

CHAPTER 1

INTRODUCTION

1.1. Background

Tourism is not a new thing for the community. Tourism is one of the industries that is capable of accelerating economic growth and the provision of employment, increasing income, living standards and stimulate other sectors. Next, the tourism sector is a complex sector, including classic industries (handmade industry) as well as lodging and transportation (Wahab, 1975, p: 55). There are several aspects of tourism such as history, culture, language, customs, clothing and handicrafts. Among the several aspects the traditional clothes are a part of tourism, which is rare to be introduced to the tourists. Traditional clothes are the characteristic culture of one area. Each area has its own traditional clothes. In general, traditional clothes are indeed being used as a marker for something, usually reflection of an attitude. The differences of each dress of each area show their differences between tribes, cultures, and customs.

Traditional clothes can be categorized as physical culture because it is a result of the work of human beings in society that is concrete and the object can be touched and seen. Traditional clothes are more often worn on special occasions such great memorial day or certain ceremonies. Palembang has several traditional clothes, namely, Aesan Gede and Pak Sangkong. Aesan Gede and Pak Sangkong are traditional clothes worn by a bride during a reception or marriage ceremony in Palembang.

In tourism, promotion is needed to introduce the existence of tourism destination or culture that has the uniqueness, beauty, and value in the form of natural diversity, culture and artificial destination of tourist visit, (Ridwan, 2012.). One way that can be used to promote the traditional clothes by making handicrafts. In the aspect of tourism, handicraft is one of many ways used to further introduce cultures in Palembang. Talking about tourism must be related to the media used for promoting. There are so many kinds of media now days. These media are printed media, electronic media and

personal selling. The kind of printed media is the oldest media than online, such as, catalog, booklet, magazine, book and so on. The electronic media used include website, e-book, instagram, facebook, twitter and so on. Then, kind of personal selling is greeting card, calendar and so on.

But nowadays, a greeting card rarely used, due to the lack of a producer who makes greeting cards as one of the souvenirs. On the other hand, it's very memorable greeting cards as one of the souvenirs. It's not just the unique shape and design, but also because there is a certain meaning if someone gave a greeting card. A greeting card expresses all the human emotions, joy, thanks, sympathy, humor, love and admiration. It allows us to connect on an emotional level with the people who have touched our lives. Sending personalized greeting cards allows us a vast variety of sentiments that allow us to express our caring for family, friends, customers, clients and employees.

Finally, the writer is interested to make the innovation of greeting card to promote traditional wedding clothes of Palembang. Therefore, the title of this final report is “Designing traditional wedding clothes of Palembang on greeting card”

1.2. Problem Formulation

The problem formulation in this final report is “how to design traditional clothes of Palembang on greeting card to promote traditional clothes of Palembang?”.

1.3. Problem Limitation

This research is about designing traditional clothes of Palembang on a greeting card . The writer focuses on how to promote a traditional clothes of Palembang using an attractive greeting card as promotional media.

1.4. Purpose

The purpose of this research is to find out how to design traditional clothes on a greeting card to promote traditional clothes of Palembang.

1.5. Benefits

The writer hope this final report can give some benefits. By reading this final report, reader can get information about how to design greeting cards. In addition, the output of this research that the design of descriptions on greeting

card can be utilized by the tourism office in Palembang to promote traditional clothes in Palembang. Furthermore, this research can provide business opportunity for the writer and the readers.