

CHAPTER 1

INTRODUCTION

1.1. Background

Palembang which is the capital of South Sumatera Province has become a city of Metropolis with some diversity. The example of diversity in Palembang are various Religions (Islam, Buddha, Christian, Hindu and Kong Hu Cu), Custom (Tanggai dance, Tenun dance, Gending Sriwijaya dance, Aesan pak sangko, Aesan gede), Traditional Foods (Pempek, Burgo, Lakso, and Pindang Patin), and Languages (Sekayu, Komring, Meranjat and etc).

There are many kinds of tourism that are available in Palembang. For example, there are Shopping Tourism, Educational Tourism, Culinary Tourism, Business Tourism, Sport Tourism, Nature Tourism and Religion Tourism. For Shopping Tourism, the tourists can visit the Pasar 16, Palembang Square (PS), and International Plaza (IP). For Culinary Tourism, the tourists can enjoy traditional food in the Pempek Candy and River Side restaurant. For Sport Tourism, they can visit Jakabaring Sport City. And for Religion Tourism, the tourists can go to Masjid Agung, Al-quran Al-akbar, and Masjid Cheng ho.

The promotion for those tourism destinations in Palembang is not done maximally, especially religion tourism destination. Shehdek (2015) says that Palembang tourism destination is lack of promotion including its religious tourism destination, he sees this as a weakness of the Palembang tourism sector, although Palembang is already well known because it had become the host of the SEA Games, but if it is not promoted well, it will be useless. Many people in Palembang know the religion tourism destination, but there are lean of people visit those religion tourism destinations.

There are many kinds of promotion media to help promote and develop the tourism destination in Palembang. Promotion media are divided into three, *electronic media* like, website and television, *Outdoor media* such as billboard, neon box, and round tag, *Printed media* like booklets, storybooks, brochures, and comic books.

A comic book is a good medium to promote the religion tourism destination, because according to Rohani (1997:21), a comic book is a medium that is simple, clear, and easy to understand and personal, so it is more informative and educative. A comic book is a book that contains stories etc, in the form of drawings. In society, children generally more like picture books, because they are easier to understand books that have a lot of pictures than writing, whereas adult are easier to understand what they read even though there are few pictures (Muktiono, 2003:76). Besides that, comic books are also easily found around the environment, such as; bookstore, supermarket, and mall or can be borrowed in the library.

Based on the explained above, the writer is interested to write this final report with the title **Designing a Comic Book about Religion Tourism Destination in Palembang.**

1.1 Problem Formulation:

Based on the background, the problems to be discussed in this final report is how to design a comic book about religion tourism destination in Palembang?

1.2 Purpose:

The purpose of this report is to find out how to design a comic book about religion tourism destination in Palembang.

1.3 Benefits:

This report is expected to be useful for English Department Students; this final report gives knowledge about how to design a comic book about religion tourism destination in Palembang.