

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tourism is a travelling activity which is done by individual or group to destinations where it can give pleasure or leisure. It is relevant with Kodyat (1983) states that Tourism is traveling from one place to another, made by individuals and groups, in an attempt to find a balance or harmony of happiness with the environment in a society, culture, nature and science. The most important thing in tourism destination is tourism attraction. According to UU No. 10 Tahun 2009 about tourism, tourism destination is the geographic regions that are in one or more administrative areas in which there are public facilities, tourism facilities, accessibility, and tourist attractions. Yoeti (1985) states that tourism attraction is everything that can attract people to visit an area. To attract people to visit tourism destination, there should have something interesting such as the citizen, the culture, and natural sites that can be shown to visitors who come.

South Sumatra Province consists of some regencies and cities that have a variety of cultures. The culture itself can be heritage culture and also have the characteristics of those regencies. Beside that, culture can also be a tourism attraction in those regencies. It is because people who live in those regencies have cultures which form their way of life and this is interesting to attract visitors who like to see the uniqueness of the culture. Culture as a tourism attraction can be included as cultural tourism that attracts tourists to visit the tourism destination.

South Sumatra Province consists of many regencies that have different cultures. It can be proved by the language, traditional wedding ceremonies, culinary, arts, and other performances of dance or theater. The uniqueness of culture can be used to attract tourists and to introduce to the tourist that Indonesia

especially South Sumatra has various cultures. One of regencies in South Sumatra that has a various culture is Ogan Komering Ilir.

Ogan Komering Ilir Regency is one of regencies in South Sumatra and the capital city of Ogan Komering Ilir is Kayuagung, a city that has many tourism objects too, such as the traditional house (Floating House and “Seratus Tiang” House), Traditional Art (Penguton Dance, Tunjuk Sakti Dance), Traditional Dress (Wedding Dress of Kayuagung and Special Clothes of Kayuagung) and Handicraft (Tenun Songket, Tajung, Wood Carving, etc).

However, Kayuagung city never shows one of its cultures itself, if there is an event or government gathering, the citizen always show Palembang culture to greet the special guests or tourists. In fact, Kayuagung has a heritage culture like Penguton Dance to greet the special guest.

Penguton Dance is one of heritage cultures in Kayuagung to greet special guests. In 1959, this dance was performed to greet our first president, Soekarno, when he was visiting Kayuagung (Santoso, 2013). This dance has a unique traditional song. The number of the dancers is 9 is relate with the total of Marga in Kayuagung (Larasati, 2010).

From the explanation above, the writer chooses **“The Potency of Penguton Dance as a Cultural Tourism Attraction in Kayuagung”** as the title for the final report.

## **1.2 Problem Formulation**

Based on the statement above, the problem is formulated as “ what are the potencies of Penguton Dance to become a cultural tourism attraction in Kayuagung?”

### **1.3 Objective**

The objective of this final report is to know the potencies of Penguton Dance as a cultural tourism attraction of Kayuagung.

### **1.4 Benefits**

In making this report the writer concludes some of benefits gained by the readers, the society or the general public and the government. First, for the society or the general public, this report can be as a source of knowledge to know and recognize more about Penguton Dance as a cultural dance and a tourism attraction in Kayuagung. For the government, by this report the writer hopes that the government always makes efforts to keep the Indonesian traditional culture, especially Penguton dance, because it is one of the tourism attractions in Kayuagung which comprises the uniqueness of Kayuagung cultures shown in the dance.