

CHAPTER I

INTRODUCTION

1.1. Background

Tourism nowadays become the needs and lifestyle of modern people. It is an recreational activity or leisure activities doing in a short term temporary moment outside of their residence. It is also an essential part of our life as it refreshes the mind and reduce the stress. Tourism can be classified into many types, such as recreational tourism, environmental tourism, historical tourism, ethnic tourism, cultural tourism, adventure tourism, health tourism, music tourism, village tourism, wildlife tourism, religious tourism and so on.

Cultural tourism is a type of special interest tourism involving leisure travel for the purpose of viewing or experiencing the distinctive character of a place, its people, and its products or productions. A wide range of destinations and cultural activities fall under the umbrella heading of cultural tourism (Adams, 2008). While the other experts states that cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination (Richards, 2018) Cultural tourism is an important part of the tourism industry, it brings economically advantageous for destinations communities and hosted country that reside in them. This tourism can create jobs, boost a country's economy and increase awareness of culture.

Indonesia is one of the countries that has a strong value of cultural tourism, since it was the world's largest archipelago country with a tropical climate and very humid, it is surrounded by the South China Sea, the Celebes Sea, and the Pacific Ocean to the north, and by the Indian Ocean to the south west. The main islands of Indonesia are Java, Sumatera, Kalimantan, Sulawesi and Papua with thousands of small islands followed. Every parts of Indonesian territory was inhabited by the

diversity of ethnic groups and tribes that has its own culture and traditions. One of them is Palembang, Palembang is the capital city of South Sumatera and the oldest city in Indonesia. Seeing that Palembang is a city which having lots of history and culture. Therefore historical sites and heritage buildings are easily found in Palembang.

Cheng Ho mosque is one of the tourism destination in Palembang which thick with Chinese culture and history behind it. This mosque located in 15 ulu, Seberang ulu 1. It is about 7.3 km from the city center built from the combination of Palembang and Chinese culture as the culture acculturation itself, due to keep the good relation between Chinese decendants and Palembangnese by *Persatuan Islam Tionghoa Indonesia* (PITI) and was originally named *Masjid Al Islam Muhammad Cheng Ho* but also known as *Masjid Cheng Ho*. Unfortunately, not many people are not puting Cheng Ho mosque in their list when visiting Palembang. So, the writer feeIn order to promote this historical site and attract the visitors to know and visit Cheng Ho mosque in Palembang an interesting media is consideredly needed. Unfortunately, not many people are puting Cheng Ho mosque in their list when visiting Palembang. So, the writer thought that it is necessary to do a further promotion about this tourism destination to the society

In doing the promotion, there are two kinds of approaches that can be used by the writer, they are print media and electronic media. Printed media is the form of advertising that uses physically printed media or printed version through newspaper, magazine, brochure, booklet, catalogue, leaflet and etc, while electronic media is mass communication in which the information can be shared on any electronic device, such us television, radio and internet. According to Bruce (2015), print advertisement in the form of booklet offer more flexibility and options, it allow you to target your audiences, and run advertisement to specific geographic locations

So, on this occasion the writer chooses booklet as the media advertisement. Booklet is a small thin book with a paper cover that contains information about particular subject (*oxford learner's dictionaries*). By designing a booklet with complete information and adding some attractive illustrations like pictures or unique font it will make the reader are interested reading the booklet and tend to visit the place. Based on the explanation above, the writer is interested in discussing Cheng Ho mosque in her final report entitled “Designing Cheng Ho Mosque Booklet as a Symbol of Culture Acculturation in Palembang”

1.2 Problem Limitation

The scope of this final report is to know the steps of designing a booklet about Cheng Ho Mosque as a symbol of culture acculturation in Palembang

1.3 Problem formulation

Based on the background above, the problem of this final report is “How to Design a Booklet about Cheng Ho Mosque as a Symbol of Culture Acculturation in Palembang”?

1.4 Purpose

Based on the formulation of problem as mentioned above, the purpose of this final report is to know the steps of designing a booklet about Cheg Ho mosque as a symbol of culture acculturation in Palembang

1.5 Benefits

The benefits of this report are:

1. For State Polytechnic of Sriwijaya this report is expected to be one of the journal collection in state polytechnic of sriwijaya's library.
2. For writers, this report is expected to increase the information about Cheng Ho mosque as a religious site in Palembang and to add information about how to design a booklet about religious site

3. For readers, this report is expected to gain knowledge about Cheng Ho mosque