

CHAPTER I

INTRODUCTION

1.1 Background

There are many aspects that enable the country to increase its level economically. One of them is the tourism industry. It is one of the important sectors to increase foreign exchange from its tourism destination, culinary and accommodation. Its incomes are taken from the device that come from tourism sectors such as tourism destination that given contributions from charge of visitors act. So that's why a city or a country always tried to develop their tourism industry by developing their potential natural resources.

Tourism is one of the industries that play an important role in the economy of Indonesian country. This can be seen from how many tourists that come to Indonesia to visit destination in Indonesia as to be able to increase Indonesia's foreign exchange. In Indonesia, the tourism activity has occurred since the 1960s. Many people traveling to spend their holiday time or refresh their minds from daily routines. During traveling, they usually do recreational activities or enjoy sightseeing the tourism objects. It is corresponds to *surat keputusan menteri pariwisata, pos dan telekomunikasi* No. KM 98 PW. 102 MPPT –87 which stated that “A tourist object is a place or natural condition that has natural resources that are built and developed so that it has an attraction which is cultivated as a place visited by tourists. It means that tourism”.

Objects are all places or natural conditions that have tourism resources that are built and developed so that they have attracted and are cultivated as places visited by tourists. According to Suwena (2017 : 24) which stated that, *Lebih lanjut, obyek wisata juga terbagi menjadi dua kelompok, obyek wisata alam , – ciptaan Tuhan – (natural site-attraction) dan obyek wisata karya manusia (man-made site-attraction)*. It means that tourism objects are divided into two kinds, natural attractions objects and Man-made attractions. The natural attractions are rivers, mountains, seas, and lakes while the man-made attractions are museums, lakes, and parks.

Park is an area or plot of land planted with various plants and given some additional components that are beneficial to humans. Components in the park consist of biotic and abiotic components that support each other. Biotic components of the park, among others are humans, animals and plants. While the abiotic components of the park, among others are soil, water, air, and sunlight. In a park people usually come for recreation, relaxation, socialization and so on. Besides that, sometimes people take photos to upload to their social media. In South Sumatra there are several parks that are famous in the community, i.e. Kambang iwak park in Palembang, Merasih Park in Lubuk Linggau and Celosia Park in Empat Lawang, but there is a new park that is not well known yet, Air Itam Family Park in PALI.

Air Itam Family Park is a tourism object located in Air Itam Village, District. Penukal, PALI Regency, South Sumatra. This park is a new park that is unique because it is located in a rubber tree plantation. In addition, this park also has a blue lake, bird nest, a horse arena, a rabbit park, and archery. But unfortunately, this tourist attraction is still new and not well known. So many people do not know the beauty and uniqueness of this park. So, Air Itam Family Park needs a promotion to persuade tourist to visit it.

Promotion is an attempt to inform or offer a product or service in order to attract potential customers to buy or consume it. With the promotion, producers or distributors expect an increase in sales figures. According to Boone and Kurtz (2002) "Promotion is the process of informing, persuading, and influencing a purchase decision". It means promotion is the process of informing, persuading, and influencing a decision to buy or use product or service that we have been promoted. So, promotion is very important to attract tourists to come to the Air Itam Family Park.

Generally, there are many ways to promote Air Itam Family Park by promotion media such as electronic media (Television, Hand phone, computer and Radio) and printed media (newspaper, magazine, brochure and booklet). Mostly

people use printed media such as brochure, leaflet, or booklet. From those media, tourist can get the information about the product. Those printed media contain about the detail descriptions and also interesting pictures, so it can attract tourists to visit promoted destination.

Air Itam Family Park has been promoted by using electronic media, namely, advertisements on social media that can be accessed via mobile phones or computers. Air Itam Family Park also has been promoted through advertisements on PALI radio. Unfortunately, Air Itam Family Park has not been promoted through booklet. However, booklet is one of media that can be chosen to promote Air Itam Family Park because booklet is a thin shape book and almost like a guidebook. It contains a lot of information and interesting pictures for public with complete content than brochure, and leaflet. The structure of booklet generally consists of introduction, contents and closing, but the writing is shorter than a book. And also booklet is 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.

Concerning the explanation above, that booklet is a thin shape book, complete, practical, interesting and easy to understand. So, the writer is interested in participating to promote Air Itam Family parks for the final report with the titled is “Writing a booklet to promote Air Itam Family Park in PALI Regency”.

1.2 Problem Formulation

“How to write a booklet to promote Air Itam Family Park as a tourism object in PALI regency”.

1.4 Purpose

Based on the problems mentioned above, the purpose of this research is to write a booklet to promote Air Itam Family Park as a tourism object in PALI regency.

1.5 Benefit

The benefits of this final report are:

- a. For the reader
 - To increase the knowledge about writing a booklet
 - To give information about Air Itam Family Park
- b. For State Polytechnic of Sriwijaya.
 - To support the cooperation between State Polytechnic of Sriwijaya and tourism industry in PALI regency.
- c. For Air Itam Family Park
 - To popularize Air Itam Family Park to world and to increase the selling of Air Itam Family Park