

CHAPTER I

INTRODUCTION

1.1 Background

South Sumatera is one of provinces in Indonesia that consists of many regencies (Banyuasin, Empat lawang, Lahat, Muara Enim, Musi Banyuasin, Musi Rawas, North Musi Rawas, Ogan Ilir, Ogan Komering Ilir, Ogan Komering Ulu, South Ogan Komering Ulu, East Ogan Komering Ulu, Panukal Abab Lematang Ilir, Lubuk Linggau, Pagaram, Palembang and Prabumulih) and every regencies have tourism sectors.

Tourism sectors are divided into nature, religious, shopping, culinary, educational, culture and artificial. According to Pendit (1994), natural tourism is an activity to see the natural beauty, natural resource and environmental system, such as lake, beach, mountain, sea, etc. Religious tourism is tourism activity that is related to religion or religious that is embraced by humans. Usually in the form of shrines, tombs of scholars or ancient sites that have excess. This excess, for example in terms of history, their myths and legends about the place, or the unique strengths and architecture of the building. Shopping tourism is an activity of tourism to go to other places to buy things and services in that place. Culinary tourism is the activity of tourism to taste traditional food and unique food. Educational tourism is a program that combines element of tourism activities with educational payload. Culture is tourism activity to other places or abroad with the purpose to learn and study about the circumstance of the people, habits and customs, ways of life, cultures and the arts community in the intended location. Every tourism sectors above have their own identity such as traditional food, dance, icon, tourism place, traditional handicraft and traditional song. Artificial is one of tourism activities that is made of human hand.

Prabumulih is one of cities in South Sumatera that has tourism sectors too, such as; Nature tourism (*Lematang Putus* lake and *Bunut* lake), Religious tourism (*Puyang Gunung Ibul* (*Gajahmada's* footprint), *Petilasan Temenggung Telapak Besak Pincang Jarang*), *Puyang Tegiri*, Darussalam Mosque and Islamic Center

Prabumulih), shopping tourism (traditional market, *Kalangan*, *Gunung Ibul* traditional market), culinary tourism (Lombok Ijo Restaurant and Pondok Kelapa Restaurant), culture tourism (*sedekah kampung* and *Sedekah bersihke Dusun*) and Artificial tourims (Prabumulih Park City, Horses Park, Gunung Ibul Park, Small monument park, Tanjung Raman Park, Pati Galung Park, *Tugu Serangan Sebelas* Park, Adipura Monument Park, Caroline Island water park, Rizky Garden and Wonosari Park).

The toursim sectors above have potential as tourism destination especially in religious tourism, because according to Amrullah, the head of POKP (*Pemuda Olahraga Kebudayaan dan Pariwisata*)Prabumulih city, *Puyang Gunung Ibul* and *Petilasan Temenggung Telapak Besak Pincang Jarang* is a heritage from Sriwijaya Kingdom, *Samudera Pasai* kingdom, and *Majapahit* kingdom which is used as a custom to believe a mistical and a custom to pay someone vow and the history said if *puyang gunung ibul* and *Petilasan temenggung Telapak Besak Pincang Jarang* are the oldest haven in south sumatera and after that *Bukit Siguntang* in Palembang. *Puyang Gunung Ibul* and *Petilasan Temenggung Telapak besak Pincang Jarang* also unknown by community both inside and outside Prabumulih city as religious tourism destination.

The tourism sectors are very good to be enjoyed if the government and the community develop them together. There are the reasons why tourism sectors in Prabumulih city have to develop. According to Setyanto P (2000), through the development of tourism, the tourism's program has become one of the necessities that give an impact to each individual income. The second, the tourism destination can open job vacancies which give positive benefits for the Prabumulih's citizen.

Further more, Tourism is important because beside oil, gas, coal and crude palm oil, tourism has big influence that contributes foreign exchange number four in Indonesia. In culture side, tourism can brings a new comprehension by tourist interaction with local communities so they can understand local communities and also can appreciate the culture. In the terms of environment, tourism gives good effects to the communities to maintain and preserve environmental hygiene and also build the good infrastructure. In the terms of employment opportunity,

tourism creates employment and improves the creativity of communities to make souvenir and the souvenir are sold to the visitors. That is why every city not only in south sumatera province but also every province interest to develop tourism sectors.

Based on the explanation above, the writer interested in writing the final report entitled “**The Potential of Prabumulih City as Religious Tourism Destination**”.

1.2 Research Focus

The writing of final report will focus on what the potential of *Puyang Gunung Ibul* and *Petilasan Temenggung Telapak Besak Pincang Jarang* as religious tourism destination are and what the problems faced by the government to promote Prabumulih city as religious tourism destination are.

1.3 The Limitation of Problem

Not all tourism sectors in Prabumulih could be solved and investigated in this discussion, because it will takes a long time. But to make the research more concentrated and get to focus and due to the limitation of time and theoretical knowledge, so the writer limits the problem mainly on religious tourism especially in *Puyang Gunung Ibul* and *Petilasan Temenggung Telapak Besak Pincang Jarang*.

1.4 Problem Formulation

The Problem formulation of the final report are to know :

1. What are potential of *puyang gunung ibul* and *Petilasan Temenggung Telapak Besak Pincang Jarang* as religious tourism destination?
2. What are the problems faced by the government to promote Prabumulih city as religious tourism destination.

1.5 Research Purposes

The purpose of this project is to find out the potential of *Puyang Gunung Ibul* and *Petilasan Temenggung Telapak Besak Pincang Jarang* as religious tourism destination and to find out the problems faced by the government to promote Prabumulih city as religious tourism destination.

1.6 Benefit

The Benefit of the study are briefly stated as follows:

1. The readers can know the potential of *Puyang Gunung Ibul* and *Petilasan Temenggung Telapak Besak Pincang Jarang* as religious tourism destination.
2. The readers undirectly can improve each individual income.
3. The readers can take much benefit to make unique thing like souvenir.
4. The readers know if Prabumulih city has a unique religious tourims and also the readers know how to look after *Puyang Gunung Ibul* and *Petilasan Temenggung Telapak Besak Pincang Jarang* as religious tourism destination.