

CHAPTER I

INTRODUCTION

1.1. Background

Natural and cultural wealth are important components of tourism in Indonesia. Natural wealth and diverse cultures make Indonesia confident to introduce tourism and cultural destinations around the world. Over time, tourism in Indonesia is now improving progressively. Related to that, in the Law of the Republic of Indonesia No 9 of 1990 states that tourism plays an important role to expand business and employment opportunities, encourage regional development, increase national income in order to improve the welfare of the community and foster a sense of love for the homeland, national culture as well as foster friendship between nations.

Tourism development is aimed to improve the management of tourism destination and cultural heritage assets into an attractive cultural based on attraction object and to encourage investment for the country. Every region in Indonesia has many tourism potencies that can be developed in order to advance the welfare of the community. However, most of people in Indonesia are still lack of knowing and preserving the tourism potential contained in the area. One of the cities that is actively promoting and developing tourism potential is Palembang. Right now, a number of tourist visits Palembang are not evenly distributed on the overall existing tourism objects. Only certain tourism objects that are well known commonly visited by local tourists as well as foreign tourists. This happens because there are still tourism objects that have not been known by local people, tourists, lack of supporting facilities, even the use of media to promote activities are still less of target.

Another factor that becomes the problem is the transportation access. Less support for transportation access is caused by the lack of directions to the tourist attraction. For example, lack of security guards, inadequate accommodation such as restaurants, parking areas, public toilets, even tourism attractions.

There are many kinds of tourism, such as natural tourism, artificial tourism, culinary tourism, also historical tourism. One of tourism potency that needs to be developed is historical tourism. Many historical tourism in Palembang city are interesting to be known and visited. But, there are still historical tourism objects that actually have good potency and need to be more developed or promoted. In this case, the writer will only promote two of historical tourism objects in Palembang. The historical tourism objects are Kawah Tekurep graveyard and Sekanak Village. Considering there are local people of Palembang still do not know about Kawah Tekurep graveyard and Sekanak Village. Besides that other reasons why Kawah Tekurep graveyard and Sekanak Village need to be promoted because these historical objects are still not really well known, still need renovation, and they are part of historical and cultural heritage in Palembang. So that these historical objects need to be more promoted.

Kawah Tekurep graveyard actually has historical potency of Sultanate Palembang for long time ago. As it is one of the heritage from Sriwijaya kingdom, certainly it has historical and cultural heritage. Unfortunately, the region of Kawah Tekurep is still not known by tourists from other cities or countries even local people of Palembang. Then, Kawah Tekurep is also less of promotion. People and Governments of Palembang usually used booklets, leaflets, brochures, magazines, etc as the promotion media to promote the tourism objects. But, they are still not effective enough to promote the tourism objects. Furthermore, people usually do not really care about tourism objects that are written in books or those printed media and they do not have much time to read them at all in books, so they can feel bored. They need information media which is effective and not make them bored.

Another historical object which needs to be developed and promoted is Sekanak Village. Sekanak Village also needs promotion to be well known and to attract tourists. As we know, Sekanak Village is one of old areas in Palembang city for long time ago. This area is also not really well known by local people and tourists. But right now, Governments of Palembang have started to develop and make this area as one of tourism attractions in Palembang.

The development is still new, so the promotion for this tourism object is not really effective. Sekanak Village can be as tourism pedestrian street. So that, the two historical objects need to be promoted by using an effective and interesting promotion media.

Promotion has an important role for tourism development. Besides providing information in order to form the image of tourism, increasing tourist visits, also determining the success of efforts to create the demand for tourists to travel to Palembang city. Promotion is meant as informing, persuading and reminding tourists directly or indirectly about the product sold to potential tourists (Ali Hasan, 2015 : 259). Therefore, there is the need for better handling measure to attract tourists to visit Palembang city.

Medium is another word of tool. In the science of communication, the medium is a tool to promote information or data for certain purposes. So that, the medium campaign is a tool used to conduct promotion activities. Promotion media are divided into three types such as printed media, electronic media and product media. Promotion through printed media is the most widely used promotional method. Types of printed media include banner, newspaper, magazine, brochure, booklet, leaflet, guide book and so on. Promotion through electronic media is as well as promotion media of products and services. Types of electronic media include television, radio, advertisement, video and internet. While the promotion through product media can be in the form of souvenirs, bags, hats, clothes, etc.

Printed media is one of an effective promotion media that most commonly used by many people. The printed media usually gives more information, pictures, and some messages that are more effective than in the electronic media. Printed media that is usually used to promote tourism and culture can be brochures, posters, leaflets, magazines, guidebooks, booklets, etc. (Yoeti, 1990). But, on the other hand, those printed media also have weaknesses. Moriarty (2011 : 305) states that the weaknesses of using brochures, leaflets, booklets and magazines as printed media are often ignored by people and sometimes just hoarded everywhere. Because of that reason, it is needed to discover another kind of

printed media which is effective and interesting to promote historical tourism of Palembang. The printed media can be a calendar.

Calendar can also be a kind of printed media. The use of calendar as tourism promotion media is new and need to be developed. Calendar can be said as an effective printed media, because everyone needs calendar, then automatically will see the calendar and information or pictures that are on the calendar. People usually save the calendar because it contains a lot of information of date, events and so on. Using calendar as tourism promotion media can be expected to help in developing historical tourism of Palembang.

The calendar that will be designed is a calendar of Palembang. As it is calendar of Palembang, the design for this calendar will be themes of Palembang. It can be likely Songket weaving background, some pictures, icons of Palembang city, etc which to emphasize the characteristics of Palembang city.

In line with the mentioned above, the writer is interested to make a Calendar of Palembang as an effective media to promote historical tourism of Palembang. Therefore, the title of this final report is “Designing a calendar of Palembang to promote historical tourism of Palembang”.

1.2.Problem Formulation

“How to design a calendar of Palembang to promote historical tourism of Palembang?”

1.3.Problem Limitation

This research is about designing a calendar of Palembang to promote historical tourism of Palembang. The writer focuses to promote Kawah Tekurep graveyard and Sekanak Village by using an attractive calendar as the promotion media.

1.4. Purpose

The purpose of writing this final report is to design a calendar of Palembang to promote historical tourism of Palembang.

1.5. Benefit

The benefits of writing this final report are :

- a. As an effective way to preserve the historical tourism of Palembang (Kawah Tekurep Graveyard and Sekanak Village)
- b. Developing creativity in designing a calendar of Palembang as the promotion media.

1.6. Scheme of Writing

In writing this final report, the writer uses the following scheme of writing, as follow:

Chapter I : Introduction

This chapter consists of background, problem formulation, problem limitation, purpose, benefit, and scheme of writing.

Chapter II : Literature Review

This chapter explains about definition of design, types of designer, definition of tourism, kinds of tourism, definition of historical tourism, historical tourism in Palembang, tourism promotion media, calendar of Palembang as an effective tourism promotion media.

Chapter III : Methodology

This chapter consists of method of research, place of research, subject of research and technique of collecting data.

Chapter IV : Findings and Discussion

This chapter explains about findings and discussion about the problems that served in the final report.

Chapter V : Conclusion and Suggestion

This chapter consists of conclusion and suggestion from the discussion.