

CHAPTER I

INTRODUCTION

In this chapter the writer explains about background, problem, purpose, and benefits

1.1 Background

The tourism destination is the most interesting place that can attract some tourists to visit that area for refreshing their mind, go gathering with their family and spending their holiday. There, some tourists will take some pictures to be uploaded on their social media because it has really beautiful view, so some tourists can get the new experience and can give the special satisfaction from every tourism destination that they have ever visited.

Palembang city is the capital city of South Sumatra that has a lot of tourism destinations. When people hear “Palembang City,” people will think about the famous tourism destination in this city, that is, Ampera Bridge. This bridge offers the beautiful view where some tourists can see the Musi River under the bridge directly and see some traditional houses of societies. So they can take some pictures at that bridge. Actually, it does not mean people can only find Ampera Bridge as the beautiful destination in this city but also many tourism destinations that are offered by this island such as Al-Munawar Village, Kapitan Village, Firma Village, Assegaf Village, Sekanak Village and so on. Each destination has its own uniqueness especially from their view.

Sekanak Village is the one of the oldest villages in Palembang located in Kelurahan 27-28 Ilir, Ilir Barat II Palembang. The location of this village is strategic because there is the small brook of Musi River that used as the center of economical transaction in the past. In the past, this village known as the residence of the nobles from the Palembang that is the partner of Sultan Mahmud Badaruddin II. There are still many the traditional houses of Palembang in this village as the estate from the noble. Now, Sekanak Village has been beautified by the government. The buildings and roads along this village has been touched by colors to attract the tourist who

comes to this village and make this village as the interesting place to take some pictures.

Actually, there are some tourists that come to visit Palembang City. They are not only from inside or domestic tourists, but also they are from outside country like China, Malaysia, Singapore and so on. Some tourists can visit every tourism destination in Palembang City with their family or their friends to enjoy a lot of variety from tourism destination that offered by this city. Starting from historical destinations, nature destinations until culinary that offered by this city.

However, not all people, inside and outside Palembang are familiar with tourism destinations in Palembang especially Sekanak Village as one of tourism destinations in Palembang. People just know it is only part of Musi River without any special things, although the government has already informed that. Therefore, it is needed strategy to expose it by doing promotion.

Promotion is one of the ways to draw the attention of the potential tourists to visit that destination. Nowadays, technology can be used as the media promotion. This media can be reached by many people who want to know and to come to the tourism destination. One of the media promotions is a booklet.

A booklet is the kind of digital printing media that provide some information about something like tourism. This media is very useful for tourists that still confused to decide their plan for spending their holiday and need some reference about some tourism destinations. According to Kemm, John and Close (1995), a booklet relatively contains a lot of information compared to posters. It means booklet as the media promotion which can give some information that has relation with Sekanak Village. So, some tourists can use a booklet as their references when they do their tourism activity.

Based on the explanation above, the writer is interested in making a final report with the title, **“Writing the content of a booklet about Sekanak Village”**. The writer would like to give some information about Sekanak Village.

1.2 Problem Formulation

Based on the background above, the problem formulation of this final report is how to write the content of a booklet about Sekanak Village.

1.3 Problem Limitation

The scope of this report is limited by the steps of writing the content a booklet about Sekanak Village in English and Bahasa Indonesia version.

1.4 Purpose

The purpose of this final report is to know how to write the content of a booklet about Sekanak Village and promote Sekanak Village.

1.5 Benefits

The benefits of the report are:

1. The readers can use the booklet to get the information about Sekanak Village Palembang.
2. The readers especially tourist from other city can use this booklet as the media information and guidance when they are visiting Sekanak Village Palembang.