

CHAPTER I

INTRODUCTION

1.1 Background

Lubuklinggau is one of cities in South Sumatera, Indonesia. It has many tourism destinations and one of them is Bukit Sulap. Bukit Sulap is a new natural tourism in Lubuk Linggau. People call it Bukit Sulap, because every dawn this hill is unseen or disappeared. This situation happens because of the mist around the hill. Bukit Sulap is at an altitude of 700 meters above sea level. This natural tourism is only about 2 kilometers from the center of Lubuk Linggau. So, it's easy to visit it if you are around the city center. You only need about 30 minutes to get there by using vehicle (car / motorcycle). Beside that, Bukit Sulap also provides a comfortable and cool area for you to relax. This is because there are many trees that provide natural and beautiful nuances. On the slopes of the magic hill there are also sites that are rich in history. On the site there was in the form of tomb of *Bujang Kurap*. There was also *Danau Rayo* legend. Those were sacred by the people of Lubuklinggau and Musi Rawas.

Tourism is currently very much talked by people because by developing the tourism sector, the influence on other sectors is very large, therefore the demand for tourism is increasing along with the increasing level of human needs from year to year. As you know, Tourism is one of the world's fastest growing industries as well as the major source of foreign exchange earnings and employment for many developing countries. The development of the tourism area certainly does not just grow without any effort, therefore the availability of facilities and infrastructure is needed for the development of this sector so, it can become one of the mainstay sectors. However, environmental quality is an integral part of the tourism industry. So, one of many ways to develop our tourism is by promoting it. In order to promote this destination as the new tourism destination in Lubuk Linggau, therefore a media is needed.

Bukit Sulap in Lubuk Linggau need a media information which is able to make visitors to come to the place. Media 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. Media information are leaflets, magazines, brochures, banners, booklets and others. Booklet can be one of the alternative media as information to promote Bukit Sulap for tourist to visit this destination. 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 destination.

Based on the explanation above, the writer would like to discuss about designing a booklet to promote Bukit Sulap as one of the Tourism destination in Lubuk Linggau. The title of this final report is “Designing A Booklet As Promotion Media of Bukit Sulap in Lubuk Linggau”

1.2 Problem Formulation

Based on the explanation described above, the problem of this final report was how to design a booklet as promotion media of Bukit sulap in Lubuk Linggau?

1.3 Purpose

The purpose of this report is to identify how to design a booklet of Bukit Sulap in Lubuk Linggau as promotion media.

1.4 Benefits

The benefits of this final report are:

1. For writer
 - a. Improving the ability of writing and having experience on designing a booklet as promotion media
 - b. Giving knowledge to the writer about Bukit Sulap in Lubuk Linggau.
2. For readers
 - a. Giving information and knowledge about Bukit Sulap in Lubuk Linggau.
 - b. Giving information as knowledge how to design a booklet.

