

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Tourism in Indonesia today is growing rapidly and has become a strategic sector in the national economic system which contributes greatly to the income of the country. Generally, the effect on tourism in Indonesia's economy is generated from the number of tourism potential which is owned by the country of Indonesia. Tourism potential which is owned by Indonesia is derived from a variety of objects and attraction - *natural*, *cultural* and *artificial* tourism objects and attraction. (The Act No. 10 Year 2009 on tourism).

*Natural tourism objects and attraction* is based on natural aspects such as flora, fauna, physical geology, volcanology, hydrology, natural forest or national parks. While *the cultural tourism objects and attractions* include cultural heritage and cultural life of the community. *The artificial tourism objects and attraction* is everything that comes from human's creation and can be used as a tourist attraction. It can be the ancient relics, museums, arts and culture, agro tourism, water tourism, hunting travel, outdoor adventure travel, and entertainment like a recreational park.

A recreational Park is a nature conservation area that is mainly used for tourism and nature recreation. Recreational Park is the object and activities related to recreation and tourism that utilize the potential of natural resources and ecosystem, both in the original form (natural) and the combination of manmade results (Arief, 2001). One example of a form of artificial and natural objects and attraction is Taman Wisata Alam Punti Kayu which is located in Palembang, South Sumatra Province.

Taman Wisata Alam Punti Kayu is the only forest conservation area located in the center of the city of Palembang. Taman Wisata Alam Punti Kayu is located at Jln. Kol. H. Burlian Km. 6 Palembang and designated as a Nature Park since 2002 with an

area of approximately 50 hectares. Taman Wisata Alam Punti Kayu region is now managed by a third party (PT. Indosuma Putra Citra) for nature tourism activities with Natural Tourism Exploitation Permit (IPPA) in Taman Wisata Alam Punti Kayu areas measuring 39.9 ha for a period of 30 years starting from 1999.

Taman Wisata Alam Punti Kayu or can be shortened by TWAPK has a very great potential in the preservation of recreational park and as a conservation forest in Palembang. Because of the day to day either weekend or not, many visitors come to enjoy the beauty of attractions and services provided by TWAPK. Not only visitors from Palembang who visit this park, there are also visitors from outside the area and city of Palembang. To attract those visitors, TWAPK do some promotion like putting some photos of attraction in TWAPK through their *Instagram*.

The official account of Instagram TWAPK begins in August 2014; formerly TWAPK visitors are not too crowded as it is now. Only a few visitors are interested to visit this park or just to relax here because of the limited attraction provided and the low promotion to visitors. The reason for choosing Instagram is because visitors can easily find out what attractions are popular right now in TWAPK. They also can find out the latest information about natural attractions and discounts that are being offered to visitors. Therefore, an official account for TWAPK was made to attract visitors.

Nowadays, *Instagram* is the only promotion medium by TWAPK to promote their object destination to the visitors. Based on this, the writer is interested in writing this final report with the title "**Promotion Media Used in Taman Wisata Alam Punti Kayu Palembang.**"

## **1.2 Research Focus**

In this Research, the writer would like to discuss about the promotion media that are conducted by Taman Wisata Alam Punti Kayu and the obstacle faced by TWAPK in promoting TWAPK. Based on the information above that TWAPK is the only one conservation forest tourist destination in Palembang.

### **1.3 Problem Formulation**

Based on the background above, the writer decided to discuss these problems:

1. What promotion media are used in Taman Wisata Alam Punti Kayu?
2. What are the obstacles faced by Taman Wisata Alam Punti Kayu in promoting TWAPK?

### **1.4 Research Purposes**

Based on the problems above, so the purposes of this research are:

1. To know the promotion media which are used in Taman Wisata Alam Punti Kayu to attract visitors.
2. To know the obstacles faced by Taman Wisata Alam Punti Kayu in promoting TWAPK.

### **1.5 Research Benefits**

#### **1.5.1 For the Readers**

To give information and knowledge to the English Departments Students about the promotion media of Taman Wisata Alam Punti Kayu which it attracts visitors from Palembang or outside Palembang.