

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is not a new thing in Indonesia. Because of the beauty of Indonesia, many tourists come to Indonesia. According to Syambudi (2019), *“Indonesia selama tahun 2018 telah mencapai 15,81 juta. Angka itu mengalami kenaikan dibandingkan dengan periode yang sama sepanjang tahun 2017 sebanyak 14,04 juta.”* It means, Indonesia has been visited by more than 15.8 million foreign tourists in 2018, an increase of more than two million tourists from the previous year. The drastic increases in the number of tourist and the entry of foreign currencies still seem to continue. It cannot be denied that tourism is the most developed and in demand business sector. Iswara (2018) stated *“Sektor pariwisata masih menjadi penyumbang devisa terbesar di Indonesia, bahkan yang tertinggi.”* It means, the tourism sector is still the largest foreign exchange contributor in Indonesia, even the highest. To increase tourist visits, we need to improve the development of several aspects such as accommodation, attraction, food, and promotion.

Not only known with the beautiful view, but Indonesia is also known with its unique cultural traditions from many regions. Many tourists also want to see or even involved in those cultural traditions. Many regions in Indonesia has their cultural traditions with different times, and agendas. For example, in Bali there are cultural tradition, namely Melasti Ceremony, Ngaben, etc. In Yogyakarta there is Grebeg Maulud. In Muara Enim there is Melemang. In brief, every region has a different culture.

Melemang is a cultural tradition which is hundreds of years old from Muara Enim regency. Melemang is a culture that has been carried out from generation to generation to commemorate the 10th day of Muharram every Hijri year. This tradition is still being implemented and usually do by the people of

Karang Raja and village, Muara Enim Regency. In this tradition, people gather in each houses and burn lemang at night and eat it directly with their family and neighbors with purpose to increase the relationships between the people of Muara Enim especially Karang Raja village.

The people and the government of Muara Enim are hoping that Melemang can be an aspect which can attract tourists to come to Muara Enim. But, not many people know what Melemang is. In order to make people know about Melemang and make people come to Muara Enim, we need a media to promote this cultural tradition. Fanta (2014) stated,

“Iklan dapat dilakukan melalui berbagai media, antara lain: Media elektronik (televisi, radio, film bioskop, internet). Media cetak (surat kabar, majalah, buletin). –Media luar ruang (papan reklame, electronic board yang dipasang di pinggir jalan yang bergerak secara elektronik, baliho, iklan pohon, spanduk, poster, dan lain-lain).”

It means, promotion can be done through electronic media (television, radio, movie theaters, internet), printed media (newspapers, magazines, newsletters), and outdoor media (billboards, posters, etc). Melemang can be a great attraction if the promotion is done well.

Because of the limitation of copywriting in e-booklet version, in this final report the writer will use E-booklet to promote Melemang as cultural tradition from Muara Enim regency. According to Putra (2016)

“Booklet merupakan sebuah media informasi yang bertujuan untuk menyampaikan suatu pesan kepada masyarakat dalam bentuk cetakan, yang bertujuan agar masyarakat dapat memahami dan menuruti pesan yang terkandung didalam booklet tersebut.”

It means, booklet is an information media that aims to deliver a message in electronic form, which aims so that people can understand and obey the message contained in the e-booklet.

People nowadays are usually searching for something via online, because it more practical and can be accessed everywhere as long as there is internet

signal. In Indonesia, almost all of the places already have internet signal, so it can be accessed quickly. Not only that, but e-booklet can also accessed by people worldwide. Furthermore, it can economize the costs of making a book and it also paperless so, it is really environmentally friendly. In this report, the writer raises the title of final report, namely **“The Copywriting of Melemang E-Booklet as Cultural Tradition From Muara Enim Regency”**

1.2 Problem Formulation

Because of the limitation of copywriting in e-booklet version, this final report will discuss how to write a copywriting e-booklet to promote Melemang as cultural tradition from Muara Enim Regency.

1.3 Problem Limitation

The scope of this final report is focused on the steps to write copywriting Melemang e-booklet as a cultural tradition from Muara Enim Regency.

1.4 Research Purpose

Based on the problem formulation and limitation, the purpose of this final report is to know how to write a copywriting e-booklet that contains information about Melemang as a cultural tradition from Muara Enim Regency.

1.5 Significant of Study

This study is conducted to benefit the following:

1. The students

The students can read the e-booklet to get new information about Melemang, for example about what people usually do in Melemang day. So, they will know more about Melemang.

2. State Polytechnic of Sriwijaya

Giving information and knowledge about Melemang to the students of State Polytechnic of Sriwijaya, especially for the students in English Department.

3. The people and government of Muara Enim

This study can help to educate people about the tradition of Melemang and can help to invite tourists to come to Muara Enim.