

CHAPTER I

INTRODUCTION

1.1 Background

Pagaralam is the city in South Sumatra, Indonesia, that is potentially supported by the rich culture and beautiful scenery that can increase the income of the tourism industry. Tourism is a journey done by individual or group to find enjoyment, knowledge, culture, etc. According to Yoeti (1996,P21) tourism is a journey undertaken for a while held from one place to another place. Its aim is not business or research but it is just for fun. According to Spilane in Soebagyo (2012:2) tourism is temporary travelling from one place to another place, done individually or group, as an attempt to find a balance or harmony and happiness to the environment in social, culture and science dimension.

Pagaralam has 126.181 populations, the with is 633,66 km² width. It is on the natural tourism. There are many natural tourism in there such as Dempo Muountain, plantation tea, Coffe Garden, Megalith, Sculptrure, and more than 300 waterfall spreading around Pagaralam city. So that, it is called as acity of a thousand waterfalls.

The waterfall is one of the tourism attractions of Pagaralam. The waterfall needs to be well maintenance facilitated and promoted. The facilites of waterfall tourism in Pagaralam are managed well, but the promotion of natural tourism expecially waterfall is still less. Whereas, promotion is very important to support waterfall tourisms in order to be famous tourism object. If the issue about promotion can be handled well, it can increase the number of visitor coming to Pagaralam and Pagaralam will be the famous place in South Sumatra.

Unfortunately, Many local tourists do not know the beauty of waterfall. Therefore, it takes a better promotion further in the hope of development in waterfall tourism.

There are many ways to promote tourism elements to attract the tourists through media. The media of promoting tourism attractions are promotion through printing media (newspaper, booklet, brochure, leaflet, and magazine), promotion

via electronic media (television and radio), and promotion through social media/ internet (website, blog, twitter, facebook, instagram, path, line, etc).

At this time the media used to promote tourism is more than the previous period. Progress of information technology is one of the factors which should be concerned. This technology has been adopted by Government, education, business, and others as a means of promotion, exchanging information and transactions. One form of a technological advances is social media. Social media is an internet-based medium that facilitates or enables its users can easily participate, create and share experiences and information.

Blog is used as promotion media of tourism information in a country or city. With variations content in tourism blog as a media promotion, people will know a culture, tourism objects, and other. The custom can be shown as attractive as possible so that tourists can know better the tourism potential of a region. At this time, it is possible that tourism blog has been growing rapidly all over the world. Social media through blog, make a people easy to share ideas, photos, videos with the worldwide and also to easily find out what feelings and thoughts of a person that is expressed into blog writing.

Natural tourism in the Pagaram makes the writer is interested in promoting and informing natural tourism especially waterfall tourism through blog. Waterfalls that the writer discussed here are Mangkok waterfall, Embun waterfall, Tujuh Kenangan waterfall, Besemah waterfall and Alap-alap waterfall. The advantage of this product is to promote and to inform the readers about the natural waterfall tourism object in Pagaram. The writer conducts the final report with the title of “PROMOTING WATERFALL TOURISM IN PAGARALAM THROUGH “BLOG”

1.2 Problem Identification

The writer finds out three problems that relate to waterfall tourism in Pagaram. First, Pagaram people dont care about the importance of preserving waterfall tourism . Second, many people dont know about information waterfall

tourism. Third, many people confuse of the lack of information for waterfall tourism.

1.3 Problem Limitation

The blog of final report is the best choice for it. There are many data published in this blog such as food or culinary center, Palembang tourism information, wedding ceremony, transportation, Sriwijaya history, accommodation, culture, customs and attractions. All of which can provide information for tourists, they are additional information, but writer only focuses on the information of waterfalls tourism objects in the Pagaram city (Mangkok waterfall, Embun waterfall, Tujuh Kenangan waterfall, Besemah waterfall and Alap-alap waterfall). The writer also finds strengths of the Blog to be the importance measurements for promoting the natural tourism.

1.4 Problem Formulation

The problems of this report are formulated as follows:

- a. What informations should be developed about waterfall tourism of Pagaram through "blog"
- b. How to the ways promote waterfall tourism of Pagaram through "blog"?

1.5 The Purpose

The purposes of this report are:

- a. To know informations that should be developed about waterfall tourism of Pagaram through "blog"
- b. To know how to the ways promote waterfall tourism of Pagaram through "blog"?

1.6 The Benefit

The benefits of this report are:

- a. To give information about waterfall tourism in Pagaram.
- b. To add the information and knowledge about the informative contents that must be available in the waterfall tourism blog as a media promotion
- c. To motivate the reader to be creative so that it can make tourism blog useful for another people.

- d. for the Government by the existence of this report, the Government can find out the deficiencies of facilities services in Pagaram. In order to seek to improve the quality of tourism services in Pagaram.
- e. For give information and the benefits of travelling in pagaram to the students in English Department