

# CHAPTER I

## INTRODUCTION

### 1.1 Background

A tourism object is an interesting place that is usually visited by tourists. According to Ridwan (2012), a tourism object is everything that has uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made resources. Tourism objects can be sold to domestic and foreign tourists if they are developed.

Palembang city as a capital city of South Sumatera province has several tourism objects. The first is the Sultan Mahmud Badaruddin I Jayo Wikramo Mosque (the Great Mosque of Palembang) that has the architectural style of Europe, China, and Indonesia. The second is Ampera Bridge as an icon of Palembang city. The third is Musi River that is the longest river in South Sumatera province. The fourth is Kemaro Island that is famous for the Chinese cultures. The fifth is Kuto Besak Fort that has a high historical value of Palembang Darussalam Sultanate. The sixth is the Sultan Mahmud Badaruddin II Museum that was once the palace of the Palembang Darussalam Sultanate. The last is Monpera, a monument of people struggle (Monumen Perjuangan Rakyat), that has various historical collections related to the 5 days 5 nights war in Palembang.

Monpera is a tourism object that is located at Merdeka street No. 1, exactly across from the Great Mosque of Palembang. It has a unique architecture because it looks like a jasmine flower with five petals and there is a very large eagle statue (Burung Garuda) on the wall. Under the statue, it is written the function and the meaning of Monpera architecture. Before Monpera was renovated, the tourism attractions in Monpera were historical collections such as photo documentations, book collections, hero uniforms, half-body statues of the heroes, currency collections, and the weapons (cannons, double lops, swords, and land mines). After it was renovated, the tourism attractions are not only historical collections but there are sports facilities, fountain, mini replica of the Musi river, historical pillars of 5

days 5 nights war, and also playgrounds that are built and developed by the local governments. The purposes of these new sights in Monpera are to add a contemporary approach and attract more tourists from children to adults to visit this monument.

In order to make tourists know about the new sights in Monpera, it needs promotion. Promotion is one way to let people know about a product. Himma (2022) says that promotion is a way in offering products or services to the target market through two types of promotional media. They are **offline promotional media** (television, banners, posters, brochures, radio, newspaper, and magazines) and **online promotional media** (Facebook, Instagram, Twitter, YouTube, and Blog).

One of the online promotional media is a blog. Minaev (2022) states that a blog is a type of website that focuses mainly on written content about personal things, opinions, ideas, and other topics related to the interest of the target reader with accompanying pictures or videos. According to an assessment from Semrush (2021), the blog (Blogspot.com) is in the top 7 ranked on the list of websites frequented by internet users in Indonesia. The total visits reached 83.9 million visits. It means that the blog is one of the popular online promotional media. The writer is interested in using a blog as a promotional medium because the writer would like to promote and give information of the new sights of Monpera through writing a blog script.

Based on the explanation above, the writer wrote this final report with the title of “**Writing a Blog Script of Monpera with Its New Sights to Promote Tourism Object in Palembang**”.

## **1.2 Problem Formulation**

The problem of this final report was how to write a blog script of Monpera with its new sights to promote tourism object in Palembang?

### **1.3 Objective**

This final report was find out about how to write a blog script of Monpera with its new sights to promote tourism object in Palembang.

### **1.4 Benefits**

The benefit of this final report is to give knowledge about how to write a blog script of Monpera with its new sights to promote tourism object in Palembang to the students of English Department in State Polytechnic of Sriwijaya.