

CHAPTER 1

INTRODUCTION

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

1.1 Background

In human life, a bag has an important role in helping people to bring some goods. The bag itself has various kinds such as sling bag, backpack bag, hand bag, and goody bag. Goody bags can give the benefits for the society such as students, employees and travellers. The students bring their own school bag to carry books and stationary, but sometimes they also need goody bag to carry more books, foods, and beverages. The employees also have hand bag to bring their note book, handphone and other goods and use briefcase to put some documents. In addition, they use goody bags to put their foods and beverages or snacks. Travelers, of course bring suitcase or backpack bag for carrying their clothing. Often, they also needs goody bags to bring their stuff such as snacks, drinks and souvenirs. People can use goody bags according to their necessity. This goody bag is usually also used for events such as seminars and training. Goody bags used in the events are usually have a name and a logo of a company who sponsored for the events. Indirectly, they have already introduced their company to the participants of a seminar or training. General theme on goodie bag used by people usually the picture of love, doll, animal, or only color and quote.

The companies of Indonesia have their own ways to introduce and to promote their company. Suryana (2001, p.112) states that promotion is a way how to communicate goods and services offered to the customers so that they can know and buy the products and use the services. So far the companies use electronic media (radio, television, and internet) and printed media (brochures, banners, leaflets, newspapers, and magazines) to promote their companies. Both kinds of the media can give much information for the society. Nowadays, the companies use goody bags as a souvenir and also as a promotion medium to introduce their company.

In tourism, promotion is needed to introduce the existence of tourism destination that has the uniqueness, beauty, and value in the form of natural diversity, culture, and artificial the targeted or destination of tourists visit, (Ridwan, 2012). To promote tourism destinations, appropriate promotion media are needed to attract tourists to visit tourism destinations. The example of promotion media for tourism are internet, television, leaflets, brochures, and magazines.

Based on the commonly used goody bags by people and by companies, the writer is interested in designing goodie bag as a new promotion medium for tourism. According to the explanation above, the writer would like to design descriptions on goody bags. The tittle of this final report is “*Designing descriptions on goody bags to promote tourism objects in Palembang*”.

1.2 Problems Formulation

The problem formulation in this final report is “How to design descriptions on goody bags to promote tourism objects in Palembang?”

1.3 Purpose

The purpose of this research is to find out how to design descriptions on goody bags to promote tourism objects in Palembang

1.4 Benefits

The writer hope that this final report can give some benefits. By reading this final report, reader can get information about how to design goody bags. In addition, the output of this research that the design of descriptions on goody bags can be utilized by Tourism Office of Palembang to promote tourism objects in Palembang. Furthermore, this research can provide business opportunity for the writer and the readers.