

CHAPTER I

INTRODUCTION

1.1 Background

The activity of tourism such as tour and travel has increased in whole world, that makes tourism growth so fast. Tour and travel becomes closer to personal needs of people. Many of people do tour and travel activity everyday with different purpose. Among of them involved in the activity on a tour or travel trip to gain fresh and healthy mind, free stress, and happiness. Meanwhile some of them involved on a business trip for their job. Tourism not only has impacted people but it also impacted a few sectors. In a city for example, tourism has impacted infrastructure building and local economies. It has created jobs in both large and small communities and a major industry in many places. Tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities, and services.

One of the cities that has developing tourism is Palembang city. Palembang is a growing city that has potential in developing its city to a better tourism destination. Palembang has attractiveness to attract visitors with many and different kinds of tourism since it is not only rich in culture and traditions but also in historical and natural view. For examples are culinary tourism, cultural tourism, religious tourism, historical tourism, special interest tourism, etc. The government has also built new tourist attraction to gain visitors to visit Palembang. Unfortunately, the potential of tourism in Palembang city still needs more recognition and promotion to attract more visitors to come. Many of people do not know and have lack of information about Palembang that has various kinds of tourism and available tourism destination. Palembang tourism needs to be promoted even more effectively and memorably, so that people can get motivated to visit Palembang.

According to Kotler & Keller (2012, p.48), "Promotion is an activity that communicates excellence product and persuade the target consumer to buy it, through communication to consumers". Promotional activities require media, and

there are Electronic media is advertising media whose work processes are based on electronic and electromagnetic principles, for examples: using television, radio, and website to do a promotion. Outdoor promotional media is promotional media placed outside the room like on the road, for examples: billboards, banners, etc. Printed media is static media and prioritizes visual messages generated from the printing process; basic materials and facilities for delivering messages using paper, for examples: newspaper, magazine, leaflet, and booklet.

Therefore, the writer wants to use printed media, specially booklet to promote and to introduce more about tourism in the city of Palembang. There is a few booklets that is contain enough information about Palembang tourism that can help the visitor easily discover destinations, accommodations, attractions, events, and culinary places. Booklet can contains many information about the product or business and services offered, in addition the booklet contains photographs and explanations that can increase interest. It can take the form of a document for everything about recording events that have been changed in words, pictures or photographs arranged in such a way that it can attract public attention and understandably. A booklet is also easy to bring, nowadays the booklet can be uploaded through the internet and can be accessed by anyone. The price to make booklet is relatively cheap and adjustable depends on the booklet maker's need.

Booklet is a printed media with a shape like a book or small magazine that is used to convey a message or information. The booklet can conclude many information inside of it, so the booklet will gives clear vision towards the described words, and it can be a good promotion media to promote places and tourist attraction in Palembang. The picture inside of the booklet also helps to increase the memory of the readers that makes the booklet memorable. To give information about tourism destination and attraction in Palembang, the writer is interested to make the final report with the title: "Designing Booklet of Tourism Information in The City of Palembang".

1.2 Problem

The problem of this report is: “How to design a booklet of Palembang tourism destination?”.

1.3 Purpose

To find out about how to design booklet contains information about Palembang tourism destinations.

1.4 Benefit

1.4.1 The benefits of this report for the students:

- a) To fulfill the requirement to finish study in English Department at Polytechnic of Sriwijaya.
- b) To increase knowledge in English and designing booklet.
- c) To improve the ability of writing in English and get the experience of designing a booklet.

1.4.2 The benefits of this report for the Polytechnic of Sriwijaya:

- a) To give information to the reader about how to design a booklet.
- b) To give information about tourism in Palembang city.

As a reference for tourist when visit Palembang.