sultan Mahmud Badarudin II's collections in Palembang. Therefore, the writer decided to choose the topic with title **“Designing Booklet of Museum Sultan Mahmud Badarudin II's collections in Palembang”** for the final report.

1.2 Problem Formulation

Based on the statements above, the problem of this report formulated as follows “How to design the booklet of Museum Sultan Mahmud Badarudin II's collections in Palembang?”

1.3 Purpose

Based on the problem formulation above, the writer has identified the purpose encountered is to design the booklet of Museum Sultan Mahmud Badarudin II's collections in Palembang.

1.4 Problem Limitation

By seeing the problem above, limitation is needed to focus the research on the problems, purpose and benefits of research. The writer tends to explain the design of the booklet of Museum Sultan Mahmud Badarudin II's collections in Palembang.

1.5 Benefits

The benefits of this report are:

1. For writer
 - a. To give information about Museum Sultan Mahmud Badarudin II's collections in Palembang.
 - b. To promote Museum Sultan Mahmud Badarudin II's collections in Palembang by using booklet.
2. For reader

To add knowledge and information about Museum Sultan Mahmud Badarudin II's collections in Palembang that contain in this booklet.
3. For tourists
 - a. To be guidance for Museum Sultan Mahmud Badarudin II's collections in Palembang
 - b. To know the information Museum Sultan Mahmud Badarudin II's collections in Palembang that contained in the booklet.