

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism industry is one of developing industry in the world. It is evident from the growth of this industry over the years. World Tourism Organization–WTO (1996) predicted that the number of people who travel abroad will increase from 613 million in 1997 to 1.6 billion in 2020 and at that time, this figure does not seem to be decreasing. This increase was accompanied by a similar increase in the number of businesses, resort (recreation), and the countries that provide the facilities for tourists.

In Indonesia, tourism has been strongly supported by the government. It is proved by providing free visas to 30 countries previously and become 75 countries after President Joko Widodo (Jokowi) signed an amendment to the Presidential Decree No. 69 of 2015 to Presidential Decree No. 104 of 2015 on Free Visit Visa. With the new policy, the government is optimistic that tourist arrival will increase. Indonesia has 33 provinces, and every province has potential tourism destinations. One of the provinces that have potential tourism destinations is South Sumatera.

South Sumatera has many potential tourism destinations such as nature tourism destinations, historical tourism destinations, special interest tourism destinations and other tourism destinations that can attract tourist to visit. One of the cities in South Sumatera is Palembang. Palembang has many potential tourism destinations that can be visited by tourists. One of the most popular destinations in Palembang is Ampera Bridge, the icon of Palembang. There are also historical tourism destinations in Palembang, such as Benteng Kuto Besak, Monpera, Sultan Mahmud Badaruddin II Museum, Kampung Kapitan, Kemaro Island, Siguntang

Hill and so on. Besides that popular destinations, Palembang has also Islamic religious tourism destinations that are quite interesting to be visited.

Agung Mosque, Ki Merogan Mosque, Ki Gede Ing Suro Mosque, Lawang Kidul Mosque, Sabo Kingking Grave, Kawah Tekurep, Al-Quran Al-Akbar are examples of Islamic religious tourism destinations in Palembang. Islamic religious tourism is not a new thing in Palembang because every year Palembang has one interesting Islamic religious event and the only one in Indonesia that is *Ziarah Kubro*. *Ziarah Kubro* is the activities performed by the Palembang Darussalam Sultanate and the *Alim Ulama* in Palembang to visit the tombs of the previous some *Ulama* who have spread the Islamic religion on earth of Sriwijaya. This activity is usually carried out every 10 days before the month of Ramadhan. This event is an attractive tourism potential attraction and can be used as one of the tourist attraction. Although, Islamic religious tourism is less well known in some circles such as teenagers and young adults because they consider religious tourism just for old people or the aged. As we know the teenagers and young adults prefer to choose traveled to places of natural tourism attractions such as beaches and mountains that they consider more interesting to just visit to religious places and historical places. Therefore, Islamic religious tourism needs to be introduced to the masses in order to promote tourism destinations in Palembang.

There are many ways that can be used to promote tourism destinations 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. Electronic media such as radio and television. And then, internet media and social media such as 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 religious tourism destinations in Palembang. The advantages of this product are to introduce religious tourism destinations in Palembang, to promote religious tourism destinations in Palembang and to inform readers about the religious tourism destinations specifically the Islamic religious tourism destinations in Palembang. Therefore, the writer decided to choose the topic with title **“The Designing of the Booklet of the Islamic Religious Tourism Destinations 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 the Islamic religious tourism destinations in Palembang as promotion media?”

1.3 Purpose

The purpose of this research is to design the booklet of the Islamic religious tourism destinations 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 the Islamic religious tourism destinations in Palembang.

1.5 Benefits

The benefits of this report are:

1. For writer
 - a. To give information about Islamic religious tourism destinations in Palembang.
 - b. To promote Islamic religious tourism destinations in Palembang city by using booklet.
2. For reader

To add knowledge and information about Islamic religious tourism destinations in Palembang that contain in this booklet.
3. For tourists
 - a. To be guidance for Islamic religious tourism traveling in Palembang.
 - b. To know the information about Islamic religious tourism destinations that contained in the booklet.