

CHAPTER I

INTRODUCTION

A. Background

Tourism today is an absolute need for humans such as travelers and communities around tourist destination (Setiawan, 2012, p.1). Travelers need to be satisfied desires while the community around hopes to get a positive implication to increase the income and welfare. Furthermore, this phenomenon should be a concern as policy aides mandated that the national tourism development is directed at a pace and seed will be widely interpreted as the largest foreign exchange earnings which will promote economic growth, increase local revenue, empower the community's economy, expand employment and business opportunities, as a prospective industries, efforts to develop tourism to promote economic progress of the nation conducted by various countries, including Indonesia.

A historic site or heritage site is an official location where pieces of political, military, cultural, or social history have been preserved. Historic sites are usually protected by law, and many have been recognized with the official national historic site status. A historic site may be any building, landscape, site or structure that is of local, regional, or national significance. In addition, heritage must be preserved and protected so that our culture is not lost and can be a legacy of our children and grandchildren someday.

South Sumatera is a province located at the south part of Sumatera Island, the province were adjacent with Jambi and Lampung Province and Palembang as the Capital City. Palembang is one of the oldest towns in Indonesia (Wijaya, 2015, p.1). Based on the Kedukan Bukit inscription were found in Siguntang Hill west of Palembang, which declared the formation of a Wanua interpreted as a city on June 16, 682 BC, making the city of Palembang as the oldest city in Indonesia. In the

Western world, the city of Palembang also nicknamed Venice of the East (The "Venesia dari Timur"). Palembang city which the capital city of South Sumatera has any kinds of interesting place and tourism object for tourists, such as Ampera Bridge, Taman Purbakala, Musi River, Kawah Tengkreup, Kemaro Island, BKB, Siguntang Hill and many others.

Siguntang Hill of Palembang is located in the highest area, in the western part of Palembang. Nowadays, it is about five kilometers from the downtown area. It is assumed that the location is very strategic. In the old legend, it was mentioned that Siguntang Hill was the first land which appeared from the sea, where there was pool of water in its surroundings to the river mouth (Farida, 2013, p.2). This place is still kept sacred because there are several old graves around (Hannysigojersey 2013, p.7). In addition, in 1920, some people found a statue of Buddha in Amaravathi art style with Sri Lanka facial expression. It was made in the 11th century. Today, the statue is placed in the yard of Sultan Mahmud Badaruddin II Museum. The panorama of Palembang city can be viewed clearly from the top of Siguntang Hill. To get to the top of the hill, we can take the public transportation heading toward Bukit Besar.

Based on all the findings which were found in the Siguntang Hill and the surrounding areas, it can be finally concluded that the Siguntang Hill was the central area for any religious activities in the ancient time.

B. Research Focus

In this report, the researcher will focus on the Potency of Siguntang Hill promoting as the tourism object in Palembang. As it is known that Siguntang Hill has a lot of interesting historical heritages for tourism, perhaps is the appropriate segmentation for tourism.

C. Problem Formulation

The problem of this final report is formulated as the following: "How to promote Siguntang Hill as the tourism object in Palembang?"

D. Research Purpose

The purpose of this final report is to find out how to promote Siguntang Hill as the tourism object in Palembang.

E. Research Benefit

Local Government

1. Informing the local Government what should be done to gain maximum used in term of tourism in Siguntang Hill.
2. Helping the local Government by analyzing the problems and provide the best solutions.
3. Informing local government about important knowledge in developing Siguntang Hill.
4. Informing the local government about the importance of Tourism industries as a medium to generate income.

Students State Polytechnic of Sriwijaya

1. Informing the student of State Polytechnic Sriwijaya especially English Department about their role to promote and develop local tourism objects.
2. Informing the student of State Polytechnic Sriwijaya especially English Department about the problem in developing tourism area which will be faced by them if they work in tourism industries.