

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is a travel activity undertaken by a person or a group of people by visiting a certain place for recreational purposes, personal development or studying the uniqueness of tourism attraction. Tourism is also associated with culinary, culture, educational, artificial, religious and nature.

Nowadays, government in Indonesia, especially the government of South Sumatera Province has made some progress in the tourism sector by developing tourism potential in this province such as traditional culinary. There are some places that have incredible wealth of traditional culinary as an asset to introduce tourism. One of the tourism places that has potential of traditional culinary in South Sumatera is Prabumulih.

Prabumulih is known as “Kota Nanas” or Pineapple City. Prabumulih has fertile soil to grow fruits or vegetables, especially pineapple. The fertile soil makes the pineapple in every area in Prabumulih has different tastes. The pineapple from Prabumulih is famous because it tastes delicious and sweet. Because there are so many Pineapple in Prabumulih, the people of Prabumulih take action to make the pineapple become interesting food products, such as pineapple jam, pineapple chips, pineapple chocolate, dodol from pineapple, pineapple syrup, nastar with pineapple jam, mini pineapple pastel, wajik from pineapple, semprong from pineapple, and so on. Because of many food products, the writer is interested to give the information of food products to the visitor who come to Prabumulih. The information is about the name of the products, the picture of the products, the price of the products, and also the short description about the products. So, the visitor could know about these products completely just by reading the information about these pineapple food products.

In modern era, there are so many media used by people to share information, such as guide books, booklets, leaflets, magazine, poster, internet, and so on. The writer chose booklet as the medium to share the information, because booklet surely provides complete information for tourists. According to Kemm and Close (1995) a booklet has the advantages that are booklet can be learned at any time because the book-shaped design and consist of information that is relatively more than the poster. Moreover, Ewles (1994) says that a booklet has several advantages that are the reader can see the contents during leisure, the

information can be shared with family and friends, the booklet is easy to be made, copied and repaired and easily to customize, it reduces the need to take notes, and it can be made simple with a relatively low cost. So, a booklet hopely can be the main purpose for tourists and visitors to find the information about the food products made from pineapple in Prabumulih.

Therefore, based on the information above, the writers is interested in designing a booklet about pineapple food products. So, the writers would like to discuss about the Final Report entitled **“Designing Booklet of Pineapple Food Products from Prabumulih”**.

1.2 Problem Formulation

From the background that already described, the problem formulation that the writer is going to discuss about “How to design the booklet of pineapple food products from Prabumulih”.

1.3 Problem Limitation

The problem of this research is limited on how to design booklet about pineapple food products from Prabumulih. The booklet contains the picture of pineapple food products, the name, and the description.

1.4 Purpose

The purpose of this final report is to know how to design a booklet of pineapple food products from Prabumulih.

1.5 Benefits

The Benefits of this report are to give knowledge, information, and to be a guidance for English Department students in State Polytechnic of Sriwijaya Palembang about how to design a booklet of pineapple food products from Prabumulih.