

CHAPTER 1 INTRODUCTION

1.1 Background

Indonesia is one country that has a very diverse culture. Culture is also the identity of the nation that must be respected and maintained and needs to be preserved so that our culture is not lost. This is certainly the responsibility of the younger generation and also needs support from various parties, because the resilience of culture is one of the identity of a country. The pride of Indonesia will be a diverse culture as well as invite a challenge for all people to maintain local culture so as not to disappear. Indonesia is a treasure that has a high enough value in the eyes of the world community. By preserving the local culture we can safeguard the nation's culture from foreign cultural influences, and keep the culture not recognized by other countries, and must maintain the local culture, especially in the city of Palembang.

Palembang city is one of the old cities in Indonesia which is also the capital of South Sumatra province. The city of Palembang has a lot of history and culture. One of history and culture is the village of Al-Munawar or called the Arab village. The reason the writer chose this village is because, first, Al-Munawar village has many stories and is one of the religious and cultural tourist destinations in Palembang. Not only history, many stories that contain cultural values, and religion in this village also apply restrictions in Islam. Second, Al-Munawar village has also been designated as a tourist village and Al-Munawar village has eight buildings that have been designated as cultural heritage.

According to Sinaga,(2017), Head of Culture and Tourism Office of South Sumatra, Palembang City Government is prioritizing the development along the Musi River, one of which is the development of Al-Munawar village. Palembang city government more trying to work on the villages because there is a tradition in Al-Munawar village. Third, this village is very unique because there are three cultures in this area which is real, there is Malay, China, and Arab.

Unfortunately, only few people know about the uniqueness in Al-Munawar village. It does not know there are only few people visit the village. There are big potential that can be maximized in terms of destination tourism, it is contrary to facts.

From respective of the writer, it could happen because there is no media that communicate the Al-Munawar village to public. The role of the media is very important in tourism. According to Ubay(2016), media information are “instruments of graphic, photographic or electronic to capture, process, and reconstitute the visual information. So that is why, Al-Munawar village needs a media information which is able to attract visitors to come to the Al-Munawar village. Media information can be summed up as a tool to collect and reconstitute an update so that it become a useful material for the recipient of the information. Media information are leaflets, magazine, brochures, banners, bulletin and others. Bulletin one type of mass media that notifies information to the public and usually periodicals, which are printed or published electronically. Bulletin generally have a variety of content. For example, there are bulletins campus, news, kids, religion, and so on. However, no media publishes bulletin in Al-Munawar village.

The author is interested in designing a bulletin about tourism culture in Al-Munawar village. Because, there is no news letter discussing the culture of tourism. Finally, the author will write cultural tourism into bulletin as the final product. In conclusion the author decided to write this final report entitled "Designing bulletin tourism culture in Al-Munawar village".

1.2 Problem Identification

Based on the background that has been described above that visitors who want to come and see the tourism culture in Al-Munawar village. Because, it is very difficult for them to come to these places without knowing the clear and complete information about the village. And the society do not know the information about Al-Munawar village in Palembang because of the lack of the media information and people think that Al-Munawar village is not interesting

place. So what will be the formulation of the problem in this research is: how to design bulletin tourism culture in Al-Munawar, so that visitors want to know more about tourism culture in this village.

1.2 Problem Identification

Based on the background that has been described above that visitors who want to come and see the tourism culture in Al-Munawar village. Because, it is very difficult for them to come to these places without knowing the clear and complete information about the village. And the society do not know the information about Al-Munawar village in Palembang because of the lack of the media information and people think that Al-Munawar village is not interesting place. So what will be the formulation of the problem in this research is: how to design bulletin tourism culture in Al-Munawar, so that visitors want to know more about tourism culture in this village.

1.3 Problem Limitation

Researchers told about designing bulletin Al-Munawar village to attract visitors. The design of the bulletin of Al-Munawar village with the scope of this final report is about designing the tourism culture bulletin in Al-Munawar Village.

1.4 Problem Formulation

The problem formulation of this final report is formulated as follows: How to design bulletin tourism culture in Al-Munawar village?

1.5 Purpose

The purpose of this final report: Knowing how to design bulletin tourism culture in Al-munawar Village.

1.6 The Benefits

The benefits of this final report are :

1. For the writer
 - a. To get the experience of writing and designing bulletin.

b. To improve the ability of writing by designing bulletin tourism culture in Al-Munawar village.

2. For the reader

a. To add their knowledge about tourism culture and designing bulletin

3. For the government

a. For the government to increase government tourism in the city of Palembang