

CHAPTER I

INTRODUCTION

1.1 Background

The 18th ASIAN GAMES will be held in Palembang city. The athlete, official, and supporter from another country in Asia will visit Palembang city to attend this event. Besides attending the competition, the tourist (athlete, official and supporter) will visit the tourism destination in Palembang city. One of the interesting tourism destinations in Palembang City is Kambang Iwak Park.

Kambang Iwak Park is a park that is located in Jl. Tasik, Bukit Kecil, Palembang. In this place, tourists can do many activities, such as jogging, exercise, riding a bicycle, or just taking a photo. There are some facilities that can be used by visitors such as gym equipment, jogging track, fountain drinking, and playground for the kids. In the night, the tourist who visits Kambang Iwak Park can enjoy beautiful lights along the tree and water fountain. The tourist does not need to worry if they are hungry, because in the night there are many food sellers around Kambang Iwak Park.

Siswanto (as cited in Hastuti and Syarlianti, 2008) argues that “the region in Kambang Iwak Park should be kept, because it was a historical place that was built by the Dutch government in 1921”. In 1930, the concept of Kambang Iwak Park is a city park with a zoo concept. They placed some animals in cages such as rabbits and deer to attract the people to visit this place. After the management of Kambang Iwak Park was not held by the Dutch Government, this place was abandoned. But in 2008, the government of Palembang City started to develop Kambang Iwak Park. They built a jogging track, water fountain, outdoor chair, sight tower and other facilities.

Cultural and Tourism office of Palembang City has promoted tourism destination in Palembang City using brochure, leaflet, and billboard but they did not add the information about Kambang Iwak Park because the space in this media are limited. They prioritize to add the information of the other tourism destination such as Benteng Kuto Besak (BKB), Monumen Perjuangan Rakyat (Monpera), or Jakabaring Sport City (JSC). As the result, the tourist still lack of information of Kambang Iwak Park.

There are many ways to promote Kambang Iwak Park, such as using electronic media or print media. One of the print media that can be used to promote Kambang Iwak Park is Booklet. The writer decided to make booklet because booklet can have 5-48 pages so it can contain relatively more information than poster, leaflet, or flyer that only has about 1-4 pages. By using booklet, the information can be more detail, clear, and it can contain many messages.

Although, Kambang Iwak Park is one of tourism destination that has history, and good facilities, it is still lack of promotion. So the writer decided to design a booklet and write the final report entitled ” **Designing Booklet as Medium to Promote Kambang Iwak Park**”

1.2 Formulation of problem

The problem of this final report is formulated as the following: “ How to design the booklet as media to promote Kambang Iwak Park”

1.3 Limitation of Problem

Limitation is needed to make the research focus on the problems. The writer tends to explain the design of the booklet of Kambang Iwak Park in Palembang.

1.4 Purpose

Based on the problem formulation above, the purpose of this final report is to know about how to design the booklet as media to promote Kambang Iwak Park Palembang.

1.5 Benefits

The benefits of this final report are:

1. For The writer

- a. To know about about how to design a booklet to promote Kambang Iwak Park in Palembang
- b. To promote Kambang Iwak Park Palembang by using booklet.

2. For the reader

To add knowledge and information of Kambang Iwak Park Palembang that contain in the booklet.

3. For The Tourist

- a. As the source of interesting information of Kambang Iwak Park Palembang.
- b. To know information of facilities and activities that the tourist can do when they are visiting Kambang Iwak Park Palembang.