CHAPTER 1

INTRODUCTION

1.1 Background

Promotion plays an important roles in introducing a product or a service to the whole society. Promotion is used to inform and persuade others in order to attract them to buy and use the product or service. According to Zimmerer (2012), promotion is all kinds of persuasive communication designed to inform the customers about the products or services to persuade them to buy the products or services include the publicity, individual sales, and advertising. There are many things become more known because of promotion. Even, the ordinary place can be more attractive place through a good promotion. For example there are many tourism destinations in Indonesia that look ordinary but they can attract the visitors to come. It happens because of the power of promotion.

There are several strategies in promoting. Especially, in promoting tourism destination. One of the strategies is by advertising. Advertising is the action of calling public's attention to something, especially by announcements. The most popular medias in advertising are television, radio, the ethernet and printed medias such as newspaper, magazines, booklet, etc. In fact, the simple one is booklet. Booklet has smaller size than magazine. Booklet is no more than 30 pages. Booklet contains the information of tourism destination and it is more interesting because people can read the information easily and catch the point of information in a short time. People usually feel lazy to read long textual advertisement, so that is why booklet is designed as interesting as possible by showing the attractiveness of tourism destination. Booklet usually shows the pictures of tourism destination in order to attract people's attention. This is one of the tourism destination promotion strategies.

Actually, there are many tourism destinations which are potential. According to Fandeli (1995:3), attractive nature tourism is a tour which done by

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visiting tourism destination that has unique natural attractiveness such as waterfall, coast, mountain, hill, sea, forest and the others. One of them is waterfall tourism named *Curup Buluh* in Lahat Regency, South Sumatera. In fact, this waterfall has a quite attractiveness like other tourism destinations. This waterfall also called as seven levels waterfall because of its form. It makes gorgeous view. There are many bamboo trees around the waterfall. It is very cozy to spend time and take a rest in this tourism destination. So, Curup Buluh waterfall has a good potency as a tourism destination in Lahat regency.

But, unfortunately there are still some problems that exist now. Curup Buluh waterfall has not become popular in the whole society. Most of people do not know about the existence of it. They do not know about the attractiveness that this waterfall has. It happens because of the lack of information and promotion about it. There is lack of media to promote it to the whole society. There is no well explaination about this waterfall, route to get to it, what the facilities are in there, etc. So, based on the problems that exist, the writer wants to design a booklet about Curup Buluh waterfall as a media to promote the potential of tourism destination in Lahat Regency. Therefore, the writer is interested in this title "Designing Curup Buluh Waterfall Booklet to Promote Tourism Destination in Lahat Regency."

1.2 Problem Identification

There are at least 5 problems for tourism in Indonesia not only in Lahat regency. First, the facilities and infrastructure. Second is the communication and publicity which allows tourist to access a lot of information about tourism that make the tourists confused because of the lack of information for traveling. Third is human resources. The fourth problem is an investment to access that area such as transportation, mapping, accommodations, security, and cleanliness. Finally, the policies and regulations that are applied within countries and regions.

1.3 Problem Limitation

There are many waterfalls in Lahat Regency such as Perigi waterfall, Karang Dalam waterfall, Bidadari waterfall, Gunung Nyawe waterfall, Curup Buluh waterfall, Curup Maung waterfall, and others. All of these waterfalls have their own uniqueness.

But, the writer only describes and focuses on the information of Curup Buluh waterfall as one of natural attractions in Lahat regency.

1.4 Problem Formulation

This research will be done because there is a problem that still exists to hamper the development of potential tourism destination in Lahat Regency, especially Curup Buluh waterfall. The lack of information and promotion to the society are because of the less of media to promote it.

Based on the problems above, it is formulated as :

a. How to design Curup Buluh waterfall booklet to promote tourism destination in Lahat Regency?

1.5 Purpose and Benefits

1.5.1 Purpose

The main purpose of this research is to design Curup Buluh waterfall booklet to promote tourism destination in Lahat Regency.

1.5.2 Benefits

The benefits of this final report are :

a. For readers

It is hoped that the readers might get the information about the existence and the attractiveness of Curup Buluh waterfall in Lahat Regency.

b. For writer

It is hoped that the writer might improve writing skill through designing a booklet. It can also add writer's knowledge about one of tourism destinations in Lahat Regency.

1.6 Scheme of Writing

The writer divides this report into five chapters, they are as follows :

CHAPTER I	**INTRODUCTION**
	This chapter consist of the background, problem identification, problem limitation, problem formulation, purpose and benefit, and scheme of writing.
CHAPTER II	**LITERATURE REVIEW**
	This chapter presents description of definiton of promotion, mediums of promotion, definition of booklet, advantages of booklet, designing, elements of design booklet, definition of tourism, tourism attraction, types of attractions, natural attraction in Lahat regency, and Curup Buluh waterfall.
CHAPTER III	**METHODOLOGY**
	This chapter presents the method of research, places of research, subject of research, techniques of collecting data, and techniques of analyzing data.
CHAPTER IV	**FINDING AND DISCUSSION**
	This chapter explains the steps finding of development products also the results of discussion about the problems served in this report.
CHAPTER V	**CONCLUSION AND SUGGESTION**
	This chapter gives the conclusion and suggestion from discussion.