

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia is an archipelago country which has a wealth of natural beauty. Therefore, Indonesia is also a country which has various beauties of flora and fauna. 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. According to Richard (2000) describes the definition of tourism as follows: Tourism was a journey that is done for a while, which was held from one place to another leaving its place, with the a plan and the with the intention of not for a striveor a to make a living in the places visited, but simply for a enjoy leisure activities and the for a meet the diverse desires. 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.

Bengkulu is one of the provinces in Indonesia that has good potential tourism. There are many tourism destinations in this city. Curup is one of the cities in Bengkulu province. This city has many tourism destinations that can be visited. Curup is located in hilly area. It is near a famous hill named Kaba Hill. Therefore, it has much potential in natural tourism destinations. The famous natural tourism destinations are Kaba Hill, Suban waterfall, and Harun Bastari Lake. Beside the natural tourism destinations, there are also many manmade tourism destinations.

In Curup the famous manmade tourism destinations are Suban hot springs, strawberry gardens, and flower gardens. Curup. The flower gardens is a kind of manmade tourism destination where there are many various flowers planted and

arranged in an area. So the area will become a beautiful view with colorful flower garden nuance.

In order to promote these flower gardens as the new tourism destination in Curup, a media is needed. Flower gardens in Curup need media of information which is able to make visitors to come to the place. Media of 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 Kenton (2019), promotion refer to activities between buyer and seller, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product or use the service. It also helps to improve the public image of a company. The examples of media of information are leaflets, magazines, brochures, banners, and booklets. Booklet can be one of the alternative media as information to promote these flower gardens to tourist to visit flower gardens in Curup. 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 tourist who will visit and enjoy the tourism destinations.

Based on the discussion above, the writer is interested in taking the title of this final report “**Designing a Booklet of Flower Gardens as Tourism Promotion in Curup**”.

### **1.2 Problem Formulation**

The problem is formulated as the following:

How to design a booklet of Flower gardens as a tourism promotion in Curup?

### **1.3 Problem Limitation**

The scope of this final report is about focused on the introduction of Flower Gardens in Curup including the location of Flower Gardens, the entrance fee ticket of Flower Gardens, and the operational hour of these flower gardens.

#### **1.4 Research Purpose**

The purpose of this final report is to know the steps of designing a booklet of Flower Gardens as tourism promotion in Curup.

#### **1.5 Research Benefits**

For State Polytechnic of Sriwijaya this report is expected to be one of the journal collection in state polytechnic of sriwijaya's library.

For the writer:

- a. The writer can understand how to design a booklet of Flower Gardens as a tourism promotion in Curup.
- b. The writer gets new information about Flower Gardens in Curup.