

CHAPTER 1 INTRODUCTION

1.1. Background

Palembang is a capital city of South Sumatra that has a lot of wealths. There are four kinds of wealths. The first one is culture. The communities of Palembang play to Malay and Javanese cultures. This culture still can be felt in this era, such as the language of Palembang communities, festivals, dances, folk songs, traditional House of Palembang and the tombs of the ancestors. The second is tourism. Palembang offers a lot of tourism destinations for travelers who come to Palembang. The tourism destinations are Kampung Kapitan, Benteng Kuto Besak, Pulau Kemaro, Bukit Siguntang, and so on. The third is culinary. The popular food from Palembang is Pempek. Beside that, there are another food like Tekwan, Climpungan, Kemplang, Otak otak, and so on. And the last is local wisdom of the people. Most of communities of Palembang are Malay people, but there are several areas that have characteristic of each community such as Kampung Kapitan which is a Chinese people and kampung Almunawar which is region the Arab community. So, the important thing of Palembang wealth is tourism. Because in this era, it can be in the estimate that everyone needs tourism to get pleasure.

There are many tourists who come to Palembang to enjoy the tourism of Palembang . It is not only domestic tourists but also foreign tourists who come to Palembang for the purpose of enjoying the tourisms here. Then, the number of tourists who visit to Palembang is increasing every year, it has proved by survey's results from Poerwanto. (2018). He claims that

Jumlah kunjungan wisatawan ke Palembang sangat melonjak, ini mencapai hingga 303,63 persen, capaian ini signifikan karena pada tahun 2009 ada 675.689 wisatawan yang datang ke Palembang dan pada tahun 2017 kedatangan wisatawan meningkat, ini sekitar 2.001.417 wisatawan. itu karena tidak luput dari upaya Dinas pariwisata dan dibantu oleh pihak-pihak lainnya.

It means that, in 2009 there are 675.698 tourists who come to Palembang and in 2017 the number of tourists are increasing, it is about 2.001.417 tourists. It is because there are factors that have done by Dinas Pariwisata kota Palembang and communities of Palembang to support tourism in Palembang.

There are six factors that support the tourism activity: They are attractions, accommodation, transportation, culinary and souvenir. The first is attractions. Attraction is something that attracts or is intended to attract people by appealing to their desires and taste. The second is accommodation. Accommodation is needed when travelers and tourists need hotel for rest while they are on a tour. The third is transportation. Transportation is needed when tourists want to visit to the places that they want to visit. The fourth is travel agencies. Travel agency is a private retailer or public service that provides travel and tourism. Fifth is culinary. Culinary is related to the restaurant that needed by tourists. The last is souvenir. Souvenirs are very important to tourism because many tourists think that travelling to the certain places are incomplete if they do not buy souvenirs.

For this reason, the development of the souvenir business in Palembang is very fast increase in the tourism sector. Many stores offer the high quality products with competitive price, such as Pasar 16, Pasar 26 Ilir, Fikri Songket, Pasar Cinde, Pempek Candy, Nyenyes Palembang, Lenggok and soon. Lenggok is a souvenir store that sells many kind of souvenir from Palembang, they are Songket, Clothes, Replica Palembang icon and traditional food from Palembang such as Tekwan, Pempek, Model, Climpungan and so on. This is a complete souvenir store. So, tourists will easily find souvenirs of Palembang in one place. Then, Lenggok have a strategic place. But from the results of observations, There are just 15% from 100% visitors in Lenggok. This is because Lenggok has only been established for around two years, and few information about Lenggok. So, this is the cause the lack of information obtained by the community relating to the location of Lenggok and the advantages of Lenggok. In this case the writer feels that the need to make communication media as a bridge of information for tourists looking for souvenir in Palembang.

informasi sangat penting bagi wisatawan dalam mengelolah perjalanan karena hal tersebut bisa membantu menentukan destinasi wisata, makan dan minum, akomodasi, transportasi, sovenir dan lainnya. (Ismayanti, 2010).

It means that, information is very important for travellers in managing a travelling because it can assist in determining tourism destination, food and drink, accommodation, transportation, souvenirs and so on. Generally, there are many ways to promote Lenggok by promotion media. They are electronic media (TV, Handphone, Laptop and Radio), and printing media (Booklet, Magazine, Brochure, Leaflet and Newspaper). Mostly people use printed media such as brochures, leaflets, booklets, etc. From those media, tourist can get the information about Lenggok. Those printed media contain about the detail descriptions and also interesting pictures, so it can attract the tourist to visit Lenggok.

The booklet is chosen as a medium for Lenggok promotion because booklet is a thin shape book and almost like a guide book. It contains many articles and interesting pictures for public, the content is more complete than other forms of sales support. The structure of the booklet generally consists introduction, contents, and closing but the writing method is shorter than the book. And also booklet more practical. It can disseminate information in a relatively short time. Then booklet is written in a style that is easy to understand by many readers. So booklet is best promotional media for promoting Lenggok. But there is no booklet becoming promotion media to promote Lenggok.

Concerning the explanation above, that booklet is thin shape book, complete, practical, easy to understand and interesting. So, the writer is interested in participating to promote Lenggok as souvenir store in Palembang to the public. Therefore the writer decide to write the final report with the title of **“Designing a Booklet to Promote Souvenir Store in Palembang”**.

1.2. Problem Formulation

The problem formulation of this final report is:

How to design booklet to promote souvenir store in Palembang?

1.3. Problem Limitation

To prevent this final report from out of topic, the writer limits the problems of this final report. The writer designing a booklet to promote souvenir store in Palembang in which places is Lenggok Souvenir Store.

1.4. Purpose

The purposes of this report is:

To know the steps of designing booklet to promote souvenir store in Palembang?

1.5. Benefits

Through this final report, the writer hopes that the students of Polytechnic of Sriwijaya can get the knowledge and information about souvenir from Palembang and give the motivation to visit souvenir store in Palembang.