

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background

Palembang is one of the oldest towns in Indonesia. Based on the website of *gosumatra.com*, Palembang was the capital city of the Buddhist maritime kingdom in the largest Southeast Asia. It was dominated the archipelago and the Malay Peninsula in the 9th century. That statement showed the founded of Kedukan Bukit inscription in June, 16 682 Masehi becoming the population in Palembang city. Therefore, this city has been knowing as the Buddhist center with a lot of tourism destinations.

According to the book *Objek dan Daya Tarik Wisata Kota Palembang (2000)* As the center of tourism destinations, Palembang serves interesting and impressive places for tourist such as Musi River, Taman Purbakala Kerajaan Sriwijaya, Limas Traditional House, Punti Kayu Forest, Kemaro Island, Monpera, Benteng Kuto Besak, Palembang Grand Mosque, Bukit Siguntang, Kawah Tengkreng, Ki Gede Ing Suro Grave Yard, Kampung Kapitan, Ampera Bridge, Sultan Mahmud Badaruddin II Museum, Balaputra Dewa Museum, and Kuto Besak Fortress.

Bukit Siguntang is one of tourism destination and historical sites in Palembang. It was provided by the archeological of Sriwijaya Kingdom which found in Bukit Siguntang. According to *Guide book for investors and tourism (1996; p.61)* a buddha statue of Amarawati and Srilankan face was found in 1920.

While, as a tourism destination, Mason and Purwanto (1998, p.53) states about four components which must have in one of tourism destination, especially in Bukit Siguntang. There are :

1. Attractions
2. Accessibilities
3. Facilities
4. Networking

All of those components are correlated with each other. Based on UU No 9 tahun 2010 tourism is a kinds of tourist activities which has supported all facilities and services provided by the public and government. Therefore, Bukit Siguntang should have warn about their facilities to fulfill the conditions as a tourism destination.

Based on data from Bukit Siguntang, “there were 32.735 visitors who visit Bukit Siguntang in 2014 and the highest number of visitors was on April that showed there were 3.847 visitors”. The visitors were from state of guest, the students, elementary school, junior high school, senior high school, and collegians.

The writer concludes that the visitors come from various kinds of catagory. Therefore, there will be many different perceptions from visitors about Bukit Siguntang as one of tourism destinations in Palembang. Some visitors not only may think Bukit Siguntang has a good facilities to visit, but in contrast, other visitors may think Bukit Siguntang does not provides them well yet. So, in this study, the writer would like to take the title about “Visitors’ Perception about Public Facilities at Bukit Siguntang as one of Historical Sites in Palembang.

## **1.2 Research Formulation and Limitation**

### **1.2.1 Research Formulation**

Bukit Siguntang is a popular place for buddhism but the most visitors who come there are just local tourist. Usually, the local tourists who visit Bukit Siguntang has the purposes. For example, pray in one of grave to get something better for their life. Then, the tourist who came to Bukit Siguntang did not keep the attention to the public facilites that given at the Bukit Siguntang, for example littering and crossing out the wall or another public facilites. Thus, the writer need visitors' perception, both from good side and bad side on Bukit Siguntang to improve that Bukit Siguntang as a tourism destination. Therefore, the writer would like to analyze "Visitors' Perception of Public Facilities at Bukit Siguntang Palembang as one of Historical Sites in Palembang.

### **1.2.2 Research Limitation**

This study is limited about visitors' perception at Bukit Siguntang. In this study the writer would like to analyze Visitors' Perception at Bukit Siguntang as one of historical sites in Palembang, Therefore, visitors are needed to give their perceptions about public facilities at Bukit Siguntang.

## **1.3 Research Question**

Consider to research background, the writer analyze :

1. What are visitors' perception about public facilities at Bukit Siguntang?
2. How is the conditions of public facilities at Bukit Siguntang ?

## **1.4 Research Purpose**

The purpose of this research were :

1. To know the visitors' perception about Bukit Siguntang
2. To know the conditions of public facilities at Bukit Siguntang

### **1.5 Research Benefit**

The benefit of this research were:

1. Giving the information about visitors' perception of public facilities at Bukit Siguntang
2. Giving the information about the conditions of public facilities at Bukit Siguntang

