

# **CHAPTER I**

## **INTRODUCTION**

This chapter explains about background, problem formulation, purpose and benefits.

### **1.1 Background**

Ampera Bridge and Pempek are the icons of Palembang city that cannot be forgotten by visitors. Visitors usually come to Palembang to visit their family and their relations. Other visitors choose to have some business meeting in Palembang. They also have some agendas like Meeting, Incentive, Conference and Exhibition (MICE) so that they can see Palembang city nearer. Other reason for people to visit Palembang is travelling. They can enjoy some tourism destinations and get the new information there. But, after doing their main activity when they are in Palembang, they mostly do the same activities: visiting Ampera Bridge and eating pempek, the icon of Palembang culinary.

Actually, Palembang also has some historical places. The historical places are the heritage of two big kingdoms and one sultanate that were in Palembang on the past. The differences between kingdom and sultanate are the name of the leader and the governing system that they used. Kingdom was led by the king, and sultanate was reigned by sultan. Sultanate used Islam law as their governing system, but kingdom used the law based on the policy of the king. The kingdoms in Palembang were Sriwijaya Kingdom and Palembang Kindom. Additionally, The Sultanate was named Palembang Darussalam. The heritage of Sriwijaya Kingdom are Bukit Siguntang and Taman Purbakala Kerajaan Sriwijaya (TPKS). The heritage of Palembang Kingdom are Graveyard of Ki Gede Ing Suro, Graveyard of Sabokingking and others. In addition, the heritage of Palembang Darussalam Sultanate are Graveyard of Sultan Agung, Kawah Tekurep and others. The heritage of Islamic Kingdom and Palembang Darussalam Sultanate are more than the heritage of Sriwijaya Kingdom, so it also becomes the reason why Palembang people mostly are Moslem. Besides, there are many places that can attract Moslem tourists to visit Palembang.

Moslem people from many countries come to Palembang for having some religious tourism activities. Tourists can participate to do some religious activities made by the Government of Palembang, such as *Ziarah Kubro* as one of the most famous tourism attractions in Palembang. This activity is done by visiting the graveyards of the king of Palembang Islamic Kingdoms, such as Kawah Tengku. Besides, the tourists visit Alquran Al Akbar Museum to complete their religious tour in Palembang. The activities are made in order to get the interest of the tourists so that they will come to Palembang again and again.

Tourists usually search information about historical places from internet. Unfortunately, the information from internet is not complete. It makes the people access more than one website to find the information that they need. This lack of information should be minimized by having promotion media, such as booklets. Booklets have advantages compared to other promotion media. Booklet is easy to bring and it contains of the clear information about what the visitors want to search. So that, the visitors do not have to search the information from internet and waste their time to open more than one websites to find the information they need.

Therefore, the writer is interested in designing a booklet about the heritage of Palembang Kingdom and Palembang Darussalam Sultanate. It is also expected to make the heritage of Palembang kingdom and Palembang Darussalam sultanate become famous for tourists. The writer takes the title “Designing The Booklet of The Heritage of Palembang Kingdom and Palembang Darussalam Sultanate”.

## **1.2 Problem Formulation**

The problem formulation of this research is “How to design the booklet of The Heritage of Palembang Kingdom and Palembang Darussalam Sultanate?”

## **1.3 Purpose**

The purpose of this research is to know how to design the booklet of The Heritage of Pelambang Kingdom and Palembang Darussalam Sultanate.

#### **1.4 Benefits**

Hopefully, the research result has some benefits. By reading this report, the readers can know the information about the heritage of Palembang Kingdom and Palembang Darussalam Sultanate, also get some information about how to design a booklet. In addition, the output of the research, that is the design of the booklet “The Heritage of Palembang Kingdom and Palembang Darussalam Sultanate” can be utilized by The Department of Tourism in Palembang to promote the heritage of Palembang Kingdom and Palembang Darussalam Sultanate.