

# CHAPTER I

## INTRODUCTION

### 1.1 Background

According to Maulidiyah (2013) Culture is a characteristic of every country. It can be an identity for a country with its own characteristics and can make a country different from other countries. Generally, every country has a different culture. One of countries that have a diverse culture is Indonesia such as the dances, traditional clothes and fabrics are often used by society. Kinds of fabrics from each region show variations in the cultural richness of Indonesia.

Palembang is one of cities in Indonesia that has variation of fabric which describe the cultural richness of Indonesia. That fabric is *Songket*. Stated in *Songket Asli Palembang* (2011) the word Songket derived from the term *sungkit* in Malay and Bahasa which means "hook" or "poke". It based on the method of manufacture that using and taking a pinch of woven fabric, and then slipped the gold thread. Songket is often used for events such as wedding ceremonies, dances and other activities. Songket is also often used as a wedding dowry and as a collection.

As a traditional fabric from Palembang, Songket becomes one of souvenirs from Palembang. Every souvenir center in Palembang sells songket as a traditional fabric which is marketed to tourists or visitors in Palembang. Like any type of traditional fabric from other region such as batik that has variation of motif, songket also has variation of motifs with different name of each motif itself such as *pacar cina*, *bunga cina*, *bunga tabur*, *bunga inten*, *bunga jepang*, *bunga pacik*, *janda penganten*, *janda beraes*, *kemban bengkok*, etc. As a traditional fabric from Palembang, songket should know by society, so when tourists or visitors need the information about songket, the information is easily obtained. But, not all motifs of songket are known by society and so far there is no development of information about motifs of songket.

Songket as one of potential cultural that should be disseminated in order the tourist can know the information about it. Providing kinds of songket in each

souvenir center is not enough, but there must be the development and interesting promotion to make songket recognized and preferred by every tourist. According to Stanton (1993) Promotion is the activity of providing information to consumers, affect, and urged the general public. Promotion gives big impact to introduce motifs of songket. There are many ways to promote songket. One of them is making a booklet to introduce motifs of songket in detail. Booklet is communication aid that aimed to deliver the promotional message, suggestion, prohibitions in print out result (Hadi: 2009). The writer chooses booklet because booklet is practical to read anytime and can contain the message clearly.

Based on the explanation above, the writer wants to make a media that can be used to promote motifs of songket as a handicraft from Palembang. The writer chooses booklet as a media to promote it. Therefore, people especially society, visitors and tourists can get information about motifs of songket in detail. The writer writes this final report entitled **“DESIGNING BOOKLET TO INTRODUCE MOTIFS OF SONGKET PALEMBANG”**.

## **1.2 Problem Formulation**

Based on the statements above, the writer will focus on “How to design the booklet that contains the detail of motifs of songket Palembang as a tool to introduce songket as Palembang handicraft?”

## **1.3 Purpose**

The purpose of this final report is to design booklet that contain detail of motifs of songket as a tool to promote and introduce songket as Palembang handicraft. The contents of booklet are included the history and the name of motifs itself.

## **1.4 Limitations**

By seeing the problem above, research limitation is needed to make focus the research on the problem, purpose, and benefit of research, so the writer tends to explain “designing booklet to introduce motifs of songket Palembang”.

## 1.5 The Benefits

The benefits of this final report are:

- For institution

Giving information and knowledge to the students of State Polytechnic of Sriwijaya, especially for English Department about what are the steps to create a booklet that contain detail motifs of songket Palembang. Therefore, they can know the information about motifs of songket Palembang and preserve it as one of culture from Palembang. And also, the booklet can be a new collection for library of English Department.

- For readers

Giving information and knowledge about what are motifs of songket as a handicraft from Palembang. Besides, the booklet can give information and attract the people to buy songket as a collection and wear songket for wedding dress.

- For government

The writer hopes it can help the government to promote motifs of songket as a Palembang handicraft through the booklet.