

## **CHAPTER I**

### **INTRODUCTION**

This chapter explains about background, problem formulation, purpose, and benefits.

#### **1.1 Background**

People do many activities when they visit Palembang city. They come for study, for business, or for vacation. Some people decide to study in University of Sriwijaya because it is the one of state universities in Palembang. In addition, people do some business activities when they visit Palembang. In their business activity, some of them also join events of MICE (Meeting, Incentive, Convention, and Exhibition). MICE events are often held in Palembang and be attended by a lot of businessmen from different cities to sell their products to public in Exhibitions. Many people also do activities for vacation. When they visit Palembang, they usually eat Palembang traditional food such as Pempek and Pindang, and go to tourism destinations such as Ampera, Benteng Kuto Besak, Masjid Agung and historical tourism destinations.

Actually, Palembang has some historical tourism destinations. There are the heritage of colonialism Netherlands and Japan. Monumen Perjuangan Rakyat (MONPERA), and Kantor Ledeng (Kantor Walikota) are heritage of colonialism Netherlands. The heritage of colonialism Japan is Ampera. In addition, in Palembang there is heritage of the Palembang kingdoms: Sriwijaya kingdom and Palembang Darussalam kingdom. The heritage of Sriwijaya Kingdom are Taman Purbakala Kerajaan Sriwijaya (TPKS), Museum Bala Putra Dewa, and Bukit Siguntang. The heritage of Palembang Darussalam Kingdom are Mesjid Agung, Mesjid Lawang Kidul, Mesjid Kiai Merogan, Banteng Kuto Besak (BKB), Kawah Tengkuerep and Museum Sultan Mahmud Badaruddin II. When people visit those historical tourism destinations, they can get positive impacts: new experience and additional knowledge about history in Palembang.

There are some advantages of visiting historical tourism destinations: First, People can get new experience when they visit historical tourism destinations, graveyards, and museums. Second, people can add their insight about history of Palembang, especially heritage of colonialism Netherlands and Japan, Sriwijaya Kingdom, and Palembang Darussalam Kingdom. The last, people can take advantages to take pictures in historical tourism destinations because there are many beautiful objects there.

Unfortunately, not many people know that in Palembang there are many historical tourism destinations. One of the ways to introduce to the community about historical tourism in Palembang is by using the promotion media: printed media and electronic media.

One of printed promotion media is a booklet that contains the collection of papers with the information about something. It can be one of the references for tourists to know the information about historical tourism in Palembang. By designing a booklet with complete information, it is expected to give sufficient information about the Palembang historical tourism destination to the community.

The writer become interested in designing the booklet about Palembang historical tourism destinations. It can also promote Palembang as the city of historical tourism destinations. Therefore, the writer decided to write the final report with the title “Designing The Booklet of Palembang Historical Tourism Destination”.

## **1.2 Problem Formulation**

Based on the explanation above, the problem formulation is “How to design the booklet of Palembang historical tourism destinations?”.

### **1.3 Purpose**

The purpose of this research is to design the booklet of Palembang historical tourism destinations.

### **1.4 Limitation**

By seeing the problem above, the research limitation is needed to make the research focus on the problem, purpose, and the benefit of research. The writer tends to design a booklet of Palembang historical tourism destinations containing information about 12 historical tourism destinations that easy to access. The information is described in English and Indonesian to make the local and international reader understand.

### **1.5 Benefits**

Hopefully, the research result has some benefits. By reading this report, readers can get some information about how to design a booklet. Besides, the output of the research, that is the design of the booklet about historical tourism destination. It hoped to be used by Department of Tourism to make booklets to promote Palembang Historical Tourism Destination.