

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Nowadays, tourism is a necessary thing that people need. Everyone wants to do travelling because travelling can get rid of stress and boredom. Before tourists take a vacation, they will search interesting places to visit. The tourists come to the places because of culinary, tourism object, culture, etc. Ridwan (2012, p.5, 2015) argues that a tourism object is a place of recreation which has attraction for tourists. The attraction can attract tourists to visit these places.

Palembang has many tourism objects that can be visited by tourists. The Ampera Bridge, the icon of Palembang is one example of tourism objects. There are also historical tourism objects such as *Benteng Kuto Besak*, *Monpera*, Sultan Mahmud Badaruddin II Museum, *Kampung Kapitan*, *Pulau Kemaro*, and so on. For pilgrimage tourism, there are *Masjid Agung*, *Ki Gede Ing Suro*, and others. In addition, there are natural tourisms such as *Sungai Musi*, Pundi Kayu Recreation Park, and other tourism objects. When the tourists know the tourism objects, they want to visit the tourism objects. It is necessary to promote about the tourism objects for tourists.

In Palembang, promotion for the tourism objects has been done by tourism and culture office through some media. These media are printed media, electronic media, personal selling, and exhibition. The form of printed media is very diverse, such as brochures, leaflets, booklets, posters, guidebooks, magazines, calendars, and so on. The electronic media used include website, blogspot, instagram (*wonderfulsriwijaya* and *pesonasriwijaya*), and the movie entitled '*Ada surga dirumahmu*' in which *Kampung Al-Munawarah* as a shooting location. In addition, the personal selling was giving information about the tourism objects by guide. Furthermore, there are many tourism festivals in Palembang, for example sriwijaya festival, culinary festival, coffee festival, Palembang tourism art festival, and so on.

Moreover, novel can also be used to promote tourism objects. For example, in Lembata Regency, tourism and culture office of East Nusa Tenggara introduced their tourism object through a novel. The novel was *Cintaku di Lembata* written by Sari Narulita. She told her experience, beautiful nature, and culture in Lembata through the Kayla and Gringgo figures. Besides, East Kalimantan had the same media to promote their tourism through *Saat Desaku Menyapa* written by Jayanti.

There are two other novels that tell about the tourism objects. Actually, both novels are not for promotion, but they indirectly promote the tourism objects. The *Laskar Pelangi* novel written by Andrea Hirata is successful in promoting the tourism objects and culture in Belitung Island. In addition, Rhapsody novel written by Mahir Pradana tells about tourism objects in Indonesia. Because of the stories in the novel, tourists are curious to see the objects directly. Novels can be good persuasive communication, which delivers messages in order to give the information to the reader (Cahyasari, p.5, 2014).

The writer gets an inspiration from four novels discuss above in writing a tourism novel as my final project. The novel use concept about the tourism objects in Palembang. Therefore, the title of this final report is “Writing the Novel entitled Journey of Heart to Promote Some of Tourism Objects in Palembang”.

## **1.2 Problem Formulation**

The problem formulation is “How to write the *Journey of Heart* novel to promote some tourism objects in Palembang?”

## **1.3 Purpose**

The purpose of this research is to produce the *Journey of Heart* novel that promote some tourism objects in Palembang.

#### **1.4 Benefit**

The writer hopes that this research can give knowledge to the readers about what are steps to write a novel that contains detail some tourism object in Palembang. Besides, the output of this research in the form of the novel can give information about tourism objects in Palembang, and also the output gives alternative promotion media to culture and tourism office.