

CHAPTER I

INTRODUCTION

This chapter presents background, research questions, purposes, and benefits.

1.1. Background

According to Hornby (2001, p. 8), tourism is a journey in which a short stays are made at a number of places, and traveler finally return to his or her own place. Furthermore World Tourism Organization stated that tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (2013). As short conclusion, tourism is kind of activity done by individual or some groups to travel and stay in some places outside from his or their own environment for unspecified time.

Tourism is supporting by some element such accommodation, transportation, and tourism objects. Those elements is collaborating each other's and creating a good circle in tourism industry. However, without a good knowledge and the right way in managing it, surely it will not give positive impact. As it is known, tourism object is important in tourism industries. Palembang is the city in Indonesia that has many tourism object such; Ampera Bridge, Benteng Kuto Besak, Pulau Kemaro, Monpera Museum, SMB II Museum, Kawah Tekurep and many others. Those tourism destinations or tourism objects of course have many potencies to be promoted.

According to Suwantoro (1997, p. 19), says that tourism object can be defined into two kinds, those are: man-made tourism object (tourism park, statue, museum, etc) and natural product tourism obeit (mountain, river, hill, sea, etc). As we know that Monpera Museum is categorized as one of man-made tourism object. However, the Monpera itself still located in potential tourism destination.

Promoting tourism object is not easy as it is said. The economic, politic, religion, social, or even the human and natural resources are the factors that must be considered in developing and promoting tourism object. The government, stakeholders, and society must be cooperating in advancing the tourism object. One of the ways to develop tourism object is by promotion. Ravar (2011, p. 1) claims that the tourism development cannot be realized without the selling of tourism products and services and this selling is not possible with the absence of promotion activities. Promoting the potential of the tourism object is not restricted to a certain places, it can be done anywhere but still with the limitations of the rules in promoting itself.

According to Alma (2006, p. 179), promotion is a kind of communication that provides explanations and convinces potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers. Tourism object must be promoted properly in order to get a good response from people. Many things that can we do to develop tourism object by promoting strategies. Promoting tourism means to introduce the potential of tourism in one place with the various ways and concepts to attract visitors to come into the community through marketing efforts, including advertising. Using the printed media such as brochure, booklet, and leaflet is one of workable advertising ways.

Monpera (Monumen Perjuangan Rakyat) Museum, eventhough as one of the tourism objects in Palembang unfortunately one of the most favourit tourism object is not visited well by the visitors. It is a pity because Monpera Museum located in strategic tourism destination location that nearby the other tourism object like Ampera Bridge and Masjid Agung in one tourism destination. Although the tourism object located in strategic tourism destination and supported by some facilities such hotel, restaurant, park, post office, dock, plaza, traditional market, handy-craft center and many others. It means that the potency of Monpera as one of favourit tourism object in Palembang is not known well by the public. It is also proved that the promotion efforts done by the Monpera staff still not effective.

According to the factors above, the writer sees a big potency of Monpera museum to be promoted well with some effort. The writer will write and carried out the potency of Monpera museum and the promotion efforts towards that tourism area. Therefore, the title of this final report is **“The Promotion Efforts in Supporting the Potency of Monpera (Monumen Perjuangan Rakyat) Museum as One of Tourism Object in Palembang”**.

1.3. Research Questions

From the introduction above, writer would have research question:

- 1.3.1. What is the potency of Monpera Museum?
- 1.3.2. What are the promotion efforts of Monpera Museum staff?

1.4. Research Purposes

As the writer has problem that will be discussed in this final report, it resulting the research purpose below:

- 1.4.1. To identify the potency of Monpera Museum
- 1.4.2. To recognize the promotion efforts of Monpera Museum staff

1.5. Research Benefits

The benefits from the research questions are segmented below:

- 1.5.1. For Student Majoring English Tourism Hospitality Department
 1. To fulfill the requirements in completing Diploma III program at State Polytechnic of Sriwijaya Palembang.
 2. To know the potency of Monpera Museum.
 3. To open the knowledge about the promotion efforts of Monpera Museum.
 4. To give a reference to student as additional information in learning progress.
 5. To inform the student about the history of Monpera Museum Palembang.
 6. To give extra reference for student as a guiding for future research.

1.5.2. For Monpera Museum Staff

1. To identify the potency of Monpera Museum.
2. To open the knowledge about the importance of promotion efforts of Monpera Museum Palembang.
3. To improve the ability of staff in promoting the Monpera Museum.