

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses 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. Palembang as the capital of South Sumatra Province is one of the biggest cities in Indonesia, which has natural resources such as, Sungai Musi that known as the longest river in Sumatera island and some tourism destinations near the Musi river. Palembang is also known for its historical tourism and sport tourism. In Palembang, there are many historical places and historical buildings from the Dutch and the Sultanate of Palembang. In this city there was also big event successfully held, such as the SEA games were held in 2011 and the Asian Games in 2018. These attractions may invite a lot of domestic and foreign tourists. Many tourists from Asia come to Jakarta especially in Palembang, like Tiongkok, Saudi Arabia, Japan, South Korea and etc. 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.

Promotion has an important role for tourism development. Besides providing information in order to form the image of tourism, increasing tourist visits, also determine tourist the success of efforts to create the demand for tourists to travel to Palembang city. Promotion is meant as informing, persuading and reminding tourists

directly or indirectly about the product sold potential tourist (Hasan, 2015) Therefore, there is need for better handling measure to attract tourist to visit Palembang city.

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. In this report, the writers choose booklet as the media promotion of destination in Palembang. The writers will issue a booklet with the title of Palembang Great Destinations. This booklet will be written in two languages, English and Bahasa Indonesia. The reason why the writer makes it into two languages because the people with less mastery of English still can read this booklet and the other hand, since Palembang is often visited by international tourists so they can read the English version of the booklet.

The reason why the writer choose to issue a book is because it is the best way to preserve and promote the tourism destinations of Palembang, the booklet can be read by all ages because they don't need a special skill to operate some technological equipment if they want to get the information. Another reason why the writer make these booklet is to update tourism booklet in Palembang because of the incomplete and less updated information from the last issue booklet. It is needed because in every year the detail of the world changes, for example name of the street, the route to get the destination, duration to get there and also the public transportation that can be used to reach that tourism destination. Based on the reason before, the writer will make the updated tourism destination book.

Based on the background above, this report discusses about Designing of Palembang Great Destination Booklet to Promote Tourism Destinations In Palembang.

1.2 Problem Formulation

Based on the background above, this report discusses about how to Design of Palembang Great Destinations Booklet to Promote Tourism Destination in Palembang.

1.3 Problem Limitation

The scopes of this report will be limited by the steps of Designing Palembang Great 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 , Museum SMB II, Jembatan Ampera, Kampung Kapitan, Kampung Al-Munawar, and Pulau Kemaro.

1.4 Research Question

This research is expected to answer the following question: What are the steps in Designing Palembang Great Destinations Booklet to Promote Tourism Destination in Palembang?

1.5 Purpose

The purpose of this research is to know the steps in Designing Palembang Great Destinations Booklet to Promote Tourism Destination in Palembang.

1.6 Benefit

This writing is 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 actually around Musi River 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.