

CHAPTER I

INTRODUCTION

This chapter presents the background of writing, problem limitation, problem formulation, purpose, and benefit.

1.1 Background

Indonesia has been known as the rich country that has many varieties of cultures, customs and also tourisms. Tourism is the industry which has big influence to indonesia's wealth, for example it influences not only for the economic condition but also for influences the life of people. Tourism has already become people needs. According to Santosa (2002,p.1) tourism is the part that cannot be separated from people life. Tourism can fulfill people needs, because people need to go to the other places to refresh their mind or complete their purpose.

Palembang keeps many interesting tourism attractions such as, the traditional foods, dances, places, wavings and so forth. From traditional weaving, it has songket. Songket is the traditional fabric. Songket is woven fabrics that added by silver or gold thread as a decoration with a high technique of making process therefore, it is not all people who can make it without any essential skill. Syarofie (2012,p.13) mentions that the word songket is from *tusuk* (prick) and *cungkit* (pick) which has been changed into "*sukit*" and it changed again into "*sungki*", finally it become "songket". This thing is related to the making process, hooks the fabric, takes the waving and inserts the gold thread. The waving activity can use gold or silver thread.

Songket Palembang is a traditional woven fabric. This can be seen from the motifs, the materials, the histories and the making process. Especially from the motifs. There are so many songket motifs and it has their own uniqueness. The uniqueness of songket Palembang can be one of tourism objects in Palembang and South Sumatera in general. As the vice head of Tourism and Culture Department, Toni Panggarbesi cited in Ertina (2013,p.1) says that songket fabrics will be informed to all of people. Furthermore, he mentions it can also increase the tourism visit to Palembang.

Related to this, songket become the necessary thing to have when people have tour in Palembang to see the beauty of songket motif. Through this activity, the information about the uniqueness of songket Palembang will be directly distributed from the craftsman.

1.2 Problem Limitation

The scope of this final report is about tourism, especially in observing the uniqueness of songket motifs in Palembang, the writer focuses on the songket buyers and owners of songket shop. The writer chooses them as respondent with a consideration that they know about the influence of songket in tourism in Palembang.

1.3 Problem Formulation

What is the uniqueness of songket motifs in Palembang?

1.4 Purpose

1.3.1 Purpose

The purpose of this study is to know the uniqueness of songket motif as a traditional fabric in tourism Industry in Palembang.

1.5 Benefit

The benefits of this report are:

a. For the readers.

As reference and information about the uniqueness and the history of songket as a traditional woven fabric from Palembang.

b. For the department.

To fulfill one of the requirements of report semester subject at English Department of Sriwijaya State Polytechnic.

c. For tourism division

As reference to improve performance and producer of collecting the data of the history and uniqueness of songket.