

CHAPTER 1

INTRODUCTION

1.1. Background

Tourism has become one of the important sectors in a region. Tourism can influence the economic development of a country. Because through state industry the country's economy can increase such as foreign exchange, people's income, increasing employment opportunities, and business opportunities to reduce and eliminate poverty in tourist destinations For example, in 2014, Indonesia has obtained US\$ 10.69 through tourism sector (Ministry of Tourism, 2014). The existence of tourism activities can increase the income of each tourism destination that exists.

Tourism is one of the important things for a country, especially the regional government where the tourism destination is located. Many countries in the world take the advantages of tourism for the development of their country. According to *Undang-undang republic Indonesia No.9 Tahun 2009* concerning tourism, tourism is a journey that is carried out temporarily from one place to another with the intention not to make a living in the place visited but merely to enjoy the trip to achieve satisfaction. The existence of tourism has many benefits including recognizing the characteristic of a nation that is visited, knowing two cultures, customs and at the same time being able to enjoy the natural beauty of the country.

According to Warohmah,(2016) Potential objects and tourist attractions are divided into three, which are: (1) Natural Tourism Objects are natural resources that have the potential to attract people both in natural conditions and after cultivation. For example management and utilization of national parks, tourist parks, forest parks, and marine parks, (2) Socio-cultural tourism objects can be utilized and developed as tourist objects and attractions including museums, historical relics, archaeological sites, traditional ceremonies, crafts, and performing arts, and (3) Special interest attractions tourism objects are a type of

tourism that has just been developed in Indonesia. This tour is more of a place for tourists who have a special motivation. For example agro-tourism, health tourism.

South Sumatra is one of the provinces in Indonesia that has many natural tourist destinations that are widespread in various regions, such as the city of Palembang, Pagar Alam, Ogan Ilir, and also in the city of Musi Banyuasin. There are many tourist destinations in the province of South Sumatra such as mountains, hills, caves, waterfall tours, and even lakes. One of the cities that also has a wealth of natural beauty and tourist attractions that are no less good than other destinations, namely the City of Musi banyuasin. one of the famous destinations and visited by many tourists from within the city and outside the city, there is a lake known as Lake Kongar.

Some of the famous tourist attractions in Musi Banyuasin Regency are Lake Kongar, which is a very charming lake located in Sungai Dua village, Sungai Keruh, Musi Banyuasin Regency, South Sumatra Province. The distance is about 45 km with a travel time of 60 minutes. The water of Lake Kongar is very clear and seen from a distance the water is bluish. Kongar Lake is one of the natural lakes. This lake was made by Mr. Kongar In 1958. This lake has an area with quiet and calm water. Lake Kongar has a depth of about 10M. Every year the lake's water is never dry season. Besides Kongar Lake has a round shape and has branches. Around the lake, there are palm trees surrounding the lake. In 2019 there was a Kongar lake tour such as the national athletic tour, Rifat Sungkar a famous national rally car took pictures and explored the beauty of Kongar lake by riding a speedboard with the village head and members of the tourism and sports office, and the head of the Musi Banyuasin Police. And in 2020, the Tourism Office published Kongar Lake by presenting the Miss Indonesia 2019 Runner up as a tourist icon to introduce Kongar Lake to visitors other than Muba Regency and neighboring districts.

Lake Kongar is very attractive and has four supporting facilities for tourist convenience, such as a food court, toilets, parking lots, trash bins, and a mushollah. This lake also has other attractions such as a Banana boat, boat gayuh duck, Flower garden , typical muba pontoon boat, and several swimming tours for adults and

children. Besides having beautiful scenery, interesting tours can also be enjoyed in Kongar Lake. Visitors will be treated to views of the lake. In addition, visitors can also take pictures of the points provided.

Lake Kongar has indeed begun to be visited by many people around the lake, especially the Musi Banyuasin, and Pali, but there are still many people who do not know the existence of this destination. Lake Kongar is a beautiful lake in Musi Banyuasin and there has been no research on its potential of Lake Kongar before. The management of Lake Kongar needs to improve existing deficiencies and develop its potential so that it can make Lake Kongar better and can increase regional income.

Therefore, the writer is interested in writing the final report with the title **“The Potencies Of Lake Kongar As A Tourism Destination In Musi Banyuasin”**

1.2 Problem Formulation

Based on the statement above, the focus is formulated as follow “What are the potencies of Lake Kongar as a tourism destination in Musi Banyuasin ? ”

1.3 Purpose

The purpose of this final report is know to the potencies of Lake Kongar as a tourism destination in Musi Banyuasin.

1.4 Benefits

- a. For Writer, the final report gives knowledge in term of potencies *Lake Kongar* as a tourism destination in Musi Banyuasin.
- b. For English Department students, the final report gives knowledge about what the potencies of *Lake Kongar* and also it can be a reference is writing the final report project.