

CHAPTER I

INTRODUCTION

1.1 Background

Palembang is the city that has so many tourism destinations and they become the tourism attraction or the tourism places. The tourism destinations in Palembang are Benteng Kuto Besak, Ampera bridge, Musi river, etc. Then, for the culinaries are Pempek, Mie Celor, Ragit and others. Actually, there are some important places that must be preserved its authenticity because it has the story that relates with Palembang city that are Kampung China and Kampung Arab.

Kampung Arab is a part of Palembang city. Many people that stay in the Kampung Arab are Arabian. Approximately 300 years ago, the Arabian came to Palembang city for trading and spreading the religion of Islam. Most of them are from Hadramaut, South Arab. After geting what they want, they chose to settle down and married with Palembang people. So that is why, they stay in Palembang especially in some communities in Palembang. The population of Arab descent lives in a place or concentrate in a particular place because of the backgrounds they both came from Arabian (*The Theory of Ecological Segregation H. D. Evers*). The reason of the population from Arabian is fond of being together with the people who also came from the same area because the similarities of their culture and habit. In some communities there is growing variety of personalism. The names of the communities are Kampung Assegaf, Kampung Al-Habsy, Kampung Al-Kaaf, Hasny Syahab(Syhab), Kampung Al-Munawar and so on.

Generally, most of Palembang people do not know if there are some important places that must be preserved its authenticity. However, in this era the people especially teenagers tend to visit the modern places with their friends such as cafe, malls, etc. This is happened because of the lack of information about the place.

So that is why, Kampung Arab needs a media information which is able to attract teenagers visitors to come to the place. Media information can be summed

up as a tool to collect and reconstitute an update so that it becomes a useful material for the recipient of the information. According to Sobur(2006) cited on Ubay(2016), Media information are “instruments of graphic, photographic or electronic to capture, process, and reconstitute the visual information. Media information are leaflets, magazines, brochures, banners, booklets and others. Booklet can be one of the alternative media as media information to promote this place attracting to society to visit The Kampung Arab Al-Munawar. Booklet is a book with only few pages that contains information on one subject (*Merriam-webster’s learner’s dictionary*). Especially for teenagers visitors, booklet can be designed as attractive as possible such as using some illustrations like pictures or the written the information with interesting fonts. So, it will make teenagers interested to read the booklet and easier for them to carry around.

Based on the problem above, the writer is more interested in designing a booklet of Kampung Arab Al-Munawar. Then, the writer takes the title of **“Designing a booklet of Kampung Arab Al-Munawar to attract teenagers visitors”** for this final report.

1.2 Problem Identification

There are problems about Kampung Arab Al-Munawar. First, the society especially teenagers do not know the information about Kampung Arab Al-Munawar in Palembang city because of the lack of the media information. Second, people think that Kampung Arab Al-Munawar is not interesting place because they think it is a place that only has The Arabian and no more.

1.3 Problem Limitation

This research is telling about Designing a booklet of Kampung Arab Al-Munawar to attract teenagers visitors. The design of a booklet of Kampung Arab Al-Munawar especially will be made for teenagers visitors. The writer wants to know How to design a booklet which attracts teenagers to visit Kampung Arab Al-Munawar.

1.4 Problem Formulation

The problem of this final report is :

- a. How is to design a good and interesting tourism booklet for teenagers?

1.5 Research Purpose

The purpose of this final report is :

- a. To design a tourism booklet that attracts the teenagers to come to The Kampung Arab Al-Munawar.

1.6 Research Benefit

For the writer :

- a. The writer can understand how to make the booklet of Kampung Arab Al-Munawar attract to teenagers.
- b. The writer gets more new informations about The Kampung Arab Al-Munawar previously unknown.

For the visitors :

- a. The visitors can use the booklet to get new informations about The Kampung Arab Al-Munawar.
- b. The visitors will know what they do when they visit to The Kampung Arab Al-Munawar.

For the Government :

- a. The Government can use the booklet as a media information to introduce the Kampung Arab Al-Munawar to tourists, both from within or outside the country.