

CHAPTER I

INTRODUCTION

This chapter consists of background, research problem, research objective, and benefit of the research.

1.1 Background

Culture which comes from the Sanskrit language *buddhayah*, which is the plural form of *buddhi* (mind or intellect) is defined as matters relating to the mind and human reason (Kusdi, 2011: 12). Culture is a way of life that is developed and shared by a group of people and passed down from generation to generation. Culture is made up of many complex elements, including religious and political systems, customs, language, tools, clothing, buildings, and artwork. Language as well as culture, is an inseparable part of the human self that many people tend to think of as being genetically inherited. When a person tries to communicate with people of different cultures and adjusts the differences, prove that the culture is learned (Mulyana, 2001: 25).

According to Prayitno (2015), Indonesia is a country that has a lot of cultural diversity that is very interesting and unique. In this era of modernization, not a few Indonesian citizens who embrace foreign culture and forget their own culture. The development of technology and the entry of western culture into Indonesia, unwittingly has slowly destroyed the local culture. The lack of knowledge leads to cultural acculturation that is inconsistent with the noble values contained within the local culture. The entry of western culture without being filtered by society and accepted raw, resulting in the degradation of indigenous culture. Cultural heritage is slowly becoming extinct, the various of western cultures that lead people being modern that abandon all the traditional things, it trigger peoples to be individualistic and matrealistic.

Palembang is one of the cities in Indonesia that has many diverse culture. Palembang is the biggest city in Sumatera province. Palembang is capital city in province of South Sumatera. Based on Sriwijaya royal heritage, Palembang has so

many diverse cultural heritage ranging from traditional clothes, traditional dance and handicraft. The cultural heritage of Palembang city is largely influenced by Chinese, Malay and from Sriwijaya kingdoms.

One of the efforts to maintain the culture of the region is by giving widely information about cultural heritage to the public especially the tourists through promotion. Promotion is very important things that can increase the visitors come to our city. Promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold (Kotler & Keller, 2008).

Print media is a way of promotion that most widely used because this type of promotion is reached by upper classes to bottom easily. Printed media usually used to promote cultural heritage are brochures, posters, booklets, guidebooks, and magazine but the weaknesses of this printed media are often ignored by people and sometimes just hoarded everywhere. Because of the reason, the other printed medium that is practical and economical to make is calendar.

Calendar is an effective printed medium because everyone needs calendar, it can be used in long run and in daily life. People usually save the calendar because it contains a lot of information of date, events, and so on. This alternative medium can be more interesting to many people and also gives the information about cultural heritage of Palembang.

In line with the mentioned above, the writer interested to make a calendar as one of alternative media to promote the cultural heritage of Palembang. The title of the research was “Designing a Calendar as one of Alternative Media to Promote Cultural Heritage of Palembang”.

1.2 Research Problem

The problem of this research was :

- How to design calendar as one of alternative media to promote cultural heritage of Palembang?”

1.3 Research Purpose

- The purpose of this research is to design calendar as one of alternative media to promote cultural heritage of Palembang.

1.4 Research Benefits

For readers

- To give information about cultural heritage of Palembang in form of a calendar.
- To give information how to design calendar.

For government

- To give information about cultural heritage of Palembang.