

CHAPTER I

INTRODUCTION

1.1. Background

Palembang is one of the oldest cities in Indonesia which is known for its famous tourist places. Those tourism are Siguntang Hill, Kemaro Island, Kuto Besak Fort, Taman Purbakala Kerajaan Sriwijaya, and others. Palembang City is also known as Religious Tourism Destination the historical City.

Taman Purbakala Kerajaan Sriwijaya is one of Religious Tourism Destination in Palembang that has many histories. It is the one of destinations in Palembang that many people of Palembang do not know well about it. Taman Purbakala Kerajaan Sriwijaya is located at Jalan Sjakhyakirti Karanganyar Village, District Gandus. The distance of Taman Purbakala Kerajaan Sriwijaya is 30 minutes from City center.

According to Marpaung (2002) Visiting destination such as museum. Taman Purbakala Kerajaan Sriwijaya is very interesting place because that have many objects, such as tower to look at the area of Taman Purbakala Kerajaan Sriwijaya, such as religious artifacts, maritime artifacts, trending artifacts or building architecture temple.

Unfortunately, in this era many people of Palembang City do not know well about some objects in Taman Purbakala Kerajaan Sriwijaya because the lack of information, documentation, and knowledge to community about Taman Purbakala Kerajaan Sriwijaya. Therefore, Taman Purbakala Kerajaan Sriwijaya needs some promotion media including printed media, electronic media, and outdoor advertising media.

According to Utami (2015) stated that promotion is one way flow of information or persuasion that could bring an organization or a person to realize the transactions of purchase and sales. Promotional refers to any type of marketing communication. Used to inform of persuade target audiences of the

relative merits of a product, service, brand or issue. The aim promotion is to increase awareness, create interest, generate sales or create brand loyalty. The writer want to promoting Taman Purbakala Kerajaan Sriwijaya because that is beautiful place but not many people of Palembang know about it. Although there are already some picture about this place. So that is why the writer want to promote this place by Designing A booklet.

A booklet is one of media promotion media which is chosen for being one of the printed media. This media has its own advantages such as introduce the product in a fun way, reach the border market,. By designing a unique booklet with complete information, this booklet is expected to provide sufficient information about Taman Purbakala Kerajaan Sriwijaya to community, so people can recognize and preserve Taman Purbakala Kerajaan Sriwijaya as Religious Tourism Destination in Palembang.

Therefore, the writer becomes interested in designing a booklet about Taman Purbakala Kerajaan Sriwijaya of Palembang. It is also expected to make Taman Purbakala Kerajaan Sriwijaya becomes more well-known for local community, domestics, and foreigners. Therefore, the writer takes the title **“Designing a booklet to promote Taman Purbakala Kerajaan Sriwijaya as Religious Tourism Destination in Palembang”**.

1.2. Problem Formulation

Based on the background explanation of this report, so the problem of this final report was formulated as the following: How to Design A Booklet to Promote Taman Purbakala Kerajaan Sriwijaya as Religious Tourism Destination in Palembang?

1.3. Problem Limitation

Based on the background and problem formulation described, then the limit imposed in this final report was the information about a booklet to promote

Taman Purbakala Kerajaan Sriwijaya as Religious Tourism Destination in Palembang.

1.4. Purpose

The purposes of this final report were:

1. To know how to design a booklet to promote Taman Purbakala Kerajaan Sriwijaya as Religious Tourism Destination in Palembang
2. To inform the information conveyed by the booklet of Taman Purbakala Kerajaan Sriwijaya as destination in Palembang.

1.5. Benefit

There were three big benefits that would be beneficial for the writer itself, the local people and tourist, as well as for the Taman Purbakala Kerajaan Sriwijaya.

1. For the writer

In writing this final report, the writer could learn many skills in writing report and developing a booklet. It is expected that the information would be useful for future writing and other booklet design.

2. Palembangness and Visitors

This final report can be used to increase the knowledge in creating a media to introduce Taman Purbakala Kerajaan Sriwijaya as Religious Tourism Destination in Palembang.

For Taman Purbakala Kerajaan Sriwijaya, this booklet can be used as the media to promote. It would attract more visitor to visit that place. Hence, by having more visitors, the tourism business in Palembang would be more success.