

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The tourism sector has been acknowledged by the government as one of the major sources for the development plan in Indonesia. This potential source is strongly supported by Indonesia rich culture and beautiful scenery. Moreover, we believe that tourism is one of the country's most stable income sources. Therefore, Palembang as one of the tourist destinations in Indonesia has taken some steps of wisdom and strategies in supporting and responding to the government plan of tourist expansion. During the recent year, some places of interest in this region's assets have been more and more improving, increasing, and developing to attract either domestic or foreign visitors.

Nowadays, there are a lot of media that guide the tourist to get more information, such as booklets, guide books, internet magazines, etc. In this era, the internet is always used by tourists to find more information. They prefer to use the internet to look or search for information. In fact, by using the internet, there are a few weaknesses, such as we often see incorrect and incomplete information, also the address is not as complete as we wish. Meanwhile, a booklet is the best media that help tourists to find the information about the songket craft center, especially the information about the names of songket craft stores, the addresses, types of songket sold, prices, time of operation, and phone number from each songket stores.

Songket is one of the cultural heritages that Palembang has. Even though songket is already known by most Palembang people, but they still do not know the specific detail about songket like the definition, culture of songket weaving in the past, colors of Palembang that depicted on songket and its philosophy, and kinds of songket patterns. According to Syarofie (2009) Songket with bright colors and beautiful patterns does not only have aesthetic meaning, there is a very deep philosophical value for each

sheet of the songket. It means that we are supposed to have self-awareness to maintain songket as our local culture.

Based on the background above and relation to the department, the writer would like to inform all of the people about the cultural uniqueness of Palembang handicraft. So, the writer got the idea to make a final report with the title “**Designing a Booklet of Songket Craft Center in Palembang**”

## **1.2 Problem Formulation**

The problem formulation of this report is “How to design a booklet of songket craft center in Palembang”.

## **1.3 Research Purpose**

The purpose of this final report is to know how to design a booklet of songket craft center in Palembang.

## **1.4 Limitation**

By seeing the problem above, the research limitation is needed to make a focus on research of the problem, purpose, and benefit of research. So, the writer tends to explain the design a booklet of songket craft center in Palembang to help the tourists to know more about the information of songket craft center in Palembang via booklet, especially the information about the names of songket craft stores, the addresses, types of songket sold, prices, time of operation, and phone number from each songket stores.

## **1.5 Research Benefit**

Hopefully, the research result has some benefits. By reading this report, readers can get some information about how to design a booklet. In addition, the output of the research that is the design a booklet of songket craft center in Palembang can be utilized by the Tourism and Cultural Department of South Sumatra to make a booklet to promote songket craft center in Palembang.