

CHAPTER I

INTRODUCTION

In this chapter, the writer will discuss the background of research, problem formulation and its limitation, purpose and benefits in conducting the research.

1.1 Background

Palembang is the capital of South Sumatra which is one of the major cities in Indonesia, that has natural wealth such as the Musi River which is known as the longest river on the island of Sumatra. Palembang also known for historical tourism and sports tourism. In Palembang, major sports events have been held such as the Sea Games in 2011 and The Asean Games in 2018. With this attraction, it may invite many domestic and foreign tourists. In Palembang, so many historic sites and historic buildings from the Netherlands and the Sultanate of Palembang. Not only that, culinary can also be used as tourist attractions.

The privilege and the charms of an attraction or place of interest can be seen from the number of visits both domestic and foreign tourists every year, not only affect the amount of attraction that tourists visit, but also from facilities and amenities are available as well as the hospitality of the inhabitants of the surrounding objects or tourist attractions, in addition also of the local Government's support.

Promotion has an important role for tourism development. Besides providing information in order to form the image of tourism, increasing tourist visits, also determine tourist the success of efforts to create the demand for tourists to travel to Palembang City. Promotion is meant as informing, persuading and remaining tourist directly or indirectly about the product sold potential tourist (Hasan, 2015). Therefore, there is need for better handling measure to attract tourist to visit Palembang City.

There are some media that can be used to promote the tourism destination and culinary in Palembang. Those media are printed media, electronic media,

personal selling and merchandise. There are many kinds of printed media, such as booklet, brochures, leaflet, book, poster, etc. Beside that, electronic media also can be used as the promotion media for example website, blogspot, instagram and movie. In addition, the personal selling gives information about the tourism objects by guide. Merchandise provide information using trinkets that can be seen by people while traveling in a place that can add to their attractiveness for that place such as glass, t-shirt, pen, key chain, etc. The writer choose t-shirt as the media promotion of tourism object and culinary in Palembang. The writer issued t-shirt with the aim of promotion Palembang City Tourism Object and Culinary.

The reasons why the writer choose to issue t-shirt was because it is the best way to preserve and promote the tourism object and culinary of Palembang, T-shirts can be seen, read and used by all ages because of they don't need a special skill to operate some technological equipment if they want to get the information. Another reason is that many people especially children who are more interested in reading with images rather than reading without images. Not only those who wear this t-shirt who get information but for those who see when they meet or just pass by they can get information through t-shirts that the person needs. Based on the reason before, the writer made the updated tourism destination and culinary t-shirt.

Based on the background above, this report discussed about *designing the printed tourist t-shirts to promote tourism objects and culinary of Palembang*.

1.2 Problem Formulation

Based on the background above, this report discussed about “How to design the printed tourist t-shirts to promote tourism objects and culinary of Palembang?”

1.3 Problem Limitation

The scopes of this report was limited by designing the printed tourist t-shirts to promote tourism objects and culinary of Palembang in English version, and also the writers choose the tourism object based on the geographical location,

such as : Ampera Bridge, Musi River, Sultan Mahmud Badaruddin II Museum, Benteng Kuto Besak, Kampung Al Munawar, and Kemaro Island, and for culinary, the writer choose Pempek, Apem Banyu, Ragit and Kue Lapan Jam.

1.4 Purpose

The purpose of this research is to know how to design the printed tourist T-shirts to promote tourism objects and culinary of Palembang.

1.5 Benefit

The writing aimed to be beneficial for students of English Department, State Polytechnic of Sriwijaya and Palembang Government Tourism Office.

For students of English Department, State Polytechnic of Sriwijaya the benefits is to gain the knowledge about the steps on how to design the histories attached on T-shirt to promote tourism objects and culinary of Palembang.

In addition the benefits for the Palembang Government Tourism Office is this t-shirt can be used as the media to promote, preserve and also documented Palembang City tourism objects and culinary in order to conserve Palembang cultural heritage for sustainable generation and also this t-shirt can be used as a guide for the domestic and also international tourist who come to Palembang because this t-shirt contain of the histories with the images.