

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the writer discusses the background of research, problem formulation and its limitation, purpose and benefits in conducting the research.

#### **1.1 Background**

Tourism is an activity of travel undertaken by person or group of persons just for a while. According to Hornby (2001:8), tourism is a journey in which a short stay is made at a number of places and traveller finally return to his/her own place. The tourists travel not only for recreation, but also they want to get knowledge and information about the places they visited. Nowadays, a museum becomes one place which is usually visited by tourists for traveling as well as increasing their knowledge.

In museum, visitors can find various historical relics of these places. According to Hanafiah, Aryeni, Rizki and khodijah (20114:1), Museum is a non-profit institution, serving the community and progress and open to the public by collecting, caring for, research, communicate and exhibiting, for the purpose learning education and fun as material evidence of human existence and the environment (ICOM).

Palembang is one of the cities in the province of South Sumatra where in this city there are many aspects of tourism. Palembang has a fairly long river, namely the Musi River. Ampera Bridge as an icon of Palembang city crosses the Musi River. Not far from the Ampera Bridge, there is a museum called the Sultan Mahmud Badaruddin II Museum. The museum is a storage area of historical objects. Not only for storing historical objects in this museum, you can study historical events and events increase knowledge.

In Palembang, there are two historical museums that can be visited by visitors, they are Sultan Mahmud Baddarudin II Museum and Balaputra Dewa Museum. Sultan Mahmud Baddarudin II Museum has about 700 collections, meanwhile based on The Guiding Book Museum Negeri Sumatera Selatan (2015 :12),

Balaputra Dewa museum has about 4.633 collections. The largest and most complete museum in Palembang city is Balaputra Dewa Museum. In Sultan Mahmud Badaruddin II Museum, visitors can see and know about all of the collections. One of the collections is traditional clothes from all of the regions of South Sumatera.

In the midst of tourism in Indonesia, especially in Palembang, Sultan Mahmud Badaruddin II Museum has a very good potential to be developed as a historical and educational tourist spot in the city of Palembang. The content of the museum itself is the history of Palembang City, not specifically about the sultanate. Judging from its uniqueness and strategic location, this museum should be well known by the surrounding community.

Sultan Mahmud Badaruddin II Museum, which is across the Musi River, has the original shape of the building which has not changed from its early days. This museum is located at Jl. Sultan Mahmud Badaruddin II No. 2, Palembang. Sultan Mahmud Badaruddin II Museum has the potency to have a lot of visitors. Sultan Mahmud Badaruddin II Museum has made many kinds of strategies to increase the number of visitors. One of them is by promoting Sultan Mahmud Badaruddin II Museum.

In Sultan Mahmud Badaruddin II Museum, there are two promotion media used to promote the museum, they are social media, and other promotion. For social media Sultan Mahmud Badaruddin II Museum used *Facebook* and *Instagram*. In the Facebook of Sultan Mahmud Badaruddin II Museum, there is some information about the museum itself, pictures of the activity of the museum. And then for other promotion, museum visits school to do the promotion.

The effective promotional implemented in Sultan Mahmud Badaruddin II Museum is not running well, especially during the Covid-19 pandemic. According to one of the staff in the museum, states that the visitors who come to the museum mostly from tour and travel agencies, because museum cooperate with tour and travel agencies to add Sultan Mahmud Badaruddin II Museum as one of object destination to visit in Palembang. Based on the explanation above, the writer wants

to write the final report with the title “**The Effective Promotional Media Used in Sultan Mahmud Badaruddin II Museum**”.

### **1.2 Research Focus**

The writer discussed about the effective promotional media that conducted by Sultan Mahmud Badaruddin II Museum.

### **1.3 Problem Formulation**

Based on the statement above, the problem of this final report is “what are the effective promotional media used in Sultan Mahmud Badaruddin II Museum?”

### **1.4 Research Purpose**

Based on the problem formulation above, the writer has identified the purpose of this final report is to know the effective promotional media used in promoting Sultan Mahmud Badaruddin II Museum. The site was chosen because it has a very good potential to be developed as a historical and educational tourist spot in the city of Palembang.

### **1.5 Problem Limitation**

Due to the time and budget constraints of this final report, the problem was limited to only one local tourism object, Sultan Mahmud Badaruddin II Museum. The writer disposed to explain the effective promotional media used in Sultan Mahmud Badaruddin II Museum.

### **1.6 Research Benefits**

This report has some benefits to two parties. For students of English Departement of State Polytechnic of Sriwijaya is to give knowledge about the effective promotional media used in Sultan Mahmud Badaruddin II Museum. For Tourism Departement at Palembang, it is medium to help Tourism Departement actually at Palembang for promoting Sultan Mahmud Badaruddin II Museum to attract more tourist to visit that place. Hence, by having visitors both interntional and local, the tourism in Palembang would be more successful.