CHAPTER I
INTRODUCTION

1.1 Background

Recently, tourism becomes one of human needs. Especially for people who live in crowded cities. Almost everyday people are doing their daily activities such as work, school, business, and other. People's daily activities take about 8-10 hours per day. Moreover, unpredictable things like traffic jam, problem on the transportation, and other problem often hamper their activities. So, it means that people should spend their time one day full for daily activities. Of course these activities make people feel tired and bored. That is why people need some kinds of refreshing, one of them is tourism.

Nowadays, people go to many tourism destinations in the world to realize their needs. Most of them will plan their trips in order to be the pleasant journeys. In deciding a tourism destination, tourists usually consider the following five points: tourism object and attraction, transportation, accomodation, food and beverage, and retail shop. First, tourists will prefer to choose a place that has uniqueness and also contain some interesting activities as its attractions. Second, transportation is also important in a tourism activity as a mode to move from one place to another through the land, sea, and air. Third, tourists also need accomodation as a temporary home during their trip to other places for more than 24 hours. Fourth, tourists also consider whether a destination is easy to have meals or not. Finally, every trip certainly needs such kind of typical souvenir of the visited place to be brought to the origin place. So, it is important for retail industry like souvenir and gift shops, art and craft stores, markets, malls and etcetera that exist in a tourism destination.

Tourists should be looking for many informations about those five points in determining which destination they want to visit. Usually, tourists get information about tourism from other people, guidebooks, magazines, maps, and advertising in various media. But there are some difficulties faced by tourists in getting tourism

information. For example when tourists want to get the information from other people, they need to ask people who know the destination well like native people or just people who had been visited the destination. But the problem is not all tourists know the resource people or it is impossible to ask directly to the native because of the distance. Likewise for guidebooks, magazines and maps which rarely found. Advertising in banner, television and other also contains undetail informations. Therefore tourists could not get informations in a destination completely and promtly.

In this modern time, people can utilize information and communication technology (ICT) to get the information. One of ICT which is still growing rapidly is internet. By the internet people can browse any information and also communicate with other by chatting, voice, and streaming video in various social media. One kind of social media that popular in society is blog. It is a website of discussion and information which contains some articles with different topics. Blog also more visible to search engine like google, yahoo etcetera. It is easy to build a blog without coding or programming language through some platforms as blogspot and wordpress. Blog can be accessed in all gadget like computer, laptop, smartphone and other. There are many features in blog article such as photo, voice, and video which can attract people in getting information. Actually, people prefer to listen than read. That is why voice can be used as an alternative to give the information besides using written media. Combination of both voice and text will be a good choice in giving information especially about tourism.

Novey and Hall (p.16, 2006) concluded that most visitors showed positive responses. By using the audio tour, visitors gained substantial knowledge about the park. They interested in contents of the audio tour which described situation at the park clearly. It means that audio or voice recording can be an interesting media in describing a tourism destination. On the other hand, Pan et al. (p.18, 2006) summarized that travel blog can be a useful tool in improving tourism destination. It is because a travel blog explains strengths and weaknesses of tourist destination. Similar to Alemneh et al. (p.5, 2016) that stated "tourism can help to

promote peace and stability by creating mutual understanding among nations, cultures, ethnic groups, and religions. With the help of digital telecommunications, social media can be another medium for communications and building bridges to reach the unreachable." By using social media in communicating with other, tourism can be familiar in the society. So, many tourism destinations can be popular.

As it is known, Indonesia is one of popular tourism destination for some tourists. One tourism destination of Indonesia is Palembang City. As the capital city of South Sumatera Province, Palembang often became the host of local or international events. From this events Palembang can be known by tourists. It will increase the number of visitor in tourism objects of Palembang. Unfortunately, some of tourism objects in Palembang are unfamiliar for most tourists. They are *Komplek Makam Sabokingking, Komplek Makam Ki Gede Ing Suro, Komplek Makam Kawah Tekurep, Al-Qur'an Al-Akbar, Kampung Kapitan, Kampung Al-Munawar, and Kampung Assegaf*.

In addition, Palembang also did not have many tourist guide. It can be seen from the data of HPI as tour guide organization in Palembang. From the data, the number of tour guide in Palembang is 65 persons. But only 10 persons who active as tour guide. Even, in some tourism objects there is no local guide. Whereas, guide will help tourists in knowing its tourism objects. Moreover, those tourism objects have many potencies to be interesting destinations. Therefore, the writer interested in promoting Palembang tourism objects especially those seven tourism objects by using guiding voices.

After all of these reasons, the writer concludes that the problem is the lack of information about Palembang's tourism objects for tourists. So Palembang need more handy promotion especially for those eight tourism objects. It can be done by utilizing tourism blog. Designing a tourism guide in tourism blog with guiding voice is a need. It is effective to solve the problem faced by tourists in getting tourism information like the explanation before. Finally, the writer choose

the title of this report is "Designing Guiding Voices in Tourism Blog to Promote Palembang Tourism Objects."

1.2 Problem Formulation

The problem of this report is: how to design guiding voices in tourism blog to promote Palembang tourism objects?

1.3 Research Purpose

The purpose of this report is to promote Palembang tourism objects by designing guiding voices in tourism blog.

1.4 Research Benefits

The benefits of this final report are:

a. Helping tourists to explore Palembang tourism objects.
b. Showing Palembang tourism objects to the whole world.
c. Utilizing tourism blog as promotion media of Palembang tourism objects.
d. Interesting people in searching information about tourism objects.
e. Increasing the number of tourist who visited Palembang City.
f. Inviting student to be creative in creating benefical product.