

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is a big country that is famous for its natural feature and cultures. There are more than 20 ethnics and and 100 cultures that be founded in Indonesia. The culture can be used as media to attract the visitors. One of the cultures is Batak Culture. The unique of Batak Culture has the power to attract the tourist from entired world to come.

A Batak tribe is one of the tribes in Indonesia populated in North Sumatra, exactly in region of Kangkat Hulu, Deli Hulu, Daratan Tinggi Karo, Serdang Hulu, Toba, Simalungun, Tapanuli Tengah, dan Mandailing. The Batak Tribe divided into 6 parts of ethnic, that is Batak Toba, Batak karo, Batak Pakpak, Batak Simalungun, Batak Angkola, and Batak Mandaling. All of those parts of ethnic have different characteristic. But basically, the source of its culture is same, that is Batak culture. One of the interesting things about Batak culture is the procedure of marriage ceromony. The procedure of marriage ceromony in Batak culture can interest visitors to visit it, because of its unique.

A Batak tribe is not only populated in North Sumatra, but it also lived at anyplace in Indonesia. One of the places is in Palembang, South Sumatra. There is a lot of Batak people that afloat in Palembang with the type of clans, that is *Aritonang, Banjarnahor, Simanjuntak, Simatupang, Sihotang, Tampubolon, Purba, Sihombing Lumbnantuan, Manik, Silalahi, Gultom* and many more. All of those clans have a strong society. A Batak tribe keeps their relation by building the regular social gathering among their clans. They also held a party that called Bonataon Party in the begining of the year. They can meet with other Batak people with the same clan in those events. So if one of their family wants to marry, they can easily contacts the clan which related with them.

In a Batak culture, marriage is a major event, they must inform the *hulahula*, *boru*, *dongan tubu* and *dongan sahuta* as witnesses the prevailing custom. *Hula-hula* is the way to call female's family. (Napitu, 2012). *Boru* can be comes from the host sister, the host daughter, and the husband's of host daughter. While *dongan tubu* is the family who comes from the same clan and *dongan sahuta* is neighbors. In Batak culture, marriage custom should followed their role on the basis of *Dalihan Na Tolu*, i.e. *Somba Marhula-hula*, *Manat Mardongan Tubu*, *Elek Marboru*. *Dalihan Na Tolu* is type of wedding custom in Batak tribe. While *Somba Marhula-hula*, *Manat Mardongan Tubu*, *Elek Marboru* are the part of *Dalihan Na Tolu*. In Batak culture, the bond of marriage is very strong. The marriage people are not easy to divorce, because in their marriage has involved and they should be responsible in it.

Based on statement above, the writer interest to design a booklet in order to give a specific information about the procession of Batak traditional wedding in Palembang and use it to promote Batak traditional wedding as an object for the tourism in Palembang. Through this final report, people can enrich their knowledge about culture of Batak tribe in Palembang and get the factual information about it. It can be used to increase people especially tourist to visit Palembang to see the uniqueness of Batak traditional wedding procession in Palembang.

1.2 Problem Formulation

The problem formulation of this final report is formulated as follow :

1. How to design the booklet batak traditonal wedding based on factual information?

1.3 Problem Limitation

The problem formulation of this final report is formulated as follow :

The problem focuses on designing Batak traditional wedding booklet in Palembang as the information media to promote Batak traditional wedding as tourism object in Palembang.

1.4 Purpose

The purpose of this final report is to discuss about designing Batak traditional wedding Booklet in Palembang as the information and promotion media of culture tourism object in Palembang.

1.5 Research Benefit

The benefits of this final report are:

1. For the writer is to enrich and increase the knowledge about The Procession Batak Traditional Wedding in Palembang through booklet as the information and promotion media of Culture Tourism object in Palembang in the final report itself and especially for the students of English Department at state Polytechnic of Sriwijaya about the methods and developing data in making booklet for a tourism object.
2. For the reader is to get information, know and learn more about the procession Batak traditional wedding in Palembang as a tourism culture in Palembang.
3. For the government is to promote one of tourism objects in Palembang especially tourism culture object to people especially tourists Palembang as the information and promotion media of tourism culture object in Palembang.