

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is the fourth biggest country with most widely population. According to Central Bureau of Statistics in 2013, Indonesia consists of 248,800,000 inhabitants. Indonesia has a sea's area of 1,826,440 km² and land area of 93,000 km² therefore it is also called as "Negara Maritim". Because of it has a lot of populations, it can be proven that this country has many kinds of cultures start from ethnicity, religion, race, language and inter-group from Sabang to Papua.

This condition also leads the diversity of culture and tradition. Culture was born before the tradition was created. According to Koenjaraningrat (1980) in Aditya (2014:2), culture is interpreted as "a whole result of mind and creation". In other words, culture is a whole of whatever produced by human because of thought and work or creation. After the culture was created, it is adopted by a group of people then it will be inherited for the ancestries. The culture which is inherited hereditary will be a tradition. The tradition also has meaning in culture specially or as symbol of that culture itself. Talking about tradition, there are so many things that can be appointed as a tradition in Indonesia ranging from food, clothing, and others.

Cultural heritage and tradition can be preserved through the trading system. In the era of globalization and free trading system, each country races to win the competition with through several stages or in strategic marketing. As we know that the trading system in Indonesia has started since the past before an independent kingdom. Indonesia is a trading route for foreign countries. There are many things that can be traded, afterward it becomes the industry in Indonesia, both in the form of small-scale industry, medium, and large-scale industry. At this time, each of industry in Indonesia is under the control of "the Ministry of Industry and Trade" for the national level, and is under the auspices of "the

Department of Industry and Trade” for the province, region or district-level. Judging from the duties, the Department of Industry and Trade is a department in charge of carrying out the affairs of local government based on the principle of autonomy and duty of assistance in the field of industry and trade especially about the cultures.

By the provision of culture diversity, there are still a lot of cultures that can be promoted to the international world. Many local cultures which are preserved will increase cultural assets and introduce the name of Indonesia in the eyes of the world. For this reason, the writer is interested about Indonesian culture from South Sumatera province, *songket* weaving. According to Hanafiah in Handayani (2014:9) *songket* is a cloth crafts typical of Palembang. *Songket* is woven cloth that is embroidered with gold or silver thread in combination with other colored thread.

Songket weaving business is still in the low and medium-size enterprises/scale or more specifically in a home business. It is characterized by the equipment used, workers who become the *songket* craftsmen, and the number of products in each business. When viewed from the quality, *songket* produced has quite good quality, and considered to be able to compete in international markets. In this case the role of the Department of Palembang Industry and Trade (*DPIT*) in Palembang is very influential to determine how the work of weaving *songket* can be marketed through promotion.

Based on the explanation above, the writer intends to write the final report entitled **“The Role of the Department of Palembang Industry and Trade in Promoting *Songket* Weaving as Tourism Art and Craft from Palembang”**.

1.2 Problem Formulation

- 1.2.1 What are the strategies that the Department of Palembang Industry and Trade used in promoting *Songket* weaving?

- 1.2.2 What is the role of the Department of Palembang Industry and Trade in promoting *songket* weaving as tourism art and craft of Palembang?

1.3 Limitation Problem

The writer limits the material that discussed about the role of the Department of Industry and Trade in promoting *songket* weaving as a tourism art and craft of Palembang by the strategy which might be conducted by its.

1.4 Research Purpose

- 1.4.1 To recognize what the strategies of the Department of Palembang Industry and Trade in promoting *songket* weaving as tourism art and craft from Palembang.
- 1.4.2 To analyze what the role of the Department of Palembang Industry and Trade in promoting *songket* weaving as tourism art and craft from Palembang.

1.5 Research Benefit

- 1.5.1 For the reader, this study might be used to enhance the knowledge about how important cultural asset of Indonesia especially in South Sumatera Province and to know how the strategies to promote it.
- 1.5.2 For the writer, it might be a benefit for adding the knowledge about the role of the Department of Industry and Trade in promoting tourism art and craft of Palembang “*Songket*”.
- 1.5.3 For the Department of Industry and Trade, it might help them to check what the weaknesses of their strategies in promoting weaving *songket* are and they could measure how far they are influential the role in promoting *songket* as handicrafts Palembang.