

CHAPTER I

INTRODUCTION

1.1. Background

Indonesia is one of the countries that is always visited by tourists. Every day tourists come to Indonesia. There are so many reasons why they come to Indonesia. They come because of the tourism object, culinary, business, and etc. According to Global Tourism Intentions Survey that conducted by Visa, with 11 620 respondents from 23 countries in the world, the survey revealed that political stability, culinary diversity, attractive deals, and natural beauty are the main factors of tourists coming to Indonesia.

Culinary diversity is the form of processed products and a variety of different dishes. Because each region in Indonesia has a taste of its own, so it would not be surprised if every region has a different traditional culinary. For example, in Palembang, there are so many traditional foods, such as pempek, tekwan, model, lenggang, celimpungan, otak-otak, pindang patin, pepes ikan tempoyak, mie celor, and many more.

There are so many restaurants that provide the traditional and also international food. Tourists need some references in choosing food because there are so many restaurants in Palembang and they do not know about the restaurants that provide the delicious foods. Because they get trouble in finding the restaurant, so a guide is needed to help tourists find the restaurants.

Nowdays, there are so many media that guide the tourists to get information, such as guide books, booklets, leaflets, magazine, poster, internet, and etc. In this modern era, internet is always used by tourists to find the information. They prefer to use internet to look or search for the information. In fact in using internet, there are some weaknesses such as there is incorrect and

incomplete information, for example there is no complete address of the restaurants. Meanwhile, a booklet is one of the media that help tourists find the information about the popular restaurants especially the information about the places, name of the restaurant, kinds of food, list of menus, the pictures of the food, the address, phone number, and also the price of the food.

A booklet surely provides complete information. According to Kemm and Close (1995) a booklet has the advantages that are booklet can be learned at any time because the book-shaped design and consist of information that is relatively more than the poster. Moreover, Ewles (1994) says that a booklet has several advantages that are the reader can see the contents during leisure, the information can be shared with family and friends, the booklet is easy to be made, copied and repaired and easily customizable, it reduces the need to take notes, and it can be made simple with a relatively low cost. So, a booklet hopely can be the main purpose for tourists and visitors to find the information about the most popular food in Palembang.

Therefore, based on the explanation above, the writer is interested to discuss this problem in this final report with the title of **“Designing a Booklet of The Popular Restaurants in Palembang”**.

1.2 Problem Formulation

Based on the statement above, the problem is formulated as follows “How to design a booklet of the popular restaurants in Palembang”.

1.3 Purpose

The purpose of this final report is to know how to design a booklet of the popular restaurants in Palembang.

1.4 Limitation

By seeing the problem above, research limitation is needed to make focus on research on the problem, purpose, and benefit of research, so the writer tends to explain the design a booklet of the popular restaurants in Palembang to help the tourists know about the information of popular restaurants in Palembang via booklet.

1.5 Benefit

The Benefits of this report are to give knowledges, informations, and to be a guidance for culinary tourism in Palembang to the English Department students of State Polytechnic of Sriwijaya Palembang about the most popular restaurants in Palembang.