

# **CHAPTER I**

## **INTRODUCTION**

### **1. Background**

Tourism is going to be important aspect in the world. Generally tourism is for entertaining people. But nowadays tourism is not only for entertaining, but also giving an identity and characteristic to some place or city. The characteristic is formed through culture and history. According to Graci and Jacqueline (2010) tourism can bring about a real sense of pride and identity to communities by showcasing distinct characteristics of their ways of life, history and culture, tourism can encourage the preservation of traditions which may be at risk of.

Generally people do some travel or trip to tourism destination for relaxation and pleasure. In their trip people need to do some activities to get their satisfaction. Leiper (2004) says that some destination must fill the criteria of tourism destination, those are; something to see, something to do, something to know and something to buy.

Every tourism destination has its own characteristic. Palembang also has characteristic. As a city which has history, Palembang is mixed by some culture from many ethnics such as Arab, Budha and China. These combination culture can be seen at Palembang traditional carving. Traditional carving from Palembang is unique and different from other places in Indonesia like Jepara carving. It has special carving in the colour and pattern. Palembang traditional carving furniture most commonly have gold, yellow and red colours.

Nowadays Palembang traditional carving furniture is seldom to find. Tobroni (2011) states that Palembang traditional carving furniture is actually rarely made, it is almost extinct. The decrease of production of Palembang carving

because there is less information about it. For this reason the writer is interested to introduce Palembang traditional carving furniture.

There are many ways to introduce this carving for example through printing media (magazine, newspaper, booklet, leaflet, banner, and guidebook) or by social media (blog, facebook, instagram and website), but the writer will make a booklet with the title “Palembang Traditional Carving Furniture”. With booklet visitors will know kinds of Palembang traditional carving furniture, the history of it, and where people can find Palembang carving.

A booklet is a small book. In tourism, people use booklet as manual book to get tourism information. Booklet helps visitors to find more specific information about tourism or culture in Palembang. Booklet has many benefit than other media for example, booklet is more simple than a book but have completely information, booklet is interesting by its designing, and the cost to make booklet is lower. Generally tourism booklet can be got in the tourism department, the airport, the museum and the destination like bukit siguntang, benteng kuto besak and others. But those booklets are only available for the tourism booklet and it isn't available about Palembang traditional carving furniture.

Based on the data above, the writer chooses the title “Designing the booklet of Palembang Traditional Carving Furniture” for the final report. The writer would like to give the detail information about Palembang Traditional Carving furniture in a booklet.

### **1.1 Problem Formulation**

The problem of this study is “how to design a booklet of Palembang traditional carving furniture?”

### **1.2 Problem Limitation**

Based on the background, the limitation of this final report is limited towards the kinds of Palembang traditional carving furniture.

### **1.3 Research Purpose**

The purpose of this report is to know how to design the booklet of Palembang traditional carving furniture.

### **1.4 Research Benefit**

The benefit of this report to give knowledge to English Department students on how to design the booklet and to inform information about Palembang Traditional carving furniture.