

## **CHAPTER I: INTRODUCTION**

### **1.1 Background**

Tourism is an activity undertaken by a person or group of people for the purposes of recreation and vacation. The activities can visit by tourist is visiting that tourism places, such as natural recreation, culinary, history, religion and culture. Many people choose natural recreation because they want to enjoy the nature of the region that they visited. In addition, people choose culinary tourism as their vacation because, they want to taste the traditional food from the different region that they visit. While, for history tourism. Many people have some reasons to go to there because, they want to want to know about the history from that region. In addition, the reasons of people choose culture tourism because they want to learn or to know about the culture from a region.

Each area certainly has a characteristic of the area is owned. The characteristic are from language, routine and customs. One of the area that has a cultural diversity is Palembang. The city has an unique culture that do not necessarily exist in every other area and this uniqueness is good to be promoted.

Palembang is the capital city of South Sumatra. Palembang is the second largest city in Sumatra island with a population of around 1,7 million, an area 358,55 km<sup>2</sup>. The majority of the population lives in the banks of musu river. Musu river is divided the city into two parts. They are seberang ilir and seberang ulu. Musu river linked by Ampera Bridge as an icon of Palembang city.

In the banks of the musu river, there are some activities undertaken by the Palembang people. They do these activities like the lives of ordinary people who living in urban areas such as fishing, bathing, working and doing transactions. But, the uniqueness of them is that they do all of these activities in the banks of musu river. For example when they are taking bath, they have to go to down to the musu river. Palembang people who live in the banks of musu river also have some business such as floating restaurant, floating workshop, floating gas station and floating market. From those bussiness,so many people who lives in the banks of musu river are working there.

The jobs include waiter or waitress, driver boat, mechanic, gas station attendant and seller.

Based on the background above and relation with the major, the writer would like to inform all of people about the culture uniqueness of Palembang activities. So, the writer got the idea to make a final report with the title “Designing a booklet of the potrait of people’s life in the banks of musi river.”

## **1.2 Pobleem formulation**

The problem formulation of this study is How to design a booklet of the portrait of people’s life in the banks of Musi River ?

## **1.3 Research purpose**

The purpose of this study is to design a booklet of the portrait of people’s life in the banks of Musi River.

## **1.4 Research Benefit**

Hopefully, the research result has some benefits. By reading this report, readers can get some information about how to design a booklet. In addition, the output of the research that is the design of the booklet of the portrait of people’s life in the banks of musi river can be utilized by Government Tourism Office in Palembang to make booklet to promote the culture of in the banks of musi river.