

CHAPTER 1

INTRODUCTION

1. Background

Indonesia is an archipelago country with a diversity of cultures, races, ethnicities, beliefs, religions and languages. (Undang-undang no.10) concerning tourism, tourist objects and attractions are anything that has a uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth which is the target or purpose of tourist visits. Tourism that has been in great demand by tourists until now is cultural tourism.

South Sumatra Province consists of several districts and cities that have a variety of cultures and traditions. Culture and tradition themselves can become a cultural heritage and also have the characteristics of the district. Also, culture and tradition can become tourist attractions in the district because the people living in the district have cultures and traditions that shape their way of life and of course this attracts visitors who like to see its cultural uniqueness. An example of a famous cultural tourism attraction in Palembang, South Sumatra is the *Baba Boentjit Market Event*.

Kayuagung is a sub-district in the capital of Ogan Komering Ilir Regency, South Sumatra Indonesia. The city is located in a strategic route because Kayuagung is one of the transit cities located on Jalan Sumatra Timur which connects Bandar Lampung with Palembang to Medan. Kayuagung has a strong cultural heritage and has various annual cultural tours, one of which is called midang as arak-arakan tradition accompanied by traditional music such as tanjidor.

Midang cultural tourism for South Sumatra Province is a national agenda that has become local and foreign tourism, the intention of the national agenda in the field is an activity that must be carried out every year because midang is an inherent characteristic and is very well known, especially for the Kayuagung community. Midang has a history, unique facts, and objectives such as its

implementation as a place to introduce traditional clothing, both wedding customs and daily traditional clothing of the Kayuagung tribe and is a hereditary tradition carried out by the Kayuagung community so that it has developed into a cultural tourism object. However, there are still many people who do not know about this midang. As we know, tourism or cultural activities like this are very rarely found in South Sumatra Province, even though currently cultural tourism or activities are a tourist attraction that is very popular with local and foreign tourists. Therefore, by promoting it, it is hoped that midang can be known by many people outside Kayuagung.

Promotion is one way for the public to know about a product that aims to inform, persuade or increase consumers or tourists so that the tourists concerned have the desire to come to visit areas that have been promoted. Swastha (2002) many types of media that can be used for promoting a product, can be done through two types of media they are **printing media** (newspapers, magazines, posters, brochures, and banners) and **electronic media** (television, radio, mobile phones, social media, blog, and website).

These days, the promotion media mostly use the internet. One of the internet media is Blog. Salamadian (2020) says blog is one type of website whose content contains the thoughts of one or several authors and has a chronological order of posts (from the newest content to the oldest content), now the role of the blogger community is mostly formed to support the goals achieved by one of the product promotions.

Based on the explanation above, the writer is interested in **“Designing a Blog Media to promote Midang as a Tourism Culture in Kayuagung”** as the title for the final report.

1. Problem Formulation

Based on the above background, the problem of this final report is how to design a blog media to promote midang as a tourism culture in Kayuagung?

2. Problem Limitation

The scope of this report is limited by designing a blog media to promote midang as a tourism culture in kayuagung in english with subtitle. And also the writer explain from the definition,unique fact and history about midang.

3. Purpose

The purpose of this final report is to know how to design a blog media to promote midang as a tourism culture in Kayuagung.

4. Benefits

a. For writer:

Understand how to design a blog media to promote midang as a tourism culture in Kayuagung and enlarge the knowledge about Kayuagung tourism culture.

b. For readers :

Giving the information and knowledge about the midang as a tourism culture in Kayuagung through a blog media and giving the information about how to design a blog media to promote midang as a tourism culture in Kayuagung.