

CHAPTER 1

INTRODUCTION

1.1 Background

Indonesia has many potential attractions both nature and culture that can be sold on the international market, so that is why Indonesian tourism industry has a bright future (Zulyani, 1995). Moreover, Moldovan (2015) states that as a global industry, tourism is growing so fast and it is being as one source of exchange earnings. Due to those facts tourism is one of the flourishing industries nowadays. In tourism, there is one part of it, it is travelling. A few years ago, travelling was considered activities only for some particular people, and it did not include in the main needs, but now travelling is something that can be done by everyone. Everyone needs to have travelling in their life because travelling can eliminate the stressed feeling and it can make people forget about their routine for a while. Therefore most people use their leisure time to go to some tourism destinations.

Before doing travelling, tourists usually find as much possible information about their destinations. Information is very important for travellers in managing a travelling because it can assist in determining tourism destinations, food and drink, accommodation, transportation and others (Ismayanti, 2010). Nowadays, the travellers prefer to find the information independently. They can ensure that the selected product is the best. They can not only get the information from a service bureau or other organization trip. Maoz (2007, p.45) defines kinds of tourists who visit some tourism destinations independently without following some rules. They also has flexible travel plans is called backpackers.

Before travelling to some places, backpackers usually find as much information as possible about their destination. Examples of information that the backpackers need are the location of tourism destinations and how to get there, the the location and the cost of accommodation, kinds and cost of transportation and that can be used in the destination, the location of culinary tourism and its menu,

the important number that can be called when there is something urgent, the market that sell traditional souvenirs, etc. Those information is very important to the backpackers to make a decision or to manage their travelling, because backpackers really depend on the budget. In finding the information for travelling, backpackers can find it from some media.

There are a lot of media that can give information about tourism destinations. The general one use printed medium such as brochures, leaflets, booklets, etc. From those media, the backpackers can get the information about some tourism destinations. Those printed media contain about the detail descriptions and also interesting pictures about tourism destinations, so they can attract some visitors to visit tourism destinations. Unfortunately, the use of printed media can not reach the general public.

Nowadays in the modern era, there is one alternative way that can be used to inform and also promote one tourism destination; it is internet. In informing and promoting some tourism destinations, internet has more advantages than other promotion media. According to Hyde (2008) the use of internet in tourism marketing gives some advantages. Internet can reach wider people. In addition, it is more flexible, interactive, effective. Furthermore, it can eliminate the role of intermediaries in the tourism industry; supplier can contact the tourists directly, thereby increasing the profits for the tourism service industry.

Promotion media through internet can use some ways; facebook, instagram, blog and website. Promotion through facebook, instagram and blog can be done by posting some tourism destinations' photos and writing its description as interesting as possible. In addition, there are also some advertising media that offer a promotion service; facebook Ads for facebook, paid promote for instagram. Unfortunately, facebook, instagram and blog have limitation in the words so the writer cannot give long description or information. On the other hand, website consists of some menus, so the writer can add some subtopics that will be explained on website. Website can be one medium choice to inform and promote some destinations. Website can also be a medium to find information about the destination. Website is more accesable for everybody in everywhere.

Everybody can get information only by using their smartphone or any other electronic medium. This of course makes the backpackers easier to get information about the destinations.

Based on the explanation above the writer is interested in designing a website that contain some information about Palembang such as tourism destinations, accommodations and culinary tourisms that offer affordable price for backpackers. The writer chooses “Designing a website for guiding backpackers to come to Palembang” as the title of final report.

1.2 Problem Formulation

The problem formulation is how to design a website for guiding backpackers to come to Palembang?

1.3 Purpose

The purpose of the study is to design a website for guiding backpackers to come to Palembang.

1.4 Benefit

The benefits by reading this final report is the readers can get information about how to design website that contain some information that offer affordable price for backpackers to come to Palembang. While by reading the output of research, the backpackers can get some information about Palembang such as tourism destinations, accommodations and culinary tourisms that offer affordable price. Then, it can help tourism bureau in giving information about tourism destinations and culinary tourisms in Palembang.