

CHAPTER I

INTRODUCTION

1.1 Background

Tourism has become a need for majority people. All of people doing a tour to overcome stress from daily activity and fatigue. For an example, many worker that lives in the city often face many problem in their company or maybe travel outside the region for their bussiness purposes from their company, which lead to stress and fatigue. So, they'll need a refreshment such as vacation. According to G. Nelson (1977) suggests that tourism is a journey from the profane into the sacred, a quest for an experience of renewal. An encouragement to do the traveling is due to a variety of interests, either because of economic interests, social, cultural, political, religious, health, and other interests as a curiosity, adds to the experience, or even to learn

Most of travelers are interested in the beauty of nature, local unique attraction, and diversity of culture. They are searching for experience that they never felt before. Curiosity of other life aspects is also the reason for tourist to go traveling. So many kind of tourism that can satisfy their needs. Such as recreation tourism. This is when people go to a place that is very different from their regular day-to-day life to relax and have fun. According to Boniface and Cooper (2009) recreation tourism is variety of activities undertaken during leisure time, involving arts, cultural activities and entertainment and physical activities. Beaches, theme parks and camp grounds are often the most common places frequented by recreational tourists. If the objective of one's visit to a particular place is to get to know its history and culture then this type of tourism is known as cultural tourism. Tourists may visit different landmarks of a particular country or they may simply opt to focus on just one area. They may also attend festivals and ceremonies in order to gain a better understanding of the people, their beliefs and their practices. According to Richard (1996) cultural tourism is movement of persons for essentially cultural motivation such as study tour,

performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art and pilgrimages.

Every region has its own local unique and culture, whether it's about their social life, habitual, or tradition. The culture of every region were formed by geographical condition, religion believes and its role to form the culture itself, and the unity of nations. This thing affect the way of their lives, for an example in Bali, their funeral known as *Ngaben* which the dead will be burn into ashes based on the Hindi's taught, Yogyakarta with their believes in *Keraton* government system from an empire time, or Batavian wedding ceremony with its *Ngerudat; buka palang pintu* which the *Jawara* (bodyguard) from the male brides must defeat the *Jawara* from the female brides in *Pencak Silat* attraction in order to pass and meet the female brides and her family. With this kind of unique activity that never can be found in somewhere else, every region has its own potential culture to be an advantages tourism attraction.

Palembang city also has rich local unique and culture. Palembang is the second-largest city on Sumatra island after Medan and the capital city of the South Sumatra province in Indonesia. It is one of the oldest cities in the Malay Archipelago and Southeast Asia. Palembang is located on the Musi River banks on the east coast of southern Sumatra, with a land area of 369.22 square kilometers and a population of 1,708,413 people. It has diversity of culture, because of the influences and cultures of coastal Malay, inland Minangkabau, Javanese, Indian, Chinese and Arab, has created a rich Palembang culture. Throughout its history, Palembang has attracted migrants from other regions in the archipelago, and has made this city as a multi-cultural city. Because of this city is multi-cultural city, many of life aspects are also have a multi-culture in every way, even thing that having to do with art. One of the culture of Palembang city is *Pencak Silat; Kuntau*, the martial arts and self defense from South Sumatera that only taught for the nobles, which have valuable history and arts that potential for tourism attraction in Palembang.

This art has a main purposes as self defense but it also has various and rich beautiful movement or 'dance like' arts. Pencak Silat divided into two words,

“Pencak” which generally means as dynamic and beautiful move and “Silat” which means as self defense or martial arts move. This art also shown with traditional music instrument such as flute or gong. The style of Pencak Silat are influenced by the culture of region where it is come from, so do the South Sumatera especially in Palembang city. In Palembang city, there are so many places to learn Pencak Silat, but somehow this art almost never appear or shown its existance as tourism attraction in Palembang city. Pencak silat have a great potential to be a tourism attraction because its full of history and culture also have spectacular attraction movement of martial arts. *Based* on the explanation above, the writer is interested in the topic of final report project with the tittle ***“Pencak Silat As Tourism Attraction In Palembang City”***.

1.2 Problem Formulation

Based on the description above, the problem formulation is “what are the potencies of Pencak Silat as tourism attraction in Palembang city”

1.3 Purpose

The purpose of this final report is to know what are the potencies of Pencak Silat as tourism attraction in Palembang city.

1.4 Limitation

By seeing the problem above, limitation is needed to make focus the research on the problem, purpose and benefit of the final report report, so the writer tends to explain the potencies of Pencak Silat as tourism attraction design of tour package especially in Palembang city.

1.5 Benefit

The benefits of this final report are:

- a. expanding the writer's knowledge about the potencies of Pencak Silat as tourism attraction design of tour package especially in Palembang city; and
- b. giving information and knowledge about the potencies of Pencak Silat as tourism attraction in Palembang city.