

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Today tourism becomes everyone's need. Many people do travelling to spend time on holiday or refresh their mind from their daily routine. Travelling is a very pleasant thing for everyone. When tourists are travelling, they know many new places, learn new cultures and different languages, and many other things.

One of the destination countries that are visited by many tourists is Indonesia. Indonesia is a country which is rich of tourism objects. Visitors who want to make a vacation does not need to be confused because there are many tourism objects in Indonesia. One of the cities in Indonesia that is often visited by many tourists is Palembang city. It is proved by the increase of the amount of visitors annually. According to the department of culture and tourism of South Sumatra, in 2016 foreign tourists who visited South Sumatra Increased 10% from 48.321 to 55,000, while the number of local tourists increased 2% from 5.704.959 to 5,800,000.

There are many reasons why the tourists come to Palembang. The reasons can be due to their business, education, culinary, and others. Things you should not miss when taking a vacation in Palembang is buying souvenirs of the city. Tourists can bring the souvenirs as gifts for family and friends when they getting home. There are many typical souvenirs of Palembang, such as songket, t-shirts, or other small souvenirs such as key chains and miniature.

In Palembang itself, there are a lot of shops selling souvenirs. The tourists need some references in choosing souvenir shops in Palembang, because they do not know exactly about the souvenir shops. That is why the guidance is needed to help tourists to find the souvenir shops.

An information medium is needed to guide the tourists to buy souvenirs. There are a lot of media that can guide the tourists such as internet, brochures,

magazines, leaflet, booklets and others. In this modern area, internet will be the first choice to find the information. But in fact, internet has some weaknesses, such as incomplete and incorrect information. For example internet provides incomplete information about the address, the things we can buy, the price and others. On the other side, the magazine is too expensive for the tourists and the brochures only guide the tourists to one place. While booklet provides complete information. Booklet is one of media that can guide the tourists in finding the information about the name of shops, the address, lists of things, the prices, the pictures, and phone number.

Booklet as an information medium would be very helpful for tourists. According to Maulana (2009, p.174), the Booklet is a medium to convey messages in book form, either in the form of text or images. While Ewles (1994) says that booklet medium has several advantages that are the contents are easily learned, it can be used as a medium or tool for self-learning, the information can be shared with family and friends, the booklet is easy to be made, copied, corrected and adjust and it is durable and has a wider capacity. So, a booklet can be a good guidance for tourists to find the information about the souvenir shops in Palembang.

Therefore, the writer is interested to discuss this problem in this final report with the title of “**Designing a Booklet of Souvenir Shops in Palembang**”.

## **1.2 Problem formulation**

The problem of this final report is:

How to design a booklet of souvenir shops in Palembang?

### **1.3 Purpose**

The purpose of this final report is to know how to design a booklet of souvenir shops in Palembang.

### **1.4 Limitation**

The writer needs to make research limitation in this final report to focus on the problem, purpose, and benefit of research. So, the writer explains and only focuses on the designing a booklet of the popular souvenir shops in Palembang to help the tourists know about the information of souvenir shops in Palembang via booklet.

### **1.5 Benefits**

The benefits of this report are to give knowledge, information, and to be a guidance to English Department students of Sriwijaya State Polytechnic about how to design a booklet of souvenir shops in Palembang.