

CHAPTER I

INTRODUCTION

1.1 Background

Along with the developments made, regional tourist destinations in Indonesia have now attracted the attention of tourists. Undarsa (2020) states that tourists are now starting to look for alternative regional tourist destinations outside the popular destinations that have long been known. It is because each region in Indonesia has different tourist destinations with its own uniqueness. For example, Bali has its uniqueness and characteristics with thousands of temples, so it is known for the Island of the Gods or the Island of a Thousand Temples. Yogyakarta city has a tourist destination that has a specific characteristic with the palace atmosphere and Javanese nuances. In the city of Manado is famous for its world-famous diving site namely Bunaken and the city of Palembang itself has various tourism destinations.

The various tourism destination in Palembang provides natural tourism attractions, cultural tourism attractions, and so on. The example of tourist destination that gives natural tourism attractions is Punti Kayu. It is the only pine forest tour in Palembang which offers outbound activities, waterparks, and a zoo. For the destination with cultural tourism attractions is Kemaro island with the attraction is Pagoda with 9 floors. In addition, Palembang city also has Rumah Kembar Tuan Kentang as a cultural tourism destination that offers cultural and historical elements.

Rumah Kembar Tuan Kentang, a cultural tourist destination, is located on the banks of the Ogan River. Rumah Kembar Tuan Kentang is a traditional wooden house with a mixture of European ornaments and traditional Palembang houses. In addition to having an attractive architectural form, Rumah Kembar Tuan Kentang also has historical value for the city of Palembang. During the Japanese colonial period, this wooden traditional house served as a hiding place for Indonesian independence heroes from the pursuit by

the Japanese army and was also used as a kitchen during the colonial period. This old building has the concept of a large wooden traditional house that stands firm and still keeps its originality. Tourists can enjoy the panorama and feel the sensation of the outside when they are on the bank of the Musi River.

Rumah Kembar Tuan Kentang can provide to become a potential tourism destination because it has a cultural attraction. The potential of tourism destinations is influenced by the existence of 4 elements which are usually called 4A, namely attractions, accessibility, amenities, and ancillaries (Cooper et al., 2005). However, based on the pre-study visit, the writer found that there are still some deficiencies in the elements of tourism destinations in Rumah Kembar. The facilities at Rumah Kembar Tuan Kentang need to be improved, such as the amenities to support tourist activities in this destination.

Based on the discussion above the writer is interested in writing this final report with the title of **“The Potential Of Rumah Kembar Tuan Kentang As A Tourism Destination In Palembang”**

1.2 Purpose of the Study

Based on the information above, the main purpose of this final report is to find out whether Rumah Kembar Tuan Kentang is potential or not as a tourism destination in Palembang.

1.3 Problem of the Study

Based on the purpose above, the writer would like to find out the potential of Rumah Kembar Tuan Kentang as historical tourism in Palembang city. So, the problem of this final report “Is Rumah Kembar Tuan Kentang potential as a tourism destination in Palembang?”

1.4 Benefit of the Study

The benefit of this final report is to give knowledge to the students of the English Department in State Polytechnic of Sriwijaya about the potential of Rumah Kembar Tuan Kentang as a tourism destination in Palembang.