

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Tourism is an activity of people to travel and stay in outside place of their environment for not more than one consecutive year for leisure, business, and other purposes that not related to the exercise of an activity remunerated from within the place visited. Many visitors need the time to refresh their brain or explore new places. On millennial nowadays, tourism is not only things about destination but also the visitors need new things of tourism, something like culinary.

Culinary is kinds of tourism and the visitors need more information about it in the certain places. Culinary is one of the important aspects to support an event. Because, culinary is one of the reasons why people want to visit the city or country. Besides visiting the city or country, visitors also want to know about the taste and shape of the foods. So it can give a lot of information and knowledge for visitors

Palembang is one of the cities that has good potential in culinary tourism. Then, Palembang also is one of the big cities in Indonesia which is located in South Sumatera. There are many visitors that choose Palembang as the place to do their business or meeting (MICE). And the visitors have to get information about night culinary in Palembang and they can also choose Palembang as culinary tourism, but many visitors do not have much information about it. So, the information about night culinary in Palembang is needed. People in Palembang have a good respect for night culinary in Palembang. Because, night culinary is best one of tourism for the society in Palembang and they can enjoy the holiday or foods with family, friends or special person. The visitors can find the night culinary on jalan Pangeran SW Subekti.

Jalan Pangeran SW Subekti is one of part night culinary in Palembang. In Pangeran SW Subekti street, there are many foods of night culinary for visitors, but there are still some of visitors do not have enough information of this place. In Pangeran SW Subekti, there are some restaurants or cafe such as Bandrek 555, South Station, history coffee, and etc. The cafe of this place will open start from 05:00 am until 01:00 pm, it depends on the restaurants in this place. The restaurants have some menu for the customers and some of foods such as pempek, martabak, rice, and the best menu is bandrek. Then, the visitors when come to Palembang they can get some information or experience to know about traditional foods of Palembang but not only traditional foods of Palembang, the visitors can try many foods from various regions. Making booklet contents the information about places, prices, and taste of night culinary in Palembang is one of the ways to increase the potential of night culinary visitors in Palembang especially on jalan Pangeran SW Subekti whatever in domestic or international.

From here the writer wants to make booklet about night culinary for visitors, if the visitors come to another country or city, they also want to eat something at night. They can get more information and make them do not get lost. According to Kemm and Close (1995) cited in Gustianing (2014) a booklet can be learned at any time because the book-shaped design and consist of information that is relatively more than the poster. Moreover, Ewles (1994) cited in Gustianing (2014) says that a booklet has several advantages that are the reader can see the contents during leisure, the information can be shared with family and friends, the booklet is easy to be made, copied and repaired and easily customizable, it reduces the need to take notes, and it can be made simple with a relatively low cost. The writer also wants to promote the places or culinary (night culinary) that are in city or country, the booklet that we made must be interesting and has big potential to promote culinary.

After publishing the booklet on the society or visitors, it can be fasten booklet promotion is read by everyone. According to Boone and Kurtz (2002, p. 129),

Promotion is the process of informing, persuading, and influencing a purchasing decision. The writer expectations with the booklet, it can make the promotion of night culinary in Palembang for visitors that need the information. Based on the description, the writer feels interested in making booklet for final report with the tittle “*Designing a booklet as tourism promotional media of Night Culinary on jalan Pangeran SW Subekti*”.

## **1.2. Problem Formulation**

Based on the background above, the problem of this final report is “how to design a booklet as tourism promotional media of Night Culinary on jalan Pangeran SW Subekti.

## **1.4. Research Purpose**

The research purpose of this report is to know how to design the booklet of Night Culinary on jalan Pangeran SW Subekti.

## **1.5. Research benefits**

The benefits of this final report are:

1. For writer
  - a. Improve the writer’s writing booklet as promotion media.
  - b. Improve the writer’s knowledge about night culinary in Palembang especially on jalan Pangeran SW Subekti.

2. For readers

Giving information and knowledge about Night Culinary on jalan Pangeran SW Subekti by booklet.