

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is an archipelago country which has a wealth of natural beauty. Indonesia is also a country which has a wealth of culture, the beauty of flora and fauna, etc. Indonesia has over 17,508 islands and each island has different potential, particularly in the field of tourism.

Tourism is an activity related to travel for recreation tourism. Tourism is not a new thing, because tourism has existed since human civilization. Tourism is also a tool for generating healthy morals and can provide a balance of human emotional attributes. So, tourism is defined as a trip that is done many times or circling from one place to another. Each region in Indonesia has a diverse tourism potential due to natural conditions in each region in Indonesia is different. In the management was adjusted to the potential of existing tourism in the area.

Palembang is the capital city of South Sumatera province. Palembang is the second largest city in Sumatera after Medan and also the oldest city in Indonesia. Palembang is also famous for its tourism destinations such as, Musi River that located in the center of the city and as one of natural tourism and there is also Puntikayu Recreation Park. For sport tourism there is Jakabaring Sport City, for pilgrimage tourism there are Agung Mosque and Ki Gede Ing Suro Mosque. Palembang is also famous for its historical tourism. There are many objects that can be visited, such as Benteng Kuto Besak (BKB), Monpera, Sultan Mahmud Badaruddin II Museum, Kemaro Island, Bukit Siguntang, Kampung Kapitan, Kampung Arab and so on. Visitors or tourists usually visit those tourism destinations. However, there are some tourism places or areas that are rarely visited by the tourists. One of the destinations in Palembang that is not too famous as historical tourism and is still developed is Kampung Firma.

Kampung Firma is located on a small alleyway on the 3-4 ulu districtseberang ulu 1. Kampung Firma is one area in the city of Palembang which has typical housing characteristics, the first president of indonesia Soekarno ever stayed in kampung Firma, othen than that in kampung Firma there boat building tradionalPalembang and other advantages in kampung Firma there craftsmen mats or ketek. Kampung Firma can be reached by land route and river route. For the land route, the tourist can use public transtation direction to Kertapati then stop atpolsekKertapati and continued by motorcyle to get to the destination. For river route, towards to dermaga point of BentengKutoBesak and take the traditional boat and arrive at dermagaKampungFirma. Kampung Firma one of the new destinations in Palembang, many people still do not know if there is a new destination.

Kampung Firma needs a media information which is able to make 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 (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 KampungFirma .

A booklet is one of promotion media which provides the complete information for tourism industry. The booklet can be one of the promotion tools used for the reference to the tourists who will visit and enjoy the tourism destinations. According to Putra (2011), The booklet is one of advertising media that is able to attract a lot of productive consumers and have the capability of persuading so well. In addition, Utami (2012) states that based on the content, a booklet is one of the campaigns media that more widely gives the information with relative low cost than other campaign media such as posters, flyers,

brochures, and others. Therefore, Booklets can also be used to promote Kampung Firma.

Based on the discussion above, the writer is interested in taking the title of this final report “**Designing A Booklet of Kampung Firma as Tourism Destination in Palembang**”.

1.2 Problem Formulation

The problem is formulated as the following:

how to design booklet of Kampung Firma as tourism destination in Palembang?

1.3 Problem Limitation

By seeing the problem above, research limitation is focused on the introduction of Kampung Firma in Palembang including the location, the history, the people, and also about the culture in there.

1.4 Research Purpose

The purpose of this final report is to design booklet that contains information of tourism destinations in Kampung Firma.

1.5 Research Benefits

For the writer:

- a. The writer can understand how to make the booklet of Kampung Firma as tourism destination in Palembang.
- b. The writer gets new information about The Kampung Firma previously unknown.

For the visitors :

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

For the Government:

- a. The Government can use the booklet as a media information to introduce Kampung Firma as tourism destination in Palembang.