

CHAPTER I

INTRODUCTION

1.1 Background

The development of science and technology makes people always compete each other and make people busy with their own activities. The activities that they do make the people frustrated, feel bored and stressed. To eliminate the stressed feeling, most people use their spare time to refresh their feeling. One of the activities that people do is making a tour to a tourism object. According to Scullled (1992:12) tourism is the sum of operation, mainly of an economy nature, which directly related to the entry, stay and movement of foreigner inside certain country, city or religion.

Indonesia has so many destinations that improve or make the city become famous place in the world. Some of the famous destination in Indonesia has historical about the culture. The culture in Indonesia is very various, so that culture are main elements principal to Indonesians.

Every city in Indonesia has many historical stories, some times it will be the symbolic of the city. In Palembang, historical stories always encountered in museums. Visitors do not know about names, or place from historical stories of Palembang.

Palembang is the biggest city in Sumatra provinces. Palembang is capital city in province of South Sumatra. Palembang has so many tourism destinations, culture, and culinary. Every people must know about their historical culture to get the knowledges. Culture is the characteristics and knowledge of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts (Kim:2015). So it is necessary for us to know about our culture especially our historical stories.

From the characteristic culture we must keep to everlasting. The way to keep our culture be able everlasting is how we share or we know to a lot of

people that not know about our culture. Kinds of elements to share our culture is promotion to a lot of people.

Promotion is very important things that can increase the visitors come to our city. According to Yoeti (1985), a tourism attraction has an attraction which is strong because tourists have hope over what is seen (something to see), what to do (something to do), and what is Purchased (something to buy). A Tourism Attraction can be interesting to visit by travelers. But mostly tourism destination in Palembang less to promote their destination. without promotion travelers or tourists do not know about the destination.

For example, in Yogyakarta visitor are interested about historical stories about that place. From “booklet” the visitors can enjoy and get information about the atmosphere of the Keraton in former times by visitig the life-size diorama of wedding ceremonies on the palace meeting hall, performed by puppets, which are intentionally arranged to create such an atmosphere. Sets of Javanese musical instruments, antiques and heirlooms have made the palace of Yogyakarta worth to visit (www.indonesia-tourism.com). For instance, why people want to visit Yogyakarta just because they want to explore more about historical stories that has been already well known from the booklet.

Most people in Palembang do not know about historical stories of Palembang. Historical stories of Palembang need a media information which is able to atract visitor especially in Palembang to know about historical stories. Media information can be magazine, brochures, leaflet, booklet and others. It is due to the lack of media information of historical stories in Palembang to attract the visitors. Booklet is the alternative media to make visitors interested about historical story at Palembang.

Booklet is a book with only a few pages that contains information on one subject (www.merriam-webster.com), or booklet means a very thin book with a small number of pages and paper cover,

giving information about something (www.dictionary.cambridge.org). From booklet we can get information about the historical story about Palembang, booklet can be alternative media increased the visitor and income at Palembang. Booklet can be designed full color and showed the explanation about the stories such as pictures, and written story about Palembang. It will make visitors interested to read booklet.

In Palembang booklet has not already published, because booklet in Palembang still limited. The historical stories about Palembang can be innovated to make a booklet, in fact Palembang has so many stories can be the information to visitors. The writer try to make the booklet based explanation about.

Nowadays people can get many information from media promotion such as, magazine, leaflet and even booklet by some creative designed. This alternative media can be more interesting to another people and also brief the information.

In line with the mentioned above, the writer is interested to make the innovation of booklet as a alternative media to promote the story about Palembang. And the writer choose “Designing Booklet as an Alternative Media to Promote Story about Palembang” as the title of final report.

1.2 Problem formulation

This research will be done because of visitors do not have enough information about story of Palembang. They do not know the story , location and another information about the story. Because of this problem, it is hard for them to find more information about story of Palembang. And then, this information will give information about story of Palembang.

Based on some problems that have been stated before, so that the problem formulation for these problem is : “How to design booklet to inform the story of Palembang to attract visitor ?”

1.3 Problem Limitation

This research is about Designing a booklet about story of Palembang to attract visitors. The writer focuses on how to design booklet to attract visitors especially in Palembang. The writer wants to inform and design a booklet to visitors in Palembang.

1.4 Research Benefit

This research has the Benefit it can be increased about income in Palembang and make visitors get the knowlegde about story of Palembang:

For readers

- To able use booklet to get the information about story of Palembang.

For government

- To increase the visitor come to our city
- To increase income in Palembang city about the tourism development