

CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, tourism is become one of the activities that must be done. It becomes everyone's need. Many people do traveling for various reasons for example to refresh their mind from their daily routine. As explained by World Tourism Organization in Bonarou (2012), tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

There are many elements that support the tourism activity itself such as *attractions, accommodation, transportation, travel agencies, and culinary*. The first one is *attractions*. Attractions comprise natural attractions, building attractions, cultural attractions, and social attractions. The second is *accommodation*. Accommodation is needed when travelers and tourists need lodging for rest while they are on a tour. The third is *transportation*. Transportation is needed when the tourists want to visit to the places that they want to visit. The fourth is *travel agencies*. Travel agencies are often used when the tourists want to enjoy their holiday without being bothered by arranging the schedule, places they want to visit and many more. That is why they use travel agencies to help them. The last is *culinary*. Culinary is one of the most important things to do when we are on holiday. Wherever the tourists go, there will be culinary in it.

Indonesia has so many cities that the tourists often visit whether for the places or the culinary. One of them is Palembang which has both of them, places and culinary. The tourists can visit the places they want such as Ampera Bridge, Kuto Besak Fortress, Perjuangan Rakyat Monument and many more. They also can try and enjoy a lot of food in Palembang. There are pempek, model, tekwan, otak-otak, lenggang and many more. Farhana in IDN TIMES (2017) made a list of

ten Palembang traditional foods that must be tried when visiting Palembang city and the first on the list is *pempek*. That is why Palembang is known as the city of pempek. There are so many places that provide pempek to be sold in Palembang. It will be quite difficult to find the best stores that sell pempek. That is why the tourists will need a guidance on where they can find the stores that sell pempek in Palembang.

There are so many ways on how to help the tourists find the stores that sell pempek in Palembang. The tourists can find the information on the **electronic media** and **printed media**. Electronic media have different types such as *radio*, *television*, and *internet*. In this modern era, internet will be the first choice to find all kinds of information. But in fact, internet has some weaknesses. Martin (n.d) stated that much of the information is incorrect, incomplete, or misleading. So, it will be difficult for the tourist to find the detail information such as the address, the things we can buy at the store, the price list and others.

As mentioned above, not only the tourists can find the information on the electronic media but also **printed media**. There are many kinds of printed media and one of them is *booklet*. Booklet is one of media that can guide the tourists in finding the detailed information. Anderberg (2015) said that there are many advantages from the booklet itself such as it offers more space to showcase the information of the products, the address, the price list, the contacts and it has a longer shelf life. It is expected to help the tourists who want to find the stores to sell pempek in Palembang.

From the explanation above, the writer is interested in designing a booklet of pempek stores in Palembang. So, the writer takes the title “Designing a booklet of pempek stores in Palembang” for the final report.

1.2 Problem Formulation

The problem formulation of this research is “How to design a booklet of famous pempek stores in Palembang”.

1.3 Problem Limitation

The writer needs to make research limitation in this final report to focus on the problem, purpose, benefit of research and also places of research. So, the writer explains and only focuses on the designing a booklet of famous pempek stores in Palembang to help the tourists know about the information of famous pempek stores in Palembang via booklet.

1.4 Research Purpose

The purpose of this final report is to know how to design the booklet of famous pempek stores in Palembang.

1.5 Benefits

The benefits of this report are to give knowledge, information, and to be a guidance for English Department students of Sriwijaya State Polytechnic about how to design a booklet of pempek stores in Palembang.