

CHAPTER I

INTRODUCTION

1.1 Background

North Sumatera is one of provinces in Sumatera, Indonesia with its capital Medan. North Sumatera is fourth most populous province in Indonesia after West Java, East Java and Central Java and the most populous Indonesian province outside Java. The North Sumatera province stretches across the island of Sumatera between the Indian ocean and the strait Malacca. There are 419 islands in North Sumatera province, the outer islands is the island Simuk Nias. North Sumatera has many ethnicities inhabitant, that; Malays, Batak Toba tribe, Batak Mandailing tribe, Batak Pak Pak tribe, Nias tribe and Acehnese people.

Nowdays, North Sumatera province is one of tourism destination regions in Indonesia that the development potential of its tourism appeal to be concern of local government. It is happend because North Sumatera province has many interesting and impressive tourism destinations for tourist, such as; Sipiso-piso waterfall, Lumbini Natural park, Samosir island, Bahal tempel, Lake Toba, Museum TB Silalahi, Lawang hill, Taman Wisata Iman, Salib Kasih etc.

Lake Toba is the big nature tourism destination in North Sumatera, many interesting things can be found around Lake Toba, such as; views of the lake that surrounded by hills, Batak village that has a unique diversity of cultures and traditions, various types of Flora and Fauna, typical foods with a good taste etc.

However, although many interesting things around the lake Toba many Indonesian societies still do not know about it. So, when on vacation Indonesian societies more dominant to another natural tourism destinations such as; Kuta beach, mountain Mahameru etc. Whereas, for a trip to Lake Toba is not difficult, arrival at Kuala Namu International Airport, visitors can head to the Parbaba Beach Hotel, JTS Hotel etc as the accommodations around Lake Toba. In addition there are many good places to eat with a direct view of Lake Toba.

In this case so the promotion of lake Toba is indispensable, promotion here means the effort to notify and to offer the interesting things from Lake Toba to attract the interest of the Indonesian societies to visit and to travel into lake Toba. Promotion can be done through some ways including; advertisement, personal selling, publicity etc. There are several types of advertisement media, such as: television, radio, internet, mobile device, print media, etc. In promoting lake Toba, the right way is the promotion through the print media advertisement, it is because the print media can be read repeatedly by the people and the object can be explained clearly. The type of print media are; newspapers, magazines, booklets, brochures etc.

Based on the explanation above, the writer is interested to design a booklet, that is a small-sized book consisting of a few pages that contains details of the object that is being promoted with more use of visual role. The promotion through booklet make the Indonesian society can know about the interesting things of lake Toba and come to North Sumatera to visit lake Toba by the interesting and simple media. The writer decides to make the final report with the title “Designing Booklet to Promote Surrounding Lake Toba as the Tourism Destination in North Sumatera.”

1.2 Problem Formulation

The problem formulation of this final report is how to design booklet to promote Lake Toba as the tourism destination in North Sumatera ?

1.3 Problem Limitation

This final report focuses on designing booklet to promote lake Toba as the tourism destination in North Sumatera.

1.4 Purpose

The purpose of this final report is to know how to design booklet to promote Lake Toba as the tourism destination in North Sumatera.

1.5 Benefit

The benefits of this final report are:

1. For the writer

To increase the knowledge about the procession of promote a tourism destination by booklet and tell it, especially to the students of English Department at state Polytechnic of Sriwijaya.

2. For the reader

To get information about Lake Toba as the tourism destination in North Sumatera and know more about the interesting things around lake Toba.

3. For the government

To promote one of tourism object in North Sumatera to people especially tourists North Sumatera as the information and promotion media of tourism nature, culture, culinary etc in lake Toba.