

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia has so many kinds of tourism destination with its own attraction. They are natural tourism attraction, cultural tourism attraction, marine tourism attraction, pilgrimage tourism attraction, historical tourism attraction, art tourism attraction, and so on. For example Raja Ampat in Papua has its natural tourism attraction and well known as “the heaven on earth”. Yogyakarta has cultural tourism attraction with its famous temples like Borobudur temples and Prambanan temples. For marine tourism attraction, there is Komodo Island with its wonderful island. Cirebon City has pilgrimage tourism attraction with its famous tomb of sunan Gunung Jati. Palembang has Ampera Bridge as the historical tourism attraction, and Palembang also has art tourism attraction with Cipta Budaya art gallery.

Cipta Budaya art gallery is one of Palembang tourism destination that provides many kinds of works of art. It is located in Jakabaring, Palembang. Cipta Budaya art gallery is a building intended for the exhibition of works of arts. It is managed by the South Sumatra Provincial Tourism Office. Cipta Budaya art gallery has the concept of modern art gallery but it also still shows the traditional and cultural works of art, such as songket as traditional clothes, paintings with traditional themes, statues, and etc.

Cipta Budaya art gallery has potential as tourism destination in Palembang. Maryani (1991) says that there are requirements of tourism destination such as what to see, what to do, what to buy, what to arrive, and what to stay. Cipta Budaya art gallery has interesting art and cultural tourism attraction. In Cipta Budaya art gallery, tourists can do the tour of and take a look at the works of art. Tourist also can take the pictures of the works of art, learn about the details of the works of arts such as how to make the arts, and

buy the works of art. It can be accessed by using many kinds of land transportations like buses, public taxis, private cars, motorcycles, etc. It is near to 5 star hotel for tourist to stay. It also has toilets, trash boxes, and so on to support tourist comforts while enjoying the arts.

Cipta Budaya art gallery has interesting tourism attraction but it seldom has many events to show off the works of art. Therefore, Cipta Budaya art gallery is not too famous among people in Palembang City. These tourists attraction must be developed and improved to attract more visitors to visit.

Based on the explanation above, the writer is interested in writing the final report with the title “**Describing Elements of Cipta Budaya Art Gallery as Tourism Destination in Palembang**”.

1.1 Problem Formulation

Based on the background above, the problem formulation of this final report is what elements that Cipta Budaya art gallery has as tourism destination in Palembang.

1.2 Problem Limitation

Based on the problem formulation above, the problem of this final report is limited toward Cipta Budaya art gallery and its elements as a tourism destination in Palembang.

1.3 Purpose

The purpose of this final report is to describe about the elements of Cipta Budaya art gallery as a tourism destination in Palembang.

1.4 Benefits

The benefit of this final report is to give information about the elements of Cipta Budaya art gallery as a tourism destination in Palembang to all of the students in State Polytechnic of Sriwijaya, especially the students of English Department.