

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia as the largest archipelago country in the world has many of potential sectors to develop itself. It is also the largest country and has the largest population in South East Asia. According to Muhammad Farhan (2014) in <http://m-farhan27.mywapblog.com/pengertian-negara-agraris.xhtml> It is called maritime country because the area of waters is larger than mainland area. As a country that has many of natural resources, Indonesia becomes one of the countries visited by tourists, foreign tourists and domestic tourists. One of the reasons that so many tourists come to this country, Indonesia is rich of natural resources so it makes tourist interested in visiting. Other reason is people of Indonesia is popular with their hospitality, so it makes tourist satisfied. According to Ministry of Tourism and Economy Creative in <http://www.parekr.af.go.id/userfiles/file/Lapbul%20Desember%202014.pdf> the tourist who came to Indonesia from January until December 2014 is 9.435.411 person. It increases from 2013 which is only 8.802.129 person.

There are so many provinces in Indonesia that are interesting to be visited. Every region has difference from others so it makes Indonesia become the unique country with many of characteristics. One of the provinces that interesting to be visited is South Sumatera Province. This province is located in the south of Sumatera Island. South Sumatera has 91.592,13 km² areas that is the second biggest province in Sumatera Island after North Sumatera Province. The capital city of this province is Palembang that also the second biggest city after the capital city of North Province, Medan. This city has many roles to develop Indonesia. It has become the main host on the popular event, SEA Games 26th that held on the November 11th, 2011 until November 22nd, 2011 with Jakarta as the second host. SEA-Games stands for “South East Asian Games” which is the

sport competition and the member is the countries in South East Asia itself. This event is held once in two years. After that Palembang also became a host in other popular events, International Solidarity Games (ISG) that was held in Palembang stated from September 22nd, 2013 until October 5th 2013. It is a multinational multi-sport event involving athletes from 44 countries which are the members of the Organization of Islamic Cooperation. This event is held once for four years. Next, Palembang was also as a host in the International Musabaqah Tilawatil Quran (MTQ) that was followed by all moslem countries in the world started from September 23th 2014 until September 27th 2014.

Palembang has many characteristics that make it interesting to be visited. It is divided into two parts, ulu side and ilir side. Both of them are connected by Ampera Bridge and there is the longest river in South Sumatera flowing below it, Musi river. Based on Palembang Government (2013) in <http://palembang.go.id/?nmodul=halaman&judul=sejarah&bhsnyo=id>, Palembang is the oldest city in Indonesia based on the one of the inscription from Sriwijaya kingdom, Kedukan Bukit inscription that is made on June 16th, 682 M. At that time the authority of Sriwijaya Kingdom established in the area now known as Palembang city. According to the topography, the city is surrounded by water, even submerged by water. The water is sourced either from the river or swamp, also from the rain. Palembang Government also said that in Palembang there are 52,24% of the land that is flooded by water (the data of Statistics, 1990). Due to this condition, the ancestors of Palembang city named this city as Pa-lembang in Malay language, Pa or Pe means appoint place or state; whereas lembang or lembeng means puddle of water. So Palembang is a place that is flooded by water. Palembang not only left the historical heritage like inscription, statue or something like that, but it also bequeathed many of cultures the people in ancient time. Culture acts as a container or a place in the community to express one's feelings or to satisfy a desire, for instance with the arts in the community. Arts and culture can change and transform from time to time. The increasing appreciation of art and culture has shown that art and culture is something that cannot be separated from human

life. The power of art and culture is one of the advantages of the Indonesian nation which should always be highlighted and nurtured. For example Palembang as the existence of a city which has a high regard for the arts and culture. This city has good potency in tourism, especially in the field of traditional costumes. Cahaya Wahyu (2012) says in <https://cahayawahyu.wordpress.com/life/intermezzo/pakaian-adat-tradisional-indonesia/> that Indonesian traditional costumes is one of the cultural properties owned by the Indonesian state and widely praised by other countries. There are many tribes and provinces in the territory of Indonesia, there are automatically also a lot of kinds of traditional costumes worn by each tribe in all provinces of Indonesia. Because of many tribes in Indonesia, it has characteristics specialized in the manufacture of wearing Indigenous costumes.

As the centre of Sriwijaya Kingdom, Palembang has traditional costumes that are inherited from ancestors and very popular such as *Aesan gede* and *Aesan Paksangko*. Rahmat (2014) in <http://inongsomniac.blogspot.com/2014/03/pesona-aesan-gede-pesona.html> says that *Aesan gede* symbolizes the greatness, and *Aesan Paksangko* is the clothes that symbolizes elegance of people in South Sumatera. These costumes are normally used only when there is the traditional wedding ceremony. The use of *Aesan gede* or *Aesan Paksangko* has a very graceful meaning, because the bride and groom look like kings and queens. To distinguish between shades of *Aesan gede* and *Aesan Paksangko*, it can be described as follows; *Aesan gede* style is pink combined with golden color. Both colors are believed to reflect the grandeur of the nobles Sriwijaya, especially with sparkling jewels and crowns *Aesan gede* complement, *bungo cempako*, *kembang goyang*, and *kelapo standan*. Then *Aesan gede* is combined with dodot shirt and patterned songket lepus silver rifle. *Aesan Paksangko* is for men. It uses songket lepus embroidered gold, robes gold floral motif sowing, songket sash, pants, and skull gold cap that decorates the head. The women uses lotus bib, shirt brackets noble red flower-studded golden star, gold-embroidered cloth songket lepus, as well as in the form of a crown headdress *Aesan Paksangko*. We also use trinkets to decorate clothing such as jewelry excelled golden, *kelapo standan*, *kembang*

goyang, and bungo kenango. This indicates the existence of the people of Palembang and make it interesting to study as a form of artistic expression ethnic Sriwijaya. Based on explanations above, the writer is interested in making media that can be used to promote Palembang Traditional Wedding Costumes. The writer chooses blog as a media to introduce and promote them.

Perrone (2004, p:1) in <http://www.theguardian.com/technology/2004/may/20/weblogs> says that weblog is, literally, a "log" of the web - a diary-style site, in which the author (a "blogger") links to other web interesting pages using entries posted in reverse chronological order. A weblog is a Web page that serves as a publicly accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author. Blog is consisting of entries. It is also called posts. It is appearing in reverse chronological order with the most recent entry appearing first (similar in format to a daily journal). Blogs typically include features such as comments and links to increase user interactivity. Blogs are created using specific publishing software. According to Huffaker in Risa (2013, p:16), "Weblogs are personal journals or diaries and provide an online venue where self-expression and creativity is encouraged and online communities are built, provide an excellent opportunity for education to advance literacy through storytelling and dialogues". So blog can be summarized as a collection of personal website that allows the creators to show different types of contents on the web with ease, such as paper, a collection of Internet links, documents (Word files, PDF, etc.), images or multimedia. The creator of the blog called Blogger. Through the blog, Blogger becomes easily recognizable personally based on what topics are popular, what response to the links in the selection and issues there are. Therefore Blog is very informal. So, blog can be a choice as a media to introduce Palembang Traditional Wedding Costumes. In this case the writer wrote this final report entitled **"Introducing Palembang Traditional Wedding Costumes Through Social Media "Blog" "**.

1.2 Research Focus

By introducing Palembang as a city which is a place where Sriwijaya Kingdom centered on, it will make people want to know what the legacy that the ancestors left in the past time. It will make people from other cities or countries come to Palembang that has many of good cultures and arts to show. Palembang has so many traditional costumes, so the writer analyzes about Palembang Traditional Wedding Costumes as a legacy of Palembang ancestors and as a traditional art of South Sumatera.

1.3 Research Formulation

Based on the background above, a problem can be formulated “How can we introduce Palembang Traditional Wedding Costumes through Blog?”

1.4 Limitation Problem

In this final report, the writer discusses How to introduce Palembang Traditional Wedding Costumes especially for *aesan gede* and paksangko.

1.5 Research Purpose

The purpose of this final report is to introduce Palembang Traditional Wedding Costumes through blog.

1.6 Research Benefits

For the writer, this report has benefit for adding knowledge about Palembang Traditional Wedding Costumes as traditional clothing of South Sumatera. For the society, this report is also useful for adding knowledge and information about one of the traditional clothing of Palembang City. For the Students of English Department State Polytechnic of Sriwijaya, the writer hopes that this study can give the information and knowledge in doing their tasks as tourism students.