

CHAPTER I

INTRODUCTION

1.1 Background

In this modern era, people like something which is simple, cheap, useful and easy to get but has a good quality. For millennials, they pay great attention to fashion, such as clothes, pants, shoes, accessories, and bags. Especially for a bag that becomes useful not only for women with various items they need to bring but also for men. In general, the bag is only used to carry items that people need every day, such as books, laptop, makeup tools, wallet, and so on, that they carry when they go to college, work, sightsee or hangout, have holidays, shop, and etc. However, with the development of the bag in terms of its use, the bag is needed to support the style or appearance of someone who uses it. On the other hand, bag users will adjust the bag that they will use because the bag has many types, shapes, and sizes depending on the occasion but most of the bag users usually prefer big sizes because of the capacity of the items that they carry.

Furthermore, the development of technology affects the development of the system for the sale of the bag. Initially, consumers can only buy bags at offline stores, through the stores in the markets or malls. However, in this era, consumers are greatly facilitated by the internet and applications for online shops. Consumers only need to create an account, then they will easily search and choose the bags that are suitable with their needs and desire without having to go to the markets or malls. In addition to the sales system, the producers also innovate the shape and size of the bags because of the increasingly modern development of millennials. One of the bags that fits the current millennial trend adopted from the Korean and Japanese style is a tote bag.

Tote bag is popular because it is simple and light shape and has a large space to carry many things and usually made by calico material. With this calico material, the Tote bag becomes a good bag for the environment because it is made of

materials that are environmentally friendly and do not cause garbage buildup that can not be recycled, such as plastic which causes problems for the environment.

Therefore, at present, the governments in both developed and developing countries have reduced the manufacture, sale, and use of plastic for drinks, food, shopping bags, and others. The government also recommends using paper bags or bag that made from raw materials such as hemp, cotton, calico or other environmentally friendly materials. For example, use shopping bags when shop at the market. In this way, as a society, people must care about the environment and are able to reduce the use of plastic bags. In addition, a tote bag is environmental, be washed, heavily loaded, affordable and have attractive designs and images that will be a style for the user. The tote bag can also be used by unisex and almost always occurred for all activities. The tote bag has its own charm. It has unique design and inspirational pictures, good printed messages for users or those who see it, and it may be an effective medium for delivering some messages. One place that usually sells tote bags is a souvenir shop. Then, According to Macmillan dictionary (2017) totebag is a bag containing a selection of desirable products, especially one given away as a promotional offer. Furthermore, tote bag can used as a means for supporting the promotional activities of a product or business (Astuti,2016). Because of the function that can deliver some messages, it may be used as promotional media.

In tourism, promotion is needed to spread tourism objects carried out continuously through several media which are considered effective to reach the market. In media promotion, a promoter can display the beauty and attractiveness of the attractions, So it can attract the buyers. And based on high interest and consumer's needs of a tote bag, the writer is interested in designing a tote bag as a tourist promotional media.

The writer found that the final report from Indah Sari with the "Designing Description on Tote bags to promote tourism objects in Palembang". She discusses about a tote bag which the bag is only used as an additional bag to carry items that are not enough in the main bag of user and promote tourism objects in Palembang,

while the writer wants to discuss about tote bag that the bag is needed to support the style or appearance of someone who uses it, with environment material, can use for unisex, can be washed, heavily loaded, affordable and to promote the objects tourism of South Sumatera.

Based on the explanation above, the writer would like to design tourism objects on tote bags. The title of this final report is "Designing tote bags of Tourism Objects in South Sumatera as Travel Promotional Media"

1.2 Problem Formulation

The problem formulation in this final report is "How to design tote bags of tourism objects in South Sumatera as tourism promotional media?"

1.3 Purpose

The purpose of this research is to know how to design tote bags to promote tourism objects in South Sumatera.

1.4 Benefits

The writer can give some benefits from this final report. By reading this final report, the reader can get information about how to design tote bags. In addition, the output of this research that the designs tote bags can be utilized by the Culture and Tourism Agency of South Sumatera to promote tourism objects in South Sumatera. Then, this report can provide business for the writer and the reader.