

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Many reasons why people do tourism activity. One of them is to entertain themselves in order to refresh their mind from their exhausting daily routine. Many tourism destinations can be accessed easily for fulfilling the needs. Moreover, the destinations also depend on the tourists' interest.

In Indonesia, there are many tourism destinations. Various types of tourism spread in Indonesia. They are located on the Java Island, Sumatera, Kalimantan and Sulawesi to Papua Island. Every island has the most frequent visited tourism destinations, such as Kuta Beach in Bali, Raja Ampat in Papua, Borobudur in Yogyakarta, and so on.

Sumatera as one of the big islands in Indonesia also has many famous tourism destinations. One of them is South Sumatera. It has famous tourism destinations, such as *Rantau Lake in OKU Regency, Serelo Hill in Lahat, Water Vang in Lubuk Linggau.*

A region in South Sumatera which has many famous tourism destinations is the capital city of the province, Palembang. The famous tourism destinations are *Benteng Kuto Besak, Balaputera Dewa Museum, Kemaro Island.* Beside that, Palembang also has famous religious tourism especially Islamic tourism, such as Agung Mosque Palembang, Cheng-Ho Mosque, *Al-Qur'an Al-Akbar* and so on.

In this study, the writer assumes that society has lack of interest of the community in visiting the Islamic tourism object because the information on the tourist attractions have not been conveyed effectively. Information in the internet is considered less effective because people are lazy to access the internet, those readers are not interested in reading it.

The other media as a tool to socialize Islamic tourism in particular has not been done. The information about Islamic tourism aims to increase public knowledge. Therefore, printing media to spread out Islamic tourism it is needed can be chosen.

printed media can be chosen. One of the printed media is booklet. Booklet is used as a medium of information in order to facilitate the public to obtain information in public places such as airports, government agencies. Therefore, the promotions of islamic tourism needed to attract the tourist. To get tourist's interest to have journey in Indonesia. There are many media can be used, such as online media and printed media. The printed media such as, newspaper, magazine, tabloid and booklet.

For that reason, the writer is interested in designing an english booklet about islamic tourism destinations in Palembang. The advantages of this product are to introduce religious tourism destinations in Palembang, to promote religious tourism destinations in Palembang and to inform readers about the religious tourism destinations specifically the Islamic religious tourism destinations in Palembang. Based on the description above, the writer got the idea to make a final report project with the title "**English Islamic Religious Tourism Booklet : A Design for Tourism Promotion in Palembang**".

## **1.2 Problem Formulation**

Based on the statements above, the problem is formulated as follows "How to Design The English Islamic Tourism Booklet for tourism promotion in Palembang?"

## **1.3 Problem Limitation**

The scope of this report is about booklet. The writer focuses on:

1. How to design a english booklet
2. In this booklet the writer will tell about destination of Islamic Tourism In Palembang

#### **1.4 Research Purpose**

Based on the problem formulation above, the research purpose of this final report project is to design English islamic tourism booklet for tourism promotion in Palembang.

#### **1.5 Research Benefits**

The research benefits are:

a. For the writer:

The writer can understand how “How to Design a Booklet of English Islamic Tourism?” and get more knowledge about Islamic Tourism in Palembang.

b. Benefit for the reader:

Giving information to tourist who come to Palembang about Islamic Tourism in Palembang

c. Benefit for government

Providing tourism information for both local and foreign tourists who visit Palembang