

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Indonesia has been known as the rich country that has many varieties of cultures, customs and also tourisms. Tourism is the industry which has a big influence to indonesia's wealth, because it influences not only for the economic condition but also for influences the life of people. Tourism has already become people needs. According to Santosa (2002,p.1) tourism is the part that cannot be separated from people life. Tourism can fulfill people needs, because people need to go to the other places to refresh their mind or complete their purpose.

Palembang keeps many interesting tourism attractions such as, the traditional foods, dances, places, wavings and so forth. From traditional weaving, it has a songket. Songket is the traditional fabric. Songket is woven fabrics that added by silver or gold thread as a decoration with a high technique of making process therefore, it is not all people who can make it without any essential skill. Syarofie (2012,p.13) mentions that the word songket is from *tusuk* (prick) and *cungkit* (pick) which has been changed into "*sukit*" and it changed again into "*sungki*", finally it become "songket". This thing is related to the making process, hooks the fabric, takes the waving and inserts the gold thread. The waving activity can use gold or silver thread.

Songket Palembang is a traditional woven fabric. This can be seen from the motifs, the materials, the histories and the making process. Especially from the motifs. There are so many songket motifs and it has their own uniqueness. The uniqueness of songket Palembang can be one of tourism objects in Palembang and South Sumatera in generally. As the vice head of Tourism and Culture Department, Toni Panggarbesi cited in Ertina (2013,p.1) says that songket fabrics will be informed to all of people. Furthermore, he mentions it can also increase the tourism visit to Palembang. Related to this, songket become the necessary thing to have when people have tour in Palembang to see the beauty of songket

motif. Through this activity, the information about the uniqueness of songket Palembang will be directly distributed from the craftsman.

There are so many of craftsman in Palembang City that can weave songket, but still a little idea to modify songket itself. So, songket which is derived from the terms of his motives as it was just no updates that could make songket motifs of the more interesting.

Moreover, in current modern era very few others of the young couple who are interested in learning to weave a songket, when a lot of tourists who are interested in and how making songket. So that the writer had the idea to make house of songket for tourists and local people can visit the songket house and see the process of making songket. Thus the authors hope this songket house can be made in one of the tourist attraction that can be visited by tourists inside and abroad. Besides that, the making of songket this requires some other tourist attraction it so that tourists do not just come to see the process of making songket and buy it.

Based on the above background, the author got the idea to make final report with the title "**THE POTENTIALS OF SONGKET HOUSE AS A TOURISM ATTRACTION**". The design of songket house with shaped limas house as a tourist attraction to be made in one of the attractions in Palembang City. Thus, tourists can also visit and learn the process of making songket as souvenirs of Palembang City.

## **1.2 Problem Formulation**

### Research Question

1. What are the potentials of Songket House as a tourism attraction?
2. What the extent do the internal factors affect the potentials of Songket House as perceived by the subjects of the research?
3. What is the extent the design of Songket House Attraction identified by the writer useful in attracting tourists to come?

### **1.3 Research Purpose**

The purpose of the study was to develop and test the potentials for designing a heritage tourist attraction for small business of traditional songket. To fulfill the purpose the writer examine the potentials of Songket home industry as a tourism attraction. The writer also investigated to what extent the potentials of Songket home industry and the design of heritage attraction identified by the writer were useful in attracting tourists to come.

### **1.4 Problem Limitation**

The scope of this final report is on tourism, especially in making songket house can increase the attractiveness of tourists to buy songket and learn the process of making songket in Palembang city, the author focuses on how to organize the display songket attractions and matters relating to the the history and the making of songket, so tourists who visit interested in coming back. In addition, the authors get a variety of information from shop owners and sellers so that the writer can find out how to allow tourists to get clear information about the making of songket and get good service when they visit the songket house.

This study focused on home display, its main supports and access to the site. This study did not address how the climate (weather) affect the nature of the attraction. This study also excluded the discussion about government's legal matters and policies and other important supporting facilities such as F&B and accommodation.

### **1.5 Research Benefit**

The benefits of this report are:

- a. For the readers.

As reference and information about the potentials of a songket small industry as one of heritage attractions in Palembang City.

b. For tourism industries

The potentials are expected to contribute to the process of designing these type of attractions. Furthermore, the results of the study can be used to improve the performance of small scale tourism industries and develop the potentials of traditional songket in Palembang. By developing the tourism attraction, the local traditional industries can get the advantages of producing and selling traditional songket as well as selling the attractions of songket woven traditions for tourists to enjoy.