

# **CHAPTER I INTRODUCTION**

## **1.1 Background**

Pagaralam is one of the cities in South Sumatra Province. Geographically Pagaralam is in position 4° south latitude and 103,15° east longitude. As one of the City in South Sumatra Province, Pagaralam is located about 298 Km from Palembang City (Provincial Capital) and is 60 Km to the southwest of Lahat Regency. The location of this city can be said exactly in the area of Lahat regency, so that all borders are adjacent to one of the districts in Lahat Regency. Pagaralam City is also flanked by other regencies such as Lahat, Muara Enim and Bengkulu provinces. Pagaralam city has many attractions such as nature tourism, culture, history and cultural heritage, Pagaralam City is famous for natural attractions that can attract tourists from other cities. Some interesting natural attractions to visit in the city of Pagaralam are Lakes, Waterfalls, Mount Dempo, and Tea Gardens. A very famous destination among visitors to the city of Pagaralam is the largest tea garden in Sumatra and various waterfalls or commonly called 'Cughup' or 'Curup'.

With the natural state of Pagaralam City which has many cliffs, highlands and mountains of Pagaralam City that turns this city into a city that has many waterfalls, small or large. There are many waterfalls in the city of Pagaralam, but there are some very famous waterfalls among the tourists visiting the city of Pagaralam such as Cughup Lematang Indah Waterfall, Cughup Embun Waterfall, Cughup Mangkok Waterfall, and Tujuh Kenangan Waterfall. The waterfalls are very often visited by tourists especially during the holidays. A waterfall is a river or other body of water's steep fall over a rocky ledge into a plunge pool below. Waterfalls are also called cascade. The process of erosion, the wearing away of earth, plays an important part in the formation of waterfalls. Waterfalls themselves also contribute to erosion. Often, waterfalls form as streams flow from soft rock to hard rock. This happens both laterally (as a stream flows across the earth) and

vertically (as the stream drops in a waterfall). In both cases, the soft rock erodes, leaving a hard ledge over which the stream falls. A fall line is the imaginary line along which parallel rivers plunge as they flow from uplands to lowlands. Many waterfalls in an area help geologists and hydrologists determine a region's fall line and underlying rock structure. As a stream flows, it carries sediment. The sediment can be microscopic silt, pebbles, or even boulders. Sediment can erode stream beds made of soft rock, such as sandstone or limestone. Eventually, the stream's channel cuts so deep into the stream bed that only a harder rock, such as granite, remains. Waterfalls develop as these granite formations form cliffs and ledges.

Because of that tourism destination in the city of Pagaralam especially waterfalls need to be developed and introduced to the outside world. If the objects are packaged, developed properly and professionally then Pagaralam City will become a leading tourism area. On this occasion, the writer as a student majoring in English Tourism wants to participate in helping the local government to promote the attractions of waterfalls in the city of Pagaralam. One form to develop a tourist area is to promote through booklets. Booklet is a small book that is mainly used to represent the company or product details. The booklet is also a messenger who carries an important message. The appearance and design of the booklet can represent the description of a place. Booklets are the ideal solution to improve your business because the book itself explains everything related to the product with the help of images. A booklet that has good design and quality is always a point to attract a large number of visitors in any field, Profession or in any Industry. In general the benefits of booklets are for promotions and booklets have many benefits especially for the government and tourists. The following is a benefit booklet for the government that is affordable price, complete information, interesting design, the explanation is easy to understand by the public. the benefits of booklets for tourists is promotion to friends, giving a booklet to one consumer can hook other consumers, and not bored when reading it. Knowing the benefits of so many make

us understand that the use of booklets is very important for the media promotion of the Waterfalls in Pagaralam

In this case the booklet is useful as an important media to promote waterfall attractions in Pagaralam City. Therefore, to develop and improve tourism in Pagaralam City, the Government has a very important role. Pagaralam city has a favorable position. It is unfortunate that Pagaralam City has a lot of tourism potential but the benefits or advantages obtained less optimal, it is seen from the many people around the Pagaralam City itself has not been aware of the existence of attractions in the city. The lack of such contribution is due to the absence of intensive management, inadequate supporting facilities and the lack of interaction or lack of intervention from Local Government in promoting the tourism object of Pagaralam City. This is evidence that the government's lack of efforts to develop tourism objects Pagaralam City. Those factors that make writer try to participate to promote tourism object of Pagaralam City through booklet. This work that serves as a media promotion of attractions Pagaralam City to the public. And this work is indirectly aimed to assist the Local Government of Pagaralam City in promoting the tourism objects and the writer got the idea to make a final report project with the title “**Designing a Booklet of 4 Waterfalls in Pagaralam**”, by means of which read this book, especially among young people, students can find out the information of waterfalls in the city of Pagaralam will be more in demand and liked by them.

## **1.2 Problem Formulation**

The problem formulation is “How to design a *Booklet of Waterfalls in Pagaram* to inform and to promote the waterfalls in Pagaram”

## **1.3 Purpose**

The purpose of this research is to inform and promote the waterfalls in Pagaram to the local and international tourists.

## **1.4 Benefit**

The writer hopes that this research can give knowledge to the readers about what are the steps to make a poster that contains detail some waterfalls in Pagaram. Besides, the output of this research in form of booklet can give information about waterfalls location in Pagaram, and also the output gives alternative promotion media to culture and tourism office. This will be useful to help the department of tourism in the promotion and recognition as well as cultural attractions in the city of Pagaram.