

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is the largest country in Southeast Asia, with a maximum dimension from east to west about 5,100 km and an extent from north to south about 1,800 km. Indonesia has 34 provinces and 17,504 islands. Shiota (2017) states that Indonesia consists of 34 provinces and located in five main islands of Sumatera, Java, Kalimantan, Sulawesi, and Papua as well as the islands of Nusa Tenggara and Maluku.

Sumatera Island is the largest island that is entirely governed by Indonesia and the sixth-largest island in the world with an area of 473,481 km². There are ten provinces in Sumatera Island, for example North Sumatera, South Sumatera, West Sumatera, Bengkulu, Lampung, and so on. South Sumatera as one of the provinces in Sumatera Island that is located on the Southeast of the island of Sumatera. The capital of South Sumatera province is Palembang. In 2010, this province was divided into thirteen regencies and four cities. The regencies are Banyuasin, Empat Lawang, Lahat, Muara Enim, Musi Banyuasin, Musi Rawas, Musi Rawas Utara, Ogan Ilir, Ogan Komering Ilir, Ogan Komering Ulu, Ogan Komering Ulu Selatan, Ogan Komering Ulu Timur, and Penukal Abab Lematang Ilir and the cities are Palembang, Pagar Alam, Prabumulih, and Lubuklinggau.

Pagar Alam is one of the cities in South Sumatera Province. This city is located about 298 km from Palembang and is about 60 km from Southwest of Lahat regency. Pagar Alam is a city in the highland so it makes this city slightly cooler than many of the other South Sumatera cities and also this city has astounding landscape, which makes this city as one of the main tourism destinations in South Sumatera and it is often visited by local tourists. It can be proven by the data from Central Bureau of Statistics (*Badan Pusat Statistik*) that the number of visitors who came to Pagar Alam in 2018 were 256,802 people. In this report, the writer wants to make people

from the other provinces especially foreign tourists who came to South Sumatera know about there are tourism destinations in Pagar Alam because usually they only visit Palembang (capital of South Sumatera).

Pagar Alam has a high potential in tourism industry since it has several tourism destinations to visit such as nature tourism, heritage tourism, cultural tourism, and so on. In Pagar Alam, there are many tourism destinations that people can visit; for instance, *Tugu Rimau*, *Mangkok Waterfall*, *Dempo Park*, *Embun Waterfall*, *Tujuh Kenangan Waterfall* and *Tangga 2001*. Febriantoko (2018) states that the attraction of Pagar Alam City is the beauty of the landscape in the form of mountains and the other nature tourism which makes this city is very interesting to be visited.

There are some media that can be used to promote tourism destinations in Pagar Alam, South Sumatera. Those media are printed media, personal selling and exhibition. There are many kinds of printed media that can be used to promote the destinations, such as, magazines, booklets, leaflets, banners, brochures. Beside that, electronic media can also be used to promote the destinations such as youtube, instagram, website, blogspot. The government of Pagar Alam has been used the website to promote the tourism destinations, but the information on the website still uncomplete. Based on the point that the writer has explained above, booklet can be an option to promote the tourism destinations.

Booklet is one of the promotion media which is easy to use for people who do not know about the information of the tourism destination; it helps the visitors to get the information about the destination that they want to visit. French (2013) states that a booklet tends to be limited in scope, simply structured and focused on one purpose. Therefore, booklet can also be used to promote tourism destinations in Pagar Alam, South Sumatera.

In order to promote the destinations in Pagar Alam in South Sumatera, the writer would like to use booklet because people can be easily to use this way to get

the information and people only need to read the booklet if they want to get the information about the destination and the writer will spread the booklet to several people and at the regional library in Pagar Alam and Palembang to make people easier to read the booklet. Booklet also has a small size that makes the people can easily to bring and use it. Not only that, booklet can also be easy to be understood by people because this booklet is provided by pictures so it makes the people are easier to find out about the destinations in Pagar Alam that they want to know. In this booklet there is also detail information about the destination, so it makes the people can easily understand the meaning and also the brief history about those destinations. Moreover, it helps visitors from other regions to learn about the history of the destinations.

For those reasons, the writer is interested in choosing the topic “**Designing a Booklet of Tourism Destinations in Pagar Alam, South Sumatera**” as the final report. The writer would like to give the detail information about tourism destinations in Pagar Alam through a booklet.

1.2 Problem Formulation

Based on the background above, this report discussed about how to design a booklet of tourism destinations in Pagar Alam, South Sumatera.

1.3 Problem Limitation

By knowing the problem above, the scopes of this report is limited by designing a booklet of tourism destinations in Pagar Alam, South Sumatera in English and Bahasa Indonesia version, and also the writer choose the destination based on the geographical location, such as *Tugu Rimau*, *Mangkok Waterfall*, *Dempo Park*, *Embun Waterfall*, *Tujuh Kenangan Waterfall* and *Tangga 2001*.

1.4 Research Purpose

The purpose of this final report is to know how to design a booklet script of tourism destinations in Pagar Alam, South Sumatera according to Sharifyar (2019) idea.

1.5 Research Benefits

For the readers :

- a. The readers can use the booklet to get new information about tourism destinations in Pagar Alam, South Sumatera.
- b. The readers will know what they do when they visit to Pagar Alam, South Sumatera.
- c. The readers especially foreign tourist can use the booklet as a media of communication and guidance when visiting Pagar Alam, South Sumatera.

For the government :

- a. The government can use the booklet as media information to introduce Pagar Alam in South Sumatera.