

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is a country which has lots of histories. Banks (1996, p.6) states all events in the history of the past are history and history as actuality. History has an important role in the formation of the identity of a country. Indonesia was formed through three periods, namely the kingdom era, the Dutch colonial era and the period after independence. One of the cities that passes through it all and keeps a history of the Indonesia historic is Palembang.

Palembang has passed main period's history time in Indonesian. Based on *Dinas pariwisata dan kebudayaan Palembang* (2014), Palembang is the place where Sriwijaya kingdom began. After the kingdom of Sriwijaya, Palembang collapsed into the sultanate of Palembang. Then it had been changed became Dutch colonial era for centuries. Then it turned into Japan Colonial before the independent of Indonesia. The independence era of Indonesia had been reached by struggle of Indonesian heroes. Remaining the struggle of heroes, the government built lots of monuments and museums.

There are monumental events take place in Palembang, they should be remembered for every generation. The event were kept in many way such in monuments and museums. There are Monpera, Museum Balaputradewa, Museum SMB 2 as well as other historic sites. This place has been developed rapidly inconcentration to support the destination of tourism in Palembang.

Monpera (Monumen Perjuangan Rakyat) is one of the tourist destination which has been visited for many visitors. According to Rahmalia (2015) Monpera is a monument built by the government to appreciate the struggle of heroes who battle against Dutch aggression. It is known as the five-day five nights war (*Perang Lima Hari Lima Malam*). Monpera keeps the collections relating to the history of the

struggle people of South Sumatera who faced of the Dutch military aggression II. The collection includes photos, documents, weapons, books and the currency that never applies in the Homeland.

The existence of Monpera is already well known in Palembang. There are so many reasons of tourists or visitors visit it. Beside knowing the heritage place they also want to know inside of it. Unfortunately when the writer came to this place there was no media used to know more about its place. There was no media to promote it.

Furthermore Stanton (1993) States Promotion is an activity to provide information to consumers, influence, and informing to public. Promotion can be done through printing media or electronic media. Printing media is the best way to promote the tourism object like Monpera. Promotion with printing media commonly uses brochures, pamphlets, leaflet and booklet.

Brochures are generally designed from single sheets to create a multi-page print product. These are generally folded to create bi-folds, tri-folds, etc, and are left unbound. Pamphlet is usually considered multi-page materials but they can be single as well, offered bound or unbound. Leaflet regardless of which term is being used these are considered single sheet print materials. The standard size of a flyer or leaflet in Canada is typically 8.5 inches by 11 inches. While booklet could be a means of promotion. According to Utami (2012) booklet is one of a media campaign to give more information because it provides the detail information about tourism. Booklet is more simple and easy to be learned. It contains the whole information about the object that has been written and summarized in a booklet.

Based on the data above, the writer decided to choose the topic “Designing a Booklet to Promote Monpera as One of Heritage Tourism in Palembang” for this Final Report. The writer would like to give the detail information about Monpera through a booklet.

1.2 Problem Formulation

Based on the statements above, the focus formulated is How to design a booklet to promote Monpera as one of heritage tourism in Palembang ?

1.3 Purpose

Based on the problem formulation above, the writer identified that purpose encountered is to design a booklet to promote Monpera as one of heritage tourism in Palembang.

1.4 Limitation

By seeing the problem above, research is focused on design a booklet to promote Monpera as one of heritage tourism in Palembang. The content that will be written are about the histories of the monument, the meaning construction of Monpera and the collection inside of Monpera.

1.5 The Benefits

The research benefits are:

1. To give information about the history and the Content of Monpera through a booklet.
2. To promote Monpera as one of the heritage tourism in Palembang by using a booklet.
3. To give the knowledge especially for student in English Department about Monpera by using a booklet.