

CHAPTER I

INTRODUCTION

1.1. Background

Indonesia is a country which has lots of histories. Banks (1996, p.6) states all events in the history of the past are history and as actuality. History has an important role in the formation of the identity of a country. Indonesia was formed through three periods, namely the kingdom era, the Dutch colonial era and the period after independence. One of the cities that passes through it all and keeps a history of the Indonesia historic is Palembang.

Palembang is the capital city of South Sumatera province. Palembang is the second largest city in Sumatera after Medan and also the oldest city in Indonesia. Palembang is also famous for its tourism destinations such as, Musi River that located in the center of the city and as one of natural tourism and there is also Punti Kayu Recreation Park. For sports tourism there is Jakabaring Sport City, for pilgrimage tourism there are Agung Mosque and Ki Gede Ing Suro Mosque. Palembang is also famous for its historical tourism. There are many objects that can be visited, such as Benteng Kuto Besak (BKB), Monpera, Sultan Mahmud Badaruddin II Museum, Kemaro Island, Bukit Siguntang, Kampung Arab, Kampung Kapitan and so on. Visitors or tourists usually visit those tourism destinations. At that time, there were many foreign traders from China, Middle East and Persia which made the diversification of culture and history.

Kapitan village is located on the near of the Musi River in Seberang Ulu district, Palembang. Kapitan village was the first ethnic Chinese village in the city of Palembang. It has been present since the Ming Dynasty or the XIV century. This village has a lot of history ethnic Chinese. In the past, the village was a residential area where Chinese ethnic communities lived in Palembang. The place to trade, until it became the center of government for the Seberang Ulu district during the Dutch colonial. In Kapitan village there are two old Chinese houses in there. The width of the house is around 24 x 50 meters with 4 large and 2 small rooms in each

house. It also has a prison just below the two old houses and there are several symbols such as the sun that are on ventilated, and a compass right on the door. It symbolizes that the ancestor is a sailor. Kapitan village can be reached in two ways, by land or river routes. For land routes, tourists can use public transportation to Kertapati then stop at the Kertapati police station and continue with a motorcycle to get to the destination. For the river route, from the Kuto Besak Fortress dock point and take a traditional boat across to Kapitan Village dock. From this village, the Musi River was clearly visible. Along with the development of the era, now many houses are built. Until finally, the water area was covered by houses of settled residents, both ethnic Chinese and indigenous ethnic Sriwijaya.

In order to attract visitors to come to Kampung Kapitan in Palembang, Kampung Kapitan needs 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. According to Sobur (2016), Media information are “instruments of graphic, photographic or electronic to capture, process, and reconstitute the visual information. Media information are leaflets, magazines, brochures, banners, booklets and others. Booklet can be one of the alternative media as media information to promote this place.

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 tourists who will visit and enjoy the destinations. According to Putra (2011), The booklet is one of advertising media that is able to attract a lot of productive consumers and have the capability of persuading so well. In addition, Utami (2012) states that based on the content, a booklet is one of the campaigns media that more widely gives the information with relative low cost than other campaign media such as posters, flye, brochures, and others. Therefore, Booklets can also be used to promote Kampung Kapitan.

Booklet is one of the promotional media that provides information but is still easy to carry because the booklet has a practical size. Booklets can be a choice

of tourists, when they are traveling or as a reference to choose the destination they want to visit. Unfortunately, Palembang only has a few cultural heritage tourism booklets to promote cultural heritage tourism itself, while cultural heritage tourism is Palembang's identity, which is popular with cultural heritage tourism.

Based on the discussion above, the writer is interested to choose the topic “Designing Booklet of Kampung Kapitan as Tourism Heritage Destination in Palembang” for this Final Report. The writer would like to give the detail information about Kampung Kapitan through a booklet.

1.2 Problem Formulation

The problem is formulated as the following:

How to design booklet of Kampung Kapitan as tourism heritage destination in Palembang?

1.3 Problem Limitation

By seeing the problem above, research limitation is focused on the introduction of Kampung Kapitan in Palembang including the location, the history, the people, and also about the culture in there.

1.4 Research Purpose

The purpose of this final report is to design booklet that contains information of tourism destinations in Kampung Kapitan.

1.5 Research Benefits

For the readers :

- a. The readers can use the booklet to get new informations about Kampung Kapitan.
- b. The readers will know what they do when they visit to Kampung Kapitan.

For the Government:

- a. The Government can use the booklet as a media information to introduce Kampung Kapitan as tourism destination in Palembang.