

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Natural and cultural wealth are important components of tourism in Indonesia. 34 provinces in Indonesia, hundreds or even thousands of cultures are improving tourism destinations progressively, this is shown by the awareness of the public or the local government to promote their tourist destinations to the outside world. In the promotion process, the government will use promotional media that can be seen and often seen by many people.

Especially in Palembang, there are many objects that can be used as religion tourism. according to Purwanto (2018) there are six religious tourism in Palembang, that are: (1) Sultan Mahmud Badaruddin Mosque, (2) Kiai Muara Ogan Mosque, (3) The Giant Al-Quran Museum of Palembang, (4) Cheng Ho Mosque of Palembang, (5) Kemaro Island Palembang and (6) Al-Munawar Village. the writer interest with Al-Munawar village because in this village there are many uniqueness, such as having 6 250-year-old houses, each of which is inhabited by descendants of Al-Habib Abdurrahman Al-Munawar, on Fridays students are closed and there are traditions eating together and marriage once a year. From the uniqueness of Al-Munawar, the writer was interested in making Al-Munawar Village as object of promotion

Promotion has an important role for tourism development. Many people are increasingly promoting the beauty of tourism through online media and printed media. In the digital era, printed promotion media are still effective to attract prospective customers or travelers. Besides, providing information in order to form the image of tourism, increasing tourist visits, also determining the demand for Palembang city tourist to travel. According to Zani, Ahmad (2014) in his article explaining that printed media is a communication channel in which verbal

messages (written) are also in the form of images such as caricatures and comics carried out in printed form. The one of printed media can be calendar.

With a budgeted expenditure once, product existence will always be connected with the customer. but must pay attention to the design of the calendar so that it is not monotonous. Calendar can attract attention if the calendar has good quality, color that matches the theme. Interesting and creative the calendar is closely related to the measurement of time, which is also closely related to the movement of various celestial bodies. According to Rofiuddin (2016) Calendar is a regulatory system for calculating time for a certain period. Calendar can be said as an effective printed media, because everyone needs calendar to see the information or pictures that are needed.

Using calendar as tourism promotion media can be expected to help in developing religion tourism of Palembang. The calendar that will be designed a calendar of Palembang. As it is calendar of Palembang in which the design for this calendar will be themes about Al-Munawar village. it can be likely Typical of traditional house, wedding Traditions, Islamic Culture, the tradition of Rumpak-rumpakan and so on.

Based on the discussion above, the writer is interested in taking the title of this final report **“Designing A Calendar of Al-Munawar Village to Promote Religion Tourism of Palembang”**.

## **1.2 Problem Formulation**

The problem is formulated as the following:

How to design calendar of Al-Munawar village to promote religion tourism of Palembang?

### **1.3 Problem Limitation**

By seeing the problem above, research limitation is focused on the promotion Al-Munawar village in Palembang including the history, the people, and also about the culture in there.

### **1.4 Research Purpose**

The purpose of this final report is to design calendar that contains information of tourism destinations in Al-Munawar village.

### **1.5 Research Benefits**

For the writer:

- a. The writer can understand how to make the calendar of Al-Munawar village as religion tourism destination in Palembang.
- b. The writer gets new nformation about Al- Munawar village previously unknown.

For the visitors :

- a. The visitors can use the calendar to know the date and get new information about Al-Munawar village.
- b. The visitors will know what they do when they visit to Al-Munawar village.

For the English Departmen students:

- a. The English Departmen Students can use the calendar as a media promotion to introduce Al- Munawar Villge as religion tourism destination in Palembang.

