

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia as one of developing countries tries hard to develop the tourism sector. According to data from the Travel and Tourism Competitiveness Index, reported by the World Economic Forum (WEF) (2013, p.15), Indonesia is the country with the high level of tourism in category of cultural, historical heritage natural wealth and natural beauty.

As the country that is known with the cultural heritage, Indonesia has many museums which maintained and preserved the heritage. The purpose of museum, according to Direktorat Museum RI (2008,p.1) is to conserve the cultural heritage, it is not only to conserve the physical object of cultural heritage, but it is also to conserve the meaning of the objects in term of value and norms. Therefore, museum is very important to study because it saves any kinds of historical heritage which can increase the knowledge. As the meaning of the museum itself, according to Boyer (1996,p.25) in Hermawan (2009,p.1), “Museum as educational institution teaches us about the objects of lasting human interest and value. Museum is the appropriate place to study. Through the objects that are exhibited, visitors can learn about the value of the life in the past, so it can be the guidance for life in the future. Besides, through the use of museum as a source of learning, as a part of learning approach to cultural heritage, students are expected to grow into smart generations that do not forget about the culture of nation.

Unfortunately, museum in Indonesia is less attractive. The general reason is about the public perception. They are assumed that museum as a warehouse which is slicked, but do not have conceptual arrangement for collection in the room, so it is difficult to encourage the impression of the visitors. Therefore, the number of visitors is small. Moreover, the visitors do not know and do not understand the benefit of museum for education.

In order to solve it, some efforts have been done by museum. It is started from renovation of building and increase the museum’s collection. The newest effort from government is *Gerakan Nasional Cinta Museum*. The government

assign the year 2010 to 2014 as the year of museum visitation. The purpose of this effort is to get tourists' interest to visit museum.

However, it cannot be running well if there is no promotion about the effort. Promotion is the effective way in increasing the number of visitors. Promotion is very important in term of promoting the tourism object in one place. Promotion of tourism object which is well structured will provide the additional local revenues, and support the process of economic development of the locality multiplier around the tourism object. In addition, the tourism industry can apply the appropriate promotion media to get the target, whether it is used printed media or electronic media.

It occurs in one of big museums in Palembang, Sultan Mahmud Badaruddin II Museum. As one of big museums in Palembang, Sultan Mahmud Badaruddin II Museum has many collections such as historical heritage of Palembang, Palembang traditional weaving and many more. As a big museum, Sultan Mahmud Badaruddin II Museum certainly do promotions to attract tourists. Unfortunately, the promotion is just made little changes, it proved by the target of museum that is expected get 15.000 visitors in one year (according to Ali as the UPTD of SMB II museum), and museum has at least 12.000 visitors in one year. That number is smaller than the target. Therefore, the writer wanted to do research about the **promotion media applied at Sultan Mahmud Badaruddin II Museum.**

## **B. Research Focus**

The writer discussed about the promotion media that conducted by Sultan Mahmud Badaruddin II Museum and the obstacle faced by the authority of Sultan Mahmud Badaruddin II Museum.

### **C. Problem Formulation**

Based on the background above, the writer decided to discuss these problems:

1. What kinds of promotion media are applied at Sultan Mahmud Badaruddin II Museum?
2. What are the obstacles faced by the authority in promoting Sultan Mahmud Badaruddin II Museum?

### **D. Research Purposes**

The purposes of this final report were:

1. to know the kinds of promotion media which are applied at Sultan Mahmud Badaruddin II Museum.
2. to know the obstacles faced by the authority of SMB II Museum in promoting the museum.

### **E. Research Benefits**

The benefits of this final report were:

1. To give information about the promotion media of Sultan Mahmud Badaruddin II Museum to attract tourist.
2. To support the Tourism and Culture office of Palembang and South Sumatera in improving the efforts to increase the number of visitors for museum.
3. To build public awareness, especially students that museum is important for them in increasing knowledge about the life in the past.
4. To motivate society, especially Palembang society to visit museum continually.