

CHAPTER ONE INTRODUCTION

1.1 Background

Palembang, which is the capital city of South Sumatera province, is the second-largest city in Sumatra after Medan and the seventh-largest city in Indonesia. Palembang is one of the tourism destinations in Indonesia that has many attractive places and rich of art, culture values and archaeological remains.

Tourism sector in Palembang has grown rapidly. It can be seen from the increasing numbers of shopping centers and hotels which are built in Palembang. Tourism activity has been one of humans needs to get knowledge, entertainment, enjoyment and new experience.

Palembang has many kinds of tourism objects. The tourism objects that are related with the **Natural Places** are *Musi River, Pulau Kemaro, Tourism Park of Puntikayu, etc.* In addition, tourism objects that deal with the **Culture Values** are Traditional House (*Limas House*), Songket Shops (*Zainal Songket, Fikri Songket and Cek Ipah*) and traditional Palembang food shops (*Candy, Vico, Beringin, Pak Raden and others*). In Palembang there are many **Historical Tourism** among others is Monpera.

Monpera is abbreviation of Monumen Perjuangan Rakyat (People's Struggle Monument). This monument has its own history to commemorate the struggle of the people of South Sumatera when against the colonized. When it was known as the Battle of Five Days five nights war in Palembang. This battle involves all the people of Palembang against the Dutch.

MONPERA Sumatera Selatan was the wish of the elders of independence heroes in South Sumatera under The Legion of Veteran of Indonesian Republic, South Sumatera. This wish was told in a meeting of LVRI on August 2nd, 1970. But just on August 17th, 1975, the first stone was laid by Governor of South Sumatera, H. Asnawi Mangku Alam. He was also the chairman of Monument Structure Build Foundation. It was completed in 1988 in Governor H. Sainan Sagiman era (Burhan, 2013:p.4). Its formal ceremony was led

by H. Alamsyah Ratu Prawiranegara (Minister of ceremony and people prosperity) on February 23rd, 1988.

According to Susanto (2009, p.24) tourism development is the way to improve the tourism object and it can give good service to the tourists. Syahadat (2002, p.3) said that the factors that can affect the development of tourism object like The safety factor is security in a tourism object that can give effect to the tourists in the tourism object. Factors infrastructure and facilities that support the tourist activities during in the tourism object. Tourism object factors are the activities and the potential of tourism object based tourism development. Service factors include attitudes and behavior in giving services to the tourists, guidance, and information to tourists with friendly, accuracy of information and the quality of the tour guides.

The government of South Sumatra Province and the culture and tourism office of Palembang City have cooperated to develop the tourism objects in Palembang. They renovate the tourism objects and make the promotion for the tourists in Indonesia. Beside that the tourism will develop if there is a cooperation between the society of Palembang city and tourism industries in Palembang such as airlines, hotel, travel agents, and others.

Therefore, researcher wanted to find out in detail in the form of qualitative survey about the effort that have been conducted by the Culture and Tourism office of Palembang City in developing Monpera as one of tourism objects in Palembang.

1.2 Problem Formulation

What are the effort conducted by the Culture and Tourism office of Palembang City in developing Monpera as one of tourism objects in Palembang.?

1.3 Purpose

To find out the effort conducted by the Culture and Tourism office of Palembang City in developing Monpera as one of tourism objects in Palembang.

1.4 Benefits

- a. For the researcher : The researcher understand the development of Monpera conducted by the Culture and Tourism office of Palembang City.
- b. For the authority : the authority can develop of Monpera as one of the tourism object in Palembang to attract the tourists to visit Monpera
- c. for the visitors : the visitors understand the effort conducted by the Culture and Tourism office of Palembang City in developing Monpera as one of tourism objects in Palembang. and can help the staff to keep Monpera.