

CHAPTER I

INTRODUCTION

1.1 Background

Each region has its ways and the respective policies to excel in every sector, in particular the target to become a great regional in the field of culture and tourism. Therefore, the advancement of culture and tourism in the region is also as a reflection of the quality people and governments in that region. One area that has a target to excel in cultural and tourism sector is Palembang. Strategies used by the Palembang's government is by improving tourism objects which has potential with a touch of local culture. The success in the development of tourism in a region is very dependent on the ability of planners to integrate the demand side and supply side in a balanced way within a tourism development plan (Gunn cited in Rafans, 1988).

Palembang city is famous for its Musi river. Musi River is located in the Palembang, South Sumatra. This river has a length of 750 kilometers and a depth of about 6 meters, it is the longest river in Sumatra island and it divides Palembang into two parts: Seberang Ulu and Seberang Ilir. Ampera bridge, an icon of Palembang is passed over this river.

Musi river is the lifeblood of Palembang. The functions of Musi River in the past, as a means of river transportation, but now there are many changes in the functions, among others, as drainage and flood control, hydroelectric power, and for daily use by residents around the Musi river, such as bathing, washing clothes, washing household utensils etc. Besides that, musu river is also used as a residence by the people of Palembang. They build a house that floats on the outskirts of musu river because the river formerly considered as source of food and livelihoods. The house that floats on the water is called Rumah Rakit.

Rumah Rakit is made of wood, equipied with lanting (collection of bamboo sticks tied together) and looks dull and not well maintained. In fact, when viewed from various aspects, it is an opportunity for Rumah Rakit to become the main

tourism object of Palembang and to improve the quality of the culture of the city of Palembang. By exploring the potency of the Rumah Rakit, it can provide benefits for the community and the city of Palembang itself. Responding to the needs of today's travelers who tend to look for a different experience while traveling on tour, the Rumah Rakit presents a water attraction that can give a different impression to tourists. Designing Rumah Rakit as Culinary Tourism Object can begin by building a Rumah Rakit that is not only used as a residence, but also as a restaurant.

1.2 Design Limitation and Problem Formulation

1.2.1 Design Limitation

On this final report, the writer minimize the discussion space only about designing list of menu, form of table, exploration of shape and appearance of the building.

1.2.2 Problem Formulation

The problem formulation is how to design Rumah Rakit as Culinary Tourism Object?

1.3 The Purpose

The purpose of this final report is to know how to design Rumah Rakit as Culinary Tourism Object.

1.4 The Benefit

It is expected this final report can provide information to local governments about the potency of Rumah Rakit as a Culinary Tourism Object in order to attract more visitors come to Palembang and for society is expected to create jobs, investment and increase the community incomes.