

CHAPTER I

INTRODUCTION

1.1 BACKGROUND

Tourism is an activity that involves the movement of people from one place to another (Education Bureau, 2013). Tourism is vital for many countries. It embraces nearly all aspects of our society like social and culture, economic, and environmental sector. Tourism has become a major industry in the last decades. Tourism in the past was based only on the accommodation and hospitality sector, transportation sector and entertainment sector with visitor attractions such as theme parks, amusement parks, sports facilities, museums and so on. But nowadays, tourism is not only based on those sectors but also it becomes more developed in all aspects that are required to support travel activities and tourism attractions.

To improve the tourism industry we should have something that can attract visitors to come and stay in our country or our city. A city or country should have cultural tourism that can attract tourists as many as possible. Cultural tourism is concerned with a country's or region's culture, especially its arts. It generally focuses on traditional communities who have diverse customs, art and distinct social practices which distinguish them from other cultures (*Andrews, 2007*). Some cities like Bali, Yogyakarta, Bandung, and others have many visitors that come and stay when it is holiday because those cities have many cultures and they still exist among people. Those cities have many tourism destinations and culture that they can sell.

According to Michalkó & Rátz (2011), Cultural tourism is such a tourism product in which the motivation of the tourist (providing the supply side) is getting acquainted with new cultures, participate in cultural events and visiting

cultural attractions and the demand side's core element is the peculiar, unique culture of the visited destination”.

Every province in Indonesia has its own cultural tourism, tourism destination and tourism attractions. One of the provinces is South Sumatra which has many cultures and some of them are being concerned to become extinct. Palembang as the capital of South Sumatra also has tourism destinations and attractions. It has Musi River, Ampera Bridge, Kuto Besak Fort, Kemaro Island, and It also has many cultures, traditional dances, arts and theaters show that are used as tourism attraction in Palembang.

One of the cultural tourism is Dulmuluk. Dulmuluk is the traditional show in South Sumatra. It is usually performed for entertainment in wedding reception, traditional art festival, entertainment, etc. According to Vebri (2014:1), Dulmuluk is traditional theater originally from South Sumatra that developed in Palembang. Dulmuluk is very unique and interesting that has different from the other art. The differences are from the characteristic of the artist, the dialogue, the music, and others. Dulmuluk is very popular among the elder in Palembang. In the past Dulmuluk was very popular but now it is difficult to find. There are a lot of opinions in some people that claim that Dulmuluk has become extinct but the artists of Palembang try to keep it. Dulmuluk can entertain with its joke. Besides, dulmuluk is used to convey messages, information and advice which is very useful for the audience. Therefore we should keep dulmuluk so dulmuluk will not be extinct because dulmuluk can be as one potential tourism attraction that can attract visitors to come and watch it.

Based on the description above, the writer is interested in studying about dulmuluk. And the writer takes the title, “The Potency of Dulmuluk as Tourism Attraction in Palembang”.

1.2 RESEARCH FOCUS

This research focuses about the potency of dulmuluk as tourism attraction in Palembang.

1.3 PROBLEM FORMULATION

The problem formulation in this report is:

What are the potencies of Dulmuluk as tourism attraction in Palembang ?

1.4 PURPOSE

To know the potency of Dulmuluk as tourism attraction in Palembang

1.5 RESEARCH BENEFIT

- For the readers, this report will be their new knowledge or references about the potency of dulmuluk as tourism attraction in Palembang
- For the government, this report will be useful to develop dulmuluk show