

CHAPTER 1

INTRODUCTION

In this chapter, the writer will discuss about the background of the research, problem formulation and problem limitation, purpose and benefits in conducting this research.

1.1. Background

Indonesia, as a famous archipelago state, consists of many tourism resources, whether it is natural or artificial tourism. Tourism has boomed in Indonesia in recent years and is one of the main sources of foreign currency earnings. Based on OECD Tourism Statistics, in 2017, contribution of tourism to GDP amounted to IDR 536.8 trillion, 4.1% of Indonesia's total GDP. In the same year, tourism provided 12.7 million jobs, representing 10.5% of total employment. Tourism receipts totalled IDR 200 billion and the sector out-performed the general growth of the Indonesian economy. Palembang also has a huge important role in the development of tourism in Indonesia proven by the existence of some sites of tourism. Some sites of Tourism in Palembang have their own value because some of them give information about history, culture, and society customs. They are represented as the uniqueness of tourism in Palembang. Those sites in Palembang were mentioned as tourism attraction and destination.

Tourism is a travel for leisure, business, and other purposes for the people to travel. Tourism is divided into some kinds such as sport tourism, cultural tourism, scientific tourism, educational tourism, and others. There are many natural tourism beaches, mountains, rivers, lakes, and even calderas. On the other hand, there are also artificial tourism sites such as amusement parks, mosques, churches, temples, bridges, and many more. Museum is also one of the examples of artificial tourism sites.

People come to museum in many occasions, ranging from serving researchers and specialists to serving the general public. The purposes of the museum are to collect, preserve, interpret, and display objects of artistic, cultural, or scientific significance for the education of the public. From a visitor or community perspective, the purpose can also depend on one's point of view.

To be able to maintain and even increase the popularity of tourist attractions in Palembang, the surroundings should participate in promoting these tourisms. People can do some ways as the promotional medium to increase the total number of tourists such as print media, electronic media, and personal selling. There are booklets, books, posters, and others for print media usage. Besides that, there are electronic media for the people to use it as a promotional media such as blog, YouTube, websites, and movies. Last, the personal selling gives information about the tourist attractions by guide.

In this report, the writer chooses a short-story as the media promotion of tourist attractions in Palembang. A short story can support in increasing the people's interest to visit. A short story has to be written well so it can be able to attract a large number of tourists. This short story is written in two languages. They are Indonesian and English. Reasons for arranging it into more than a language are as Indonesian, domestic tourists will be more comfortable in reading it in their own language. Moreover, some of them are limited to understand English. But this short story is also written in English to be provided for the international tourists visiting tourist attractions in Palembang so they can understand it clearly because Palembang is also visited by some foreign tourists.

The writer has two important reasons in choosing a short story as the promotional media. Firstly, the writer does believe that a short story of the museum and other attractions is the best way to promote tourism destinations because a short story can be read by people in all ages as a print media. People just need to read it directly. Secondly, it is also interesting because the creator can write a short story to make it an awesome short story with a great storyline in it.

Based on the description above, the writer would like to participate in promoting the tourism destination in Palembang to increase the popularity of them. The chosen title for this study is **”Writing a short story entitled ‘Red Thread of Fate in Balaputra Dewa’ to promote tourism destinations in Palembang”**.

1.2. Problem Formulation

Based on the background above, the problem formulation of this final report is “how to write a short story entitled ‘Red Thread of Fate in Balaputra Dewa’ to promote tourism destinations in Palembang”.

1.3. Problem Limitation

The scopes of this final report will be limited by writing a short story entitled ‘Red Thread of Fate in Balaputra Dewa’ to promote tourism destinations in Palembang with Indonesian and English version. The writer also chooses some of tourism destinations such as Jembatan Ampera, Benteng Kuto Besak, Taman Wisata Alam Pundi Kayu, Masjid Agung Palembang, and Pedestrian Sudirman.

1.4. Purpose

The purpose of this research is to know the step of writing a short story entitled ‘Red Thread of Fate in Balaputra Dewa’ to promote tourism destination in Palembang.

1.5. Benefits

Benefits of this final report are:

For writer. The writer can get a knowledge about how to write a good story and know more some tourism destinations in Palembang.

For the reader. It gives some information about tourism destinations in Palembang and preserves as an entertainment media.

For students of English Department. It is archived as the educational document for collegians in gaining the knowledge about writing a short story entitled 'Red Thread of Fate in Balaputra Dewa' to promote tourism destinations in Palembang.

For some tourism destinations in Palembang. This report is a media to increase people's knowledge about the tourism destinations to interest the tourists in visiting those places.

For Dinas Pariwisata Kota Palembang. This final report can be a promotional media of some tourism destinations to promote the tourism destinations in Palembang.