

CHAPTER I

INTRODUCTION

1.1 Background

South Sumatera 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. Besides, culture can also be a tourism attraction in those regencies. It is because the people who live in those regencies have culture 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 tourist to visit the tourism destination. According to Yoeti (1990:111), based on the object, tourism consists of ten kinds of tourism, one of them is cultural tourism. Cultural tourism is a journey undertaken based on a desire to expand view of life to go to another place or another country, learn the state of the people, their habits customs, and their way of life, their culture and the arts.

South Sumatera Province consists of many regencies that have different cultures. It can be proved by the difference in terms of languages, customs, traditional wedding ceremonies, dances, culinary and so on. The uniqueness of culture can be used to attract tourist and to introduce to the tourist that Indonesia especially South Sumatera has various culture. One of regencies in South Sumatera that has a various culture is Kayuagung Ogan Komering Ilir.

Kayuagung is the capital city of Ogan Komering Ilir regency. Kayuagung has many tourism objects such as, the traditional house (Rumah seratus tiang), Traditional dances (Pengunton dance, Tunjuk Sakti Dance), Wedding ceremony and also Midang Morge Siwe.

Midang Morgesiwe is a cultural tradition that grows and develops in Kayuagung Ogan Komering Ilir South Sumatera province. In that festival, the member of the carnival wears married clothes and they are walking around nine urban village in Kayuagung. Midang is a cultural custom or like a carnival that is accompanied by traditional music such as *Tanjidur*.

As we know cultural activities like this are very rarely found in South Sumatera province, while in the present day cultural activities become a very popular tourist attraction for local and foreign tourists. Therefore, nowadays many researchers want to have a research about cultural attractions. Such as previous study have discussed about "The development of Kayuagung culture from 2000-2015 especially Midang Bebuke" Perdana (2015) found the development of Midang Bebuke from year to year, but the previous researcher did not have a research about the potency of Midang as a cultural tourism attraction.

This research is very important, because with this research the government could know that Midang Morge Siwe Kayuagung has potency to become culture tourism object. Therefore, the government could raise the development of the area that has tourism potencies, improve the accessibilities to and from Kayuagung, and ask the people of Kayuagung to build their tourism awareness so they could involve in developing the tourism potencies in Kayuagung. Tourism potency is very important to know, because it gives information about potential in an area to become attractive tourism object and the function is to develop the tourism industry in that area.

From the explanation above, the writer choose **“The Potency of Midang Morge Siwe As Cultural Tourism Attraction in Kayuagung”** as the title for the final report.

1.2 Problem Formulation

Based on the statement above, the problem formulation is “what are the potencies of Midang Morge Siwe to become a cultural tourism attraction in Kayuagung?”

1.3 Purpose

The purpose of this final report is to know the potencies of Midang Morge Siwe as cultural tourism attraction in Kayuagung.

1.4 Benefits

a. For Reader

To give the information and knowledge to the reader about the potency of Midang Morge Siwe as a cultural tourism attraction in Kayuagung

b. For writer

To increase the knowledge about tourism, especially the potency of Morge Siwe as a cultural tourism attraction in Kayuagung

c. For Government

By this report the writer hopes that government always make efforts to keep the Indonesian traditional culture, especially Midang Morge Siwe because it is one of the uniqueness tourism attraction in Kayuagung.