

CHAPTER 1

INTRODUCTION

1.1. Background

Palembang is the capital city of South Sumatera that has many tourism destinations. They are Benteng kuto besak, Monpera, Pulau Kemaro, Kampung Almunawar, Punti Kayu, Jakabaring Sport City, and so on. By having many tourism destination, Palembang is one of the city that becomes an interesting city to visit for the purpose of enjoying the tourism here. Then, the number of tourists who visit Palembang increases every year, as proven by survey's results from Poerwanto (2018). He claims that the level of tourist visits to Palembang shows a significant increase, because in 2009 not too many tourists came to Palembang, while in 2017 tourist arrivals have greatly increased. The increase visiti is a result of official efforts by tourism agents and assisted by other parties.

According to Hadinoto (1996), there are six factors that support the tourism activity: attractions, accomodation, transportation, promotion and this chapter is approved marketing, culinary and souvenir. Attraction is something that attracts or is intended to attracts people by appealing to their desires and taste. Accomodation is needed when travelers and tourists need hotel for rest while they are on a tour. Transportation is needed when tourists want to visit to the places that they want to visit. Promotion is a design to introduce tourist attractions offered and ways in which attractions can be visited. For planning, promotion is an important part. Culinary is related to the restaurant that needed by tourists. Souvenirs are very important to tourism because many tourists think that travelling to the certain places are incomplete if they do not buy souvenirs.

For this reason, the development of the souvenir business in Palembang increases fast in the tourism sector. Many stores offer high quality products such as jumputan, blongket, and songket with competetive price, such as Songket Cek Ipah Fikri Songket, Pasar Cinde, Pempek Candy, Nyeyes Palembang, and Griya Kain Tuan Kentang.

Griya Kain Tuan Kentang is a souvenir store that sells Jumputan and Blongsong as traditional clothes from Palembang. The uniqueness of this place is that tourist can buy clothes and see the process of making Jumputan and Blongsong. This store sells not only Palembang traditional clothes but also other souvenirs made of the clothes such as necklaces, bangles, purse and cosmetic case.

Griya Kain Tuan Kentang has promoted souvenirs that are sold to visitors through newspaper, social media, and website. Most of the information that is provided by Griya Kain Tuan Kentang is in the form of texts and pictures. However, the promotion media that have been used such as newspaper and social media have disadvantages. It is too expensive to put advertisement in newspaper and many people are lazy to read newspaper nowadays. In addition, marketing extent depends on follower amount in social media account.

In this case the writer would like to make promotion media in order to give the information to tourists looking for souvenirs in Palembang. The booklet is one of examples from text and picture that can help tourists who come to Palembang to know more information about souvenir places in Palembang. For example if there are tourist who come to Palembang and want to looking for souvenir we can give the booklet about Griya Kain Tuan Kentang so they can choose what souvenir they want to buy.

According to Adawiyani (2013) the existence of an offline promotional booklet makes the company easy to give more information about their products to the tourists. It means offline promotions can be more easily done through booklet media the booklet also has other advantages. According to Satmoko (2015), booklets are more interesting than newspapers, social media, and websites, because booklets are more colorful with good images, informative and simple shapes that are easy to read anytime and anywhere. As we know, the newspaper has big size so that not many people are drawn to read the newspaper. Likewise, websites and social media require power and signals to access it, while at this time not everyone can reach technology in accessing the internet to read information on a website or on social media.

Concerning the explanation above, the writer is interested in participating to make tourists easy to know more information about Griya Kain Tuan Kentang as a souvenir place in Palembang. Therefore, the writer decide to write final report with the title “Writing The Booklet Text of Griya Kain Tuan Kentang”.

1.2 Problem Formulation

The problem formulation of this research is: “How to write the booklet text of Griya Kain Tuan Kentang?”

1.3 Research Purpose

Based on the problem mentioned above, the purpose of this research is to write the booklet text of Griya Kain Tuan Kentang.

1.4 Benefit

The output of this study is a booklet about Griya Kain Tuan Kentang. Hopefully, the booklet can be used by Griya Kain Tuan Kentang for promotion