

CHAPTER I

INTRODUCTION

1.1. Background of the study

Promotion is a very important activity in marketing a product or service to attract consumers to buy the product. This is because promotion is part of a marketing strategy. Therefore, promotional activities must be designed as attractive as possible and the information conveyed must be easily to understand by the public. In addition, in terms of promotion, it is also necessary to think of new ideas to create favorable sales conditions, promote sales and expanse sales in the future, especially in promoting culture and the fields of tourism. There are several types of applicable promotions, including advertising, direct marketing, sales promotion, personal selling and public relations.

As we all know, arts and culture as well as traditions in Riau Province have experienced a lot of development. This is evidenced by the many traditional events that are often held in various regions. Unfortunately, this development cannot be said to be a rapid development. This is because most of these traditional events are usually only known and visited by the people in the area. Only a few people from outside the region, even local and foreign tourists, did not visit the traditional event due to their lack of information about traditional events spread across Riau Province. This is due to the lack of promotion and cultural education to all levels of society as well as local and foreign tourists.

Tjiptono (2015, p.387) defines that promotion is an element of the marketing mix that focuses on promoting, persuading, and reminding consumers of the company's brands and products.

There are various promotion that are carried out by utilizing technology, one of them a promotion by using an event calendar. Promotion using the event calendar was chosen because it is very easy to access online and offline by various groups of

people. The event calendar is very helpful for the community as well as the tourists. This is because the event calendar can be used as navigation to direct traveler throughout cultural tourism destinations in an area.

Based on the background above, this study focused on making Riau Calendar of Events.

1.2. Formulation of the Problem

This problem was formulated into “How are the Processes of Making of Riau Calendar of Events.

1.3. Limitation of the Problem

This study focused only about the Making Calendar of Events in Riau Province.

1.4. Purpose of the Study

From the formulation of the problems that has stated above, the purpose of the study were to make Riau calendar of events in two languages, English and *Bahasa* and to promote events in Riau Province.

1.5. Significance of the Study

1.5.1. Significances for Tourism Office of Riau Province

This calendar was expected to help Tourism Office of Riau Province in promoting events in Riau province to local and international community.

1.5.2. Significances for Traveler and Tourist in Riau Province

- a. This product was expected to be one of promotional items to help Riau community to promote its own events to other communities.
- b. This product was expected to give information to local community in Indonesia
- c. Through this calendar, Tourist can get insight about the events in Indonesia especially events in Riau Province.