

CHAPTER I

INTRODUCTON

1.1 Background

South Sumatera is one of Provinces in Indonesia which has promoting tourism potentials. Therefore, the province of South Sumatera as the 17th tourist destination in Indonesia has taken some steps of wisdom and strategy in supporting and responding to the government plan of tourist expansion. Moreover, South Sumatera also has enchanting beauty of nature, various art, and culture and unique traditional custom in life of its ethnic groups. These attractions are always crowded by visitors for spending their leisure time.

Palembang is the capital of South Sumatera Province which is currently one of the destinations in the country. This is because the condition of Palembang city in the last 5 years progressed so rapidly. According to the data from *Dinas Kebudayaan dan Pariwisata Palembang* (2013), the number of tourists who came to Palembang in 2013 was 6.246 visitors . Then, in 2014 the the number increased to 8.861 . It means that Palembang has a chance to improve their tourism sectors as one of the tourism destinations to be more attractive, because the nature condition and geographic are very supportive.

Palembang is one of the oldest cities in Indonesia. According to Kedukan Bukit inscription dated 683 AD in Pallawa scripts and old Malay words, the city was identical to Sriwijaya which was established by Dapunta Hyang Sri Jayanasa and 20.000 soldiers. The stone insription was found out in 1929 nearby Bukit Siguntang a 27 meters hilly ground westernside of Palembang, it described the establishment of a settlement (wanua) on June 17th, 683 AD. Furthermore the date is acknowledged as the anniversary of Palembang and is celebrated every year.

Palembang is a very potential in tourism, since it has several tourism destinations such as nature tourism, cultural tourism, etc. It has tourism objects such as Musi River, Ampera Bridge, SMB II museum, fort Kuto Besak, Kambang Iwak family Park, forest Tourism Punti Kayu, museums Balaputradewa, Kawah Tengkuerep, Kemaro Island, Kampung Kapitan, and Bukit Siguntang.

In light of the historical background, Bukit Siguntang is one of the most important heritages in Palembang. Consequently, the site needs to be developed and introduced locally and globally. The existence of an information media that explains thoroughly concerning historical relics and the existing facilities in the Bukit Siguntang will help inform visiting tourists to the site. The expected impact from the information media is the increasing number of tourists visiting the tourism object. One of the crucial facilities in the historical object like Bukit Siguntang is the provision of information.

One of the important media that can help introduce and help the tourists to get information and enjoy the tourist attractions in Bukit Siguntang Palembang is a brochure. However, the current condition is far from ideal. Unfortunately, visitors to Taman Bukit Siguntang cannot get sufficient printed media such as brochures.

Based on the background above, the writer got the idea to make a final report project with the title “**The Provision of Tourism Information about Bukit Siguntang Park to the Visitors using Brochure**”. With the brochure as a tourism information in Palembang, visitors can get important information about Bukit Siguntang. And this will be useful to help the Department of Tourism in the promotion and recognition as well as cultural attractions in the city of Palembang.

1.2 Problem Formulation

The problem of this study is formulated in the following questions:

- How does the care taker of Taman Bukit Siguntang provide written information?
- How does the care taker provide brochures about Taman Bukit Siguntang?
- How do the visitors get a brochure about Taman Bukit Siguntang?
- Does the brochure provide sufficient necessary information about Taman Bukit Siguntang?

1.3 Research Purpose

The purposes of this study are :

- To examine how the care taker provide written information about Taman Bukit Siguntang
- To examine how the care taker provide brochures about Taman Bukit Siguntang?
- To examine how the visitors get a brochure about Taman Bukit Siguntang?
- To examine whether the brochure provides sufficient necessary information about Taman Bukit Siguntang.

1.4 Problem Limitation

- The care taker is the local site authorities who give information for the visitors who visited the site that had been observed by writer in one week from 15 May 2015 to 21 May 2015. The brochure is no periodical publications which may consist of one to a small number of pages, not

associated with other publications, and is completed in a single issue. Sufficient necessary information about Taman Bukit Siguntang means the information that can meet the needs for information of the majority of the visitors regarding the historical remnants such as tombs, artifacts, buildings and public facilities and transportation to access the area.

1.5 Research Benefit

The benefits of this report are as follows:

a. For writer

Broaden the knowledge and experience of the attractions in Bukit Siguntang Palembang and apply the knowledge that has been gained during the lecture.

b. For readers

1) Improve the awareness of the of tourism potentials in Taman Bukit Siguntang Palembang.

2) Provide a useful brochure which can provide information for visitors coming to Taman Bukit Siguntang.

3) Know information about Bukit Siguntang Palembang.

c. For the Government,

This project is expected to be one of considerations of an effort to provide tourism information attraction especially for Bukit Siguntang Palembang managed by the Department of Culture and Tourism.