

# **CHAPTER I**

## **INTRODUCTION**

In this chapter, the writer will discuss about the background of research, problem formulation and its limitation, purpose and benefits in conducting this research.

### **1.1 Background**

Indonesia is the biggest archipelago country in the world. Indonesia is also a country that consists of a variety of diversity. Its diversity covers various aspects of the dimensions of life, ranging from tribes, languages, religions, customs and traditions to even the level of education. However, all these differences are one of the assets that need to be fostered, and are bound in the motto of Unity in Diversity. Besides that, Indonesia also has a lot of natural wealth and tourism potential. Many interesting tourism destinations in each city. One of the cities in Indonesia is Palembang. Palembang or commonly known as the city of Pempek is one of the largest cities in Indonesia.

Palembang is the capital of South Sumatra province which is famous for its icon, the Ampera Bridge. Palembang is also famous for the longest river in Sumatra that divides Palembang into two parts ulu and ilir, the Musi river. Palembang has many tourism destinations, there are history, religion, sport, culinary, and man-made. In Palembang there are so many historical buildings from the Netherlands and the Palembang Sultanate. Around the river, there are many tourism destinations that can be visited; one of them is Ampera Bridge, SMB II Museum, BKB (Benteng Kuto Besak), Kemaro Island, Kapitan Village, Almunawar Village. That tourist destination is the main attraction of Palembang city to visit. Many tourists from domestic and foreignism visit tourism destinations in the city of Palembang.

The word tour itself is no stranger to our ears. Because in this advanced era tourism is used as the livelihood of residents who live around the tourist attractions. Not only residents but can increase the country's income and make the place itself famous both at home and abroad. To be able to maintain and even

increase the popularity of tourist destinations themselves, the surrounding population should participate in promoting these tourist destinations. There are many ways you can do to promote these tourist destinations. One of them is promoting tourism destinations through several media, namely print media, electronic media, personal selling, and exhibitions. There are many types of print media, such as booklets, brochures, leaflets, books, posters, etc. In addition, electronic media can also be used as promotional media, for example, websites, blogspot, Instagram and movies.

The author chooses one of the printed media namely booklet. A booklet is a print media in the form of a sheet like a booklet containing information or details of a product. This booklet itself serves to help increase the popularity of the tourism destination itself. A booklet that has good design and quality is able to attract a large number of tourists to visit tourism destinations that are included in the design of the booklet itself. This booklet itself is written in two languages, namely English and Indonesian. This booklet is made in scripts in two languages because of the large number of international tourists visiting tourist destinations in Palembang so they can read the script in this English version of the booklet. In addition, it is also due to the limitations of domestic tourism in mastering English, so that it is made in Indonesian so that they can easily read the contents of this booklet themselves.

The reason the authors chose the booklet because it was the best way to promote Palembang's tourism destinations, booklets can be read by all ages because they don't need special skills to operate some technological equipment if they want to get information.

Based on the background above, this report will discuss the procedure of designing a booklet for the tourist destination of Palembang to promote the tourist destinations of Palembang.

## **1.2 Problem Formulation**

Based on the background above, this report will discuss about “what are the Procedures of Designing Gorgeous Palembang Destinations Booklet to Promote Palembang Tourism Destinations?”

### **1.3 Problem Limitation**

The scopes of this report will be limited by the Procedures of Designing Gorgeous Palembang Destinations Booklet to Promote Palembang Tourism Destinations in English and Bahasa Indonesia version, and also the writers choose the destinations based on the geographical location, such as : Benteng Kuto Besak, Monpera, Museum SMB II, Jembatan Ampera, Kampung Kapitan, Kampung Al-Munawar, and Pulau Kemaro.

### **1.4 Research Question**

This research will be expected to answer the following question: What are the Procedures of Designing Gorgeous Palembang Destinations Booklet to Promote Palembang Tourism Destinations.

### **1.5 Purpose**

The purpose of this research is to know the Procedures of Designing Gorgeous Palembang Destinations Booklet to Promote Palembang Tourism Destinations.

### **1.6 Benefit**

This writing will be beneficial for students of English Department, State Polytechnic of Sriwijaya and Palembang Government Tourism Office.

For students of English Department State Polytechnic of Sriwijaya the benefits is to gain the knowledge about the Procedures of Designing Gorgeous Palembang Destinations Booklet to Promote Palembang Tourism Destinations and also gain new information regarding to history of Palembang destinations.

In addition the benefits for the Palembang Government Tourism Office is this book can be used as the media to promote, preserve and also documented Palembang city tourism destinations in order to conserve Palembang cultural heritage for sustainable generation and also this booklet can be used as a guide booklet for the domestic and also international tourist who come to Palembang.