

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is an activity of travel undertaken by person or group of persons just for a while. *According to Hornby (2001:8)* tourism is a journey in which a short stays are made at a number of places, and traveler finally return to his/her own place. The tourists travel not only for recreation, but also they want to get knowledge and information about the places they visited. Nowadays, a museum becomes one place which is usually visited by tourists for traveling as well as increasing their knowledge.

In museum, visitors can find various historical relics of these places. According to *the International Council on Museum (ICOM)* museum is a nonprofit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

In Palembang city, there are two historical museums that can be visited by visitors, they are *Sultan Mahmud Baddarudin II museum* and *Balaputra Dewa museum*. Sultan Mahmud Baddarudin II museum has about 700 collections, meanwhile based on *The Guiding Book Museum Negeri Sumatera Selatan (2015)*, Balaputra Dewa museum has about 4.633 collections. The largest and most complete museum in Palembang city is Balaputra Dewa museum. In Balaputra Dewa museum, visitors can see and know about all of the collections. One of the collections is traditional clothes from all of the regions of South Sumatera.

Balaputra Dewa museum is included in the type of the State Museum managed by the South Sumatra province tourism department. This museum is located at Jl. Sriyaya I No. 288 Km. 5, 5 Palembang. As one of the largest

museums, Balaputra Dewa museum has the potency to have a lot of visitors. Balaputra Dewa museum has made many kinds of strategies to increase the number of visitors. One of them by promoting Balaputra Dewa museum.

In Balaputra Dewa museum, there are two promotion media used to promote the museum, they are *social media*, and *other promotion*. For social media Balaputra Dewa museum used Facebook. In the Facebook of Balaputra Dewa museum, there is some information about the museum itself, pictures of the activity of the museum. And then for other promotion, museum visits school to do the promotion.

The promotion implemented in Balaputra Dewa museum is not running well. According to Diah Anggraini as one of the staff in the museum, states that the visitors who come to the museum mostly from tour and travel agencies, because museum cooperate with tour and travel agencies to add Balaputra Dewa museum as one of object destination to visit in Palembang.

Based on the explanation above, the writer wants to write the final report with the title "*The Promotion Media Used in Balaputra Dewa Museum*".

1.2 Research Focus

The writer discussed about the promotion media that conducted by Balaputra Dewa Museum.

1.3 Problem Formulation

Based on the statement above, the problem of this final report is what are the promotion media used in Balaputra Dewa Museum?

1.4 Purpose

Based on the problem formulation above, the writer has identified the purpose of this final report is to know the promotion media used in Balaputra Dewa Museum

1.5 Problem Limitation

By seeing the problem above, limitation is needed to focus the final report on the problems, purpose and benefits. The writer disposed to explain promotion media used in Balaputra Dewa Museum.

1.6 Research Benefits

The writer hopes this final report will give knowledge and information to the students at State Polytechnic of Sriwijaya, especially to the English Department students about the promotion media used by Balaputra Dewa museum in promoting the museum.