

CHAPTER I

INTRODUCTION

In this chapter, the writer describes about the background, the problem formulation, problem limitation, the purpose, and the benefits of this report.

1.1 Background

Palembang is one of the heritage cities of the Sriwijaya Kingdom. That is because the discovery of many inscriptions such as the Kedukan bukit, Telaga batu and others in the city of Palembang. According to the head of the Tourism Office Palembang, Isnaini Madani on Thursday (29/08/2019) "*Potensi sejarah Kerajaan Sriwijaya saat ini sangat tinggi. Itu salah satu yang kita promosikan selain sejarah Kesultanan di Palembang Darussalam*". It means that The historical potential of the Sriwijaya Kingdom is very high at the moment. That is one of the things we are promoting besides the history of the Sultanate in Palembang Darussalam. Therefore, there are many visitors who come to Palembang to find out the history of the Sriwijaya kingdom.

Taman Wisata Kerajaan Sriwijaya is one of tourism destinations in Palembang which has many relics of the Kingdom of Sriwijaya. There is also a Sriwijaya Museum in this destination. It contains the collections of archaeological relic like artifacts from Sriwijaya Kingdom. There are religious artifacts, Maritime artifacts, trading artifacts or building architecture temple. Taman Wisata Kerajaan Sriwijaya is very interesting place because it has many objects, but Many people still do not know well about them.

In this era, many people of Palembang city still do not know well about some objects in Taman Wisata Kerajaan Sriwijaya because of the lack of writing information, documentation, and knowledge to community about Taman Wisata Kerajaan Sriwijaya. Therefore, Taman Wisata Kerajaan Sriwijaya needs some promotion media to introduce this place. There are a lot of media that can promote to the tourist such as internet, brochures, magazines, leaflet, booklets and others. In this modern era, internet will be the first choice to find the information. But in fact, internet has some weaknesses, such as incomplete and incorrect information.

CNN Indonesia said that in the data presented by ministry of communication and information, there were 800 thousand sites in Indonesia that indicated as spreading incorrect information (Pratama, 2016). On the other side, booklet provides complete information. Booklet is one of media that can give information about this destination.

Booklet as an information medium would be very helpful for tourists. According to Maulana (2009), "*Booklet merupakan media untuk menyampaikan pesan – pesan dalam bentuk buku, baik berupa tulisan maupun gambar*". It means that Booklet is a medium to convey messages in book form, either in the form of text or images. While Ewles (1994) says that booklet medium has several advantages that are the contents are easily learned, it can be used as a medium or tool for self-learning, the information can be shared with family and friends, Beside that booklet is easy to be made, copied, corrected and adjust and it is durable and has a wider capacity. So, a booklet can be a good guidance for tourists to find the information about Taman Wisata Kerajaan Sriwijaya. Because of that, the writer is interested in discussing this problem in this final report with the title of "Designing a Booklet of Taman Wisata kerajaan Sriwijaya Palembang."

1.2 Problem Formulation

Based on the background above, The problem of this report is How to design a booklet of Taman Wisata Kerajaan Sriwijaya Palembang.

1.3 Purpose

The purpose of this report is writing booklet script to promote Taman Wisata Kerajaan Sriwijaya Palembang.

1.4 Benefits

1. For the writer
 - a. To Get knowledge about how to make a Booklet .
 - b. To Get information about Taman wisata Kerajaan Sriwijaya Palembang.
 - c. To Get knowledge and experience to do a research.

2. For State Polytecnic of Sriwijaya

a. To Support the cooperation between state polytechnic of sriwijaya and departement culture and tourism of Palembang especially Taman Wisata Kerajaan Sriwijaya's Staff.

3. For Government

a. To Use this booklet as media information to introduce Taman Wisata Kerajaan Sriwijaya as one of tourism object in Palembang

