

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Indonesia is an archipelago country which has a wealth of natural beauty. Indonesia is also a country which has a wealth of culture, the beauty of flora and fauna, etc. Indonesia has over 17,508 islands and each island has different potential, particularly in the field of tourism.

Tourism itself can include collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home. Some types of tourism that tourists can visit such as natural tourism, nautical tourism, cultural tourism, agro-tourism, tourism industry and so on. This is evidenced by the almost tourism areas or tourism destination located throughout the provinces in Indonesia. A country which has its own uniqueness in every tourism destination can make tourist amazed for what they see. One of the cities in Indonesia that has some tourism destinations and has its own beauty is Palembang.

Palembang is the capital city of South Sumatera province. Palembang is the second largest city in Sumatera after Medan and also the oldest city in Indonesia. Palembang is also famous for its tourism destinations such as Benteng Kuto Besak, Musi River, Ampera Bridge, 16 Ilir market and craft centers in Tangga Buntung. visitors or tourists usually visit those tourism destinations. However, there are some tourism places or areas that are rarely visited by the tourists. One of the destinations in Palembang that is not too famous and is still developed is Al-Munawar village in 13 Ulu.

Al-Munawar Village is the hometown of the first arab settlements in Palembang and it is located in 13 Ulu. In this village, there are eight old houses with different types that can be a tourism attraction. The age of the house itself is

around 400 years. Besides old houses, here we can also see Arabian tradition that is still highly vascious such as *gambus*, *marawis* and *hadroh*. Islamic culture is guarded very well by the people in this village.

However, there are still so many tourists even the citizens in Palembang do not know the availability of Al-Munawar Village. One of the reasons why most people in Palembang and tourists do not know about Al-Munawar is that the promotion conducted has not been fully implemented. Based on the writer's small survey, 20 of 30 respondents that consist of the citizens who live in Plaju and tourist who come from Jakarta state that they do not know where Al-Munawar village is and what kind of place it is. It is not surprising information anymore if tourist do not know about Al-Munawar Village, because Al-Munawar village is still developed by tourism and culture department and the information about Al-Munawar village especially the information written on papers is limited or barely no. Mostly, the information about Al-Munawar village can only be accessed from the internet where the information was posted from blog not the official website of tourism . Furthermore, the tourism information center of Palembang and department of culture and tourism do not provide the information about Al-Munawar village yet. An area with beautiful scenery with various tourism destination such as Al-Munawar village will be useless if it is not such thing as a promotion or publication.

Tourism promotion is a one-way information that is made to direct prospective tourists or tourism business institution to do actions or efforts that are able to create an exchanging (buy and sell) in marketing tourism products. According to Shimp (2000), one of the functions of the promotion is informing. The promotion can be done by some medias such as: electronic media which includes radio and television; digital media which includes internet, social networking and social media sites; outdoor media which include banner ads; and lastly print media which includes brochure, leaflet, booklet and others. One of written information forms or printed media that can be used for promoting Al-Munawar village is booklets.

A booklet is one of promotion media which provides the complete information for tourism industry. The booklet can be one of the promotion tools used for the reference to the tourists who will visit and enjoy the tourism destinations. According to Putra (2011), The booklet is one of advertising media that is able to attract a lot of productive consumers and have the capability of persuading so well. In addition, Utami (2012) states that based on the content, a booklet is one of the campaigns media that more widely gives the information with relative low cost than other campaign media such as posters, flyers, brochures, and others. Therefore, Booklets can also be used to promote Al-munawar village.

Based on the explanation above, the writer is interested in designing a booklet of Al-munawar village as a promotion medium to increase the tourists' visits. Through this booklet, people especially tourists can enrich their knowledge about Al-munawar village especially about what they can see in Al-munawar village. The writer wants to write the final report with the title "Designing a Booklet of Al-munawar Village in Palembang".

## **1.2 Problem Formulation**

The problem formulation of this research is how to design the booklet of Al-Munawar village in Palembang?

## **1.3 Purposes**

The purpose of this research is to design the booklet of Al-Munawar village.

#### **1.4 Benefits**

Through this final report, the writer hopes that the writer, government, local citizens and tourists get some benefits. First, the writer can understand and enrich the knowledge about designing a booklet for the promotion of Al-munawar village. Second, it can help the government promote and develop Al-munawar village. Third, it can be beneficial for local citizens and tourists to increase their knowledge about Al-Munawar village.