

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter explains the development, the histories, the types, and also the diversity of songket.

#### **2.1 Tourism**

According to Kunaruh (2013,p.1) tourism has some purposes. They are for boosting economic growth, improving prosperity, removing poverty, preserving nature, environment, and advancing culture. Relating to the purposes above, as a rich country which has many tourism objects, Indonesia can be a destination of travel and visit. The beauty and wealth of Indonesian's nature and culture can interest domestic and international tourists interested in coming and enjoying the beauty of Indonesia.

Tourism also has several kinds. According to Dalen cited in Mumus (2012,p.2) to kind of tourism can be distinguished into several types. First, is pleasure tourism. Pleasure tourism is done by those who leave their homes for a vacation, looking for a new fresh air, fulfilling the will of curiosity, loosen nervetension, rest and peace in the country side, or even to enjoy entertainment in big cities and participate in the crowds. Second, is recreation tourism. It is done by those who want to use his days offrest, restore physical fitness and spiritual, refreshing fatigue. Third is cultural tourism. It is characterized by the presence of a series of motivations such as the desire to learn in centers of teaching and research, to learn the customs, institutions and ways people living in other countries, to visit the historic monuments and so on. Fifth is business tourism. It is the form of a travel professional or travel because the relation to the job or position that does not give the culprit a good local choice and choice of travel time. Implied not only professional trip committed by business men or industrialists, but also includes all visits to exhibitions, technical installation seven to attract people outside this profession.

### **2.1.1 Tourism Development in Palembang**

Tourism is the activity which is done with certain purpose. According to Yoeti (2006,p.109) pariwisata consists of two words *pari* and *wisata*. *Pari* means many times and *wisata* means travelling, trip or journey. So pariwisata means travelling that is done for many times. Tourists have the journey not only for one time but, they can go to different places or even to the same place rapidly.

Palembang, as the capital of South Sumatera province, in the five recent years, continues the rapid development with a great infrastructure, facilities, and investations. This condition makes Palembang become the destination place to earn the income and tourism that is very beneficial for that city. It can be seen from the fact that sport events such as PON, SEA GAMES XXVI, Islamic Solidarity Games and Musi Triboaton which were held in Palembang. By becoming the host city of several sport events nationally and internationally causes the increase of region income as well as tourism.

Palembang has become the metropolis city. It can be seen from several indicators, one of them is tourism. According to BPS South Sumatera Province (2014,p.1) the number of foreign tourists who visited to South Sumatra through the entrance Sultan Mahmud Badaruddin II airport Palembang in November 2013 as many as 1,076 people. The number of foreign tourists coming to South Sumatra in November 2013 increased to 29.17 % compared to October 2013. The growth also influences the economic condition. It can be seen from the investments supported by adequate which give comfortable feeling to the investor. This fact occurs there are so many tourism places and attractions which interest tourists to come to Palembang.

### **2.2 Creating a new attraction**

Price (2004) recommended the following steps for creating a new attraction:

1. Form a clear initial concept and objective

The employer must initiate clear concept of the tourism attraction so that he or she can decide the objective of the project.

## 2. Develop the concept (storyboard or charrette)

The attraction must create a storyboard to help explain to everyone the concept of the attraction. The owner must have a story to describe the area. The story can be popularized through the following ways. The attraction can popularize an interesting story about the attraction. Another way is done by relating the attraction to the famous event so that the visitors will have memory about the object with a historical event. The attraction can also create a myth or legend that can create a mysterious or mystical effect of the area.

## 3. Pick a general location and a site

Strategic area is very important because the location must have an integration with other facilities. The site needs not only the facilities but also easy access and supporting tourism destinations.

## 4. Evolve a schematic master plan

The development and the sustainability of the attraction will be affected by government's master plan. The coordination with government is very important in maintaining the design and implementation.

## 5. Site plan, layout, concept sketches

The strategic location of the place also affect the design to be created, because the strategic place also can determine or at least many visitors who will arrive at the venue.

## 6. Focus interviews and other consumer checks

To find out the disadvantages and advantages of the design that's been made, it must ask the criticism and suggestions from consumers through the interviews in writing and orally.

## 7. Define final project form

Designs to be manufacture limas house, then in the limas house itself there are the procedure, ingredients, and tools that will be used for the manufacture of songket cloth that can be visited by the local community and tourists to learn or know the process of making songket itself.

#### 8. Implement (point of no return)

To Implement the desain is working drawings and construction, fabrication and supervision

#### 9. Pre opening planning and implementation

Planning and implementation of pre opening for the planning and implementation of pre opening conducted advance hiring, pre opening marketing, inventory acquisition, hiring and training , operational shakedown.

#### 10. Grand opening

For the grand opening ribbon cutting will be held the inauguration, inviting some of the press to take the data during the activity so that it can be published and the public maybe in the know.

#### 11. Operate

In operational design will survive and grow. Because of this design itself has a very unique concept and there is nothing like this design yet, especially in Palembang City. (Price, p. 235)

The Charrette Process: a Tool for Designing Attractions

### **2.3 Songket**

Songket is a kind of traditional woven fabric which is made by specific technique called *mencungkit*. Actually, several regions in Indonesia such as Bali, West Sumatera and NTB have songket. However, songket Palembang has its own uniqueness. It can be seen from the history, development and the motifs of the songket.

Songket has motifs which evolves from time to time. The influence of art from women in the colonial era had big role in the development of songket motif. Several songket motifs are *Nampan Perak*, *Limar*, *Berakam* and so on.

According to syarofie (2012,p.20) songket is often wear in wedding and traditional events. Wearing songket symbolized the event which is very known as Palembang custom. Songket makes people be more beautiful since they wear it.

The introduction of songket Palembang has been done by some parties. Songket popularizing effort is supported by the entrepreneurs in marketing their

products. Besides wearing songket as clothing, songket now is also produced for several purposes, for example, songket which is made in the form of pillow case, purse, bag and key chain.

### **2.3.1 The History of Songket Palembang**

The history of songket began from the Sriwijaya eraposition and role in world trade. Wolters cited in Syarofie (2012,p.5) says that Palembang was the center of Sriwijaya kingdom. It had the expedition, the expedition of Sriwijaya kingdom was not just to expand territory but to achieve a strategic location in the main line of trade.

When Sriwijaya or Palembang wanted to expand their teritory, China traders came, therefore it could make their relationship stronger in trading. China traders brought silk to sell in Palembang. Palembangnese had proceed it into a fabric called songket.

In conclusion, the traders came to Palembang brought a new innovation in textile called songket and the motif had been created based on the custom and culture of songket where it was.

### **2.3.2 Songket Development in Palembang**

In the begining, songket was not too famous around Palembang, because songket is only the cloth worn by king and queen in Sriwijaya era. According to Kartika cited in Syarofie (2012,p.5), songket is the cloth for king and it has been woven into a simple motif. Until the sultane era was over, songket had not became general, but when the Deutches colonized Sriwijaya, they saw the skill of Palembang ladies. The ladies have a great skill in waving. So, they create many songket motifs and sell them to the shop.

The sale of songket was not only for king family, but it was also for the public. Therefore, the economic condition of royal family was not good. So, all people can buy songket. As the development of songket, the craftsmans in Palembang create many new motifs which is more modern to attract people. As

the art stuff, songket is often used a decoration. Songket can be made to the modern stuffs such as hand bag, handphone case and soon.

### **2.3.3 Equipments, Materials and Making Process of Songket**

Songket is woven fabric that has been known with the long time of making process, because of that it can occur various motifs. To weave songket, it uses many equipments, materials and also techniques.

According to Syarofie (2012,p.5) there are two kinds of equipments that songket needs, the main and supporting equipments. The main equipment is the weaving equipment called "*dayan*".

The supporting equipments are *dayan, gedongan, suri, beliro, pempilan, buluh penahan, penyicing, apit, por, undaran, kelosan, peleting, kerompong* and *rogan*. Those are the equipment which in weaving tools in the picture above.

The raw material of songket fabric is called lungsin. Lungsin is made from pineapple, banana fiber and palm leaf, the thread for decoration is made from silk, gold thread. The picture on the next page is the example of songket materials.

Songket weaving is made from two stages, first from weaving the basic cloth with plain weaving and second is weaving the decoration inserted the basic cloth. The shining gold in songket fabric made from silver, silk and gold thread. The threads were inserted and weaved into a plain cotton basic cloth in certain motifs. This technique did in order to make the shimmering effect of golden motif.

To conclude, songket is the woven fabric that is very complicated to make. It needs the essential equipments, materials and techniques to produce the good quality of songket.

## Kek tenunan biasa

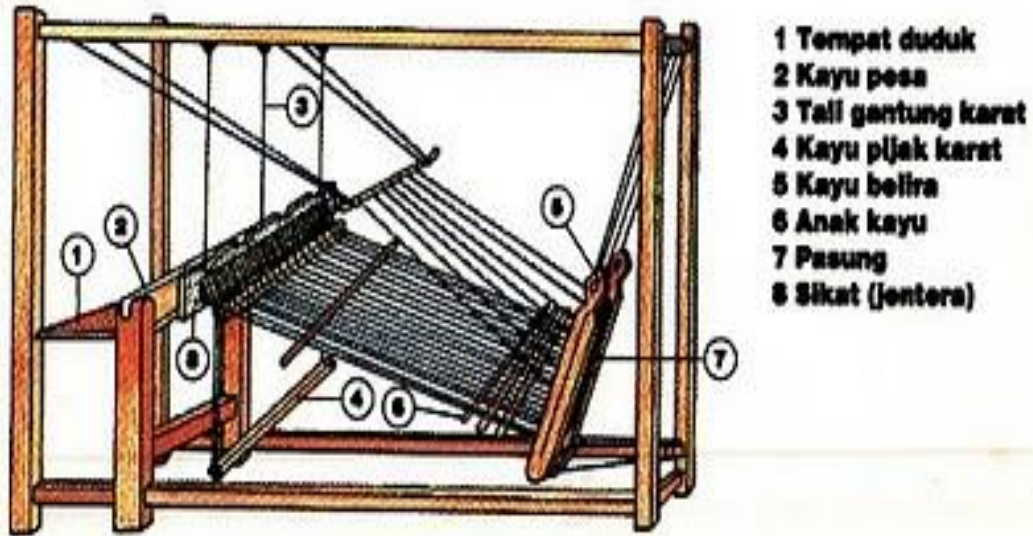


Figure 1. The Weaving Equipments



Figure 2. Dayan (the weaving equipment)



**Figure 3. Gold Thread**  
**Taken from : songket shop “Zainal Songket”**

#### **2.3.4 The Diversity of Songket Types**

Songket Palembang is the diversity fabric which has long making process to produce the amazing and valuable types. Every types has its own meaning. By knowing that, firstly people must know the short informations about it.

According to Syarofie (2012:60), making process of songket needs high precision and accuracy, because of intricate manufacturing. Making songket should be handled by experts. If it is not, songket would not be made perfectly.

According to Syarofie (2012,p.47) the main materials of songket are various kinds of thread, such as cotton and silk thread. Cotton and silk thread is called pakan. Pakan is the thread that use for weaving songket. It devided into many the diversity of songket types come from the quality of thread, for example the quality of songket which use silk and cotton thread is different. Songket from silk is more soft that songket from cotton and it can influence the price too.



The process of making songket starts from coloring process of thread. The plain thread dipped into color liquid. The color can adjust depends on people wants, after coloring the thread, it is put under the light to make thread dry. After that thread put in dayan, it means ready to go to *pen-cungkit-an* process. Int this process, the craftsman use necessary tools to *cungkit* the threads and it needs high accuracy to make the process going well. By knowing the making process of songket, it can give very clear information about producing the type.

### **2.3.5 Philosophical Values**

Until now, no one knows clearly when songket are created. However, there are some opinions that circulate in society that explain creation of songket process.

According to Syarofie (2012,p.13), songket has existed since hundreds of years ago, that was when kingdom of Palembang period and Darussalam Sultanate. At that time, songket only worn by kings, sultans and relatives of palace. At that time, songket was also used as *kerandong*, which was placed on shoulder. Nowadays, the use of *kerandong* is usually worn on special event like *marhaban*. Besides the opinion about when the creation of songket, there are also some opinions about the form of songket. The first opinion believes that songket just shaped like shawl. Meanwhile the second opinion said that songket has been shaped fabric at the time. However, there are similarities among these differences. These two arguments is belief that there are Chinese cultural influences in aesthetic and philosophical values of songket.

Red and gold in songket's colour have meaning of Chinese tradition. In this case, the color of red means brave, while gold means glory and wealth. In general, songket motifs consist of central flower as core motif. Then, this flowers are surrounded by *Gelombang*, *Tretes*, *Tawur*, *Pengapit*, *Nago Besaung*, *Lepus* and so on.

### 2.3.6 Songket House Attraction

The house in this study is a heritage attraction that enables the presentation of collection objects not only displays in the form of pictures or real objects but also shows the attractions in the form of demonstrations, such as songket making process. The integration of product sales and product demonstration allow the promotion and dissemination of information as well tourism attractions for people.

The aspect of the presentation or the display of songket attraction is one of the most important aspects in evaluating the quality of production. In addition, some aspects need to be taken into account such as the dimensions of the content.

The creation of the initial design of the main building of this heritage is inspired by a traditional house in South Sumatra, called *Rumah Limas*. Limas House was chosen as the place for songket attraction because of several social and cultural reasons. *Rumah Limas* in Figure-2 was selected because it could represent the Palembang culture that upholds customary norms in the society. Terraced house symbolizes the people prosperity. Spacious house building symbolizes the nature of togetherness in the form of mutual aid.

Like songket, *Rumah Limas* is a building that has been famous and considered as Palembang customs. The outstanding figure of the building is the roof which resembles a pyramid shape (*Limas*) and rise, and stand on top of the pole, as shown in Figure-2. The initial appearance of this songket heritage attraction is shown as if the visitors are entering the traditional house. After entering the main hall, there are one door in the left and another one in the right which allow the entrance and the exit in the building. This door will lead the visitors to living room to see the sparkling and colorful display songket completed with an explanation of the name and philosophy of each motif. The clothes are displayed in the display cases.

### **2.3.7 Definition of Potential**

In terms of terminology, the word potential comes from "to potent" meaning hard or strong. In another approximately convey the same understanding, the word connotes a potential strength, ability, and power, both of which have not and that has been realized, but not optimal. Meanwhile, the Indonesian General Dictionary, which meant potential are abilities and qualities possessed by someone, but has not been used optimally. Potential is a power possessed by humans. However, the power has not been used optimally. Therefore, the next task for the man who potentially is how the utilization of the potential for achievement.

In general, the potential can be classified as follows.

1. Basic skills, such as the level of intelligence, ability of abstraction, logic and perception.
2. Attitude of work, such as persistence, thoroughness, work tempo, and resistance to pressure.
3. Personality, the overall pattern of all abilities, actions, and habits of a person, whether physical, spiritual, emotional, social and arranged in a way that is typical under the influence from outside. This pattern of behavior shaped in his attempt to be human as desired. Some examples of personality, among others, sincere, genuine, lively, intelligent, and so forth.

