

CHAPTER I

INTRODUCTION

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

1.1 Background

Indonesia is one of the developing countries that has a range of wealthy potential for tourism. Not only the natural wealth that is able to serve as a tourist attraction, but also the wealth of diverse cultures from various tribes in Indonesia can become a tourist attraction. For example the city of Palembang, the capital of South Sumatra Province which is one of the big cities in Indonesia, has natural wealth like Sungai Musi that known as the longest river in Sumatera island. Palembang also known for its historical tourism and sports tourism. In palembang, so many historical places and historical buildings from the Dutch and the Sultanate of Palembang. Also in the city of Palembang itself has held big sport events such as the sea games in 2011 and the asean games in 2018. With the appeal may invite a lot of domestic and foreign tourists. The privilege and the charms of an attraction or place of interest can be seen from the number of visits both domestic and foreign tourists every year, not only affect the amount of attraction that tourists visit, but also from facilities and amenities are available as well as the hospitality of the inhabitants of the surrounding objects or tourist attractions, in addition also of the local Government's support.

There are some media that can be used to promote the tourism destination in Palembang. Those media are printed media, electronic media, personal selling, and exhibition. There are many kinds of printed media, such as booklet, brochures, leaflet, book, poster, etc. Beside that, electronic media also can be used as the promotion media for example, website, blogspot, instagram and movie. In addition, the personal selling was giving information about the tourism objects by guide. In this report, the writers choose booklet as the media promotion of destination in

Palembang. The writers issues a booklet with the title of Palembang City Tourism Destinations booklet. This booklet is written in two languages such as English and also Bahasa Indonesia. The reason why the writer make it into two language is because the people with less mastery of English still can read this booklet and since Palembang is often visited by foreign tourist so they can read the English version of the booklet.

The reason why the writer choose to issue a booklet is because it is the best way to preserve and promote the tourism destinations of Palembang, the booklet can be read by all ages. Another reason why the writer make this booklet is to make the updated tourism booklet in Palembang. In this booklet the writer add the transportation and the barcode that lead directly to the maps. It is because on the last issue booklet by Palembang Tourism Office there is no transportation and the barcode that lead directly to the maps. It is needed because nowadays people mostly use their mobile phone, so it can make people easier to find the locations, they just need to scan the barcode and it is directly open the maps. Based on the reason before, the writer will make the updated tourism destination booklet.

Based on the background above, this report discuss about designing booklet of Palembang City Tourism Destinations.

1.2 Problem Formulation

Based on the background above, this report discuss about how to Design A Booklet of Palembang City Tourism Destination.

1.3 Problem Limitation

The scopes of this report is limited by the steps of designing Palembang City Tourism Destinations booklet 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 expected to answer the following question: how to design a booklet of Palembang City Tourism Destinations?

1.5 Purpose

The purpose of this research is to know the steps on designing booklet of Palembang City 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 steps on how to design Palembang City Tourism Destinations booklet 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 book can be used as a guide book for the domestic and also international tourist who come to Palembang.