

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Tourism sector is believed to be able to create economic growing center across the country. It has been one of the fastest growing economic sectors in the world and it is relied as a supporter for foreign exchange earnings in Indonesia. According to Ibo (2018) Indonesia's tourism sector is projected to contribute 15% of gross domestic product, Rp 280 trillion for foreign exchange, 20 million foreign tourist arrivals, 275 million domestic tourist travel and absorb 13 million workers by 2019.

Tourism activities in Indonesia could not be separated from the tourism destinations that attract the tourist. The destinations may provide some attractions such as traditional ceremonies, traditional performing arts, rituals, ancestral heritage and others. For example in South Sulawesi, the attraction is Torajan funeral rites. That is the rites of a person's death, the body is kept until the actual funeral ceremony which can last for several days. The deceased is finally buried in a small cave or in a hollow tree.

Palembang which is the capital city of South Sumatera is a destination that has many tourism attractions such as *Basemah* House, *Laker* Painting, *Penguton* Dance and *Songket* as cultural heritage products. The existence of these cultural heritage products is important for tourism aspect in Palembang. Because they have their own history and must be maintained well to keep its authenticity and prevent the loss of cultural heritage in Palembang.

Songket is one of the cultural heritage that Palembang has. Eventhough songket is already known by most Palembang people, but they still do not know the specific detail about songket like the **definition, culture of songket weaving in the past, colors of Palembang that depicted on songket and its philosophy,**

and **kinds of songket patterns**. According to Syarofie (2009) Songket with bright colors and beautiful patterns does not only have aesthetic meaning, there is a very deep philosophical value for each sheet of the songket. It means that we are supposed to have self awareness to maintain songket as our local culture. For this reason the writer is interested to promote songket as cultural heritage by providing detail information about Palembang songket to Palembang people and tourists.

There are two kinds of media that can be used for promoting songket, such as **electronic media** and **printed media**. The examples of electronic media are *television, radio, social media, website and video*. The printed media are *magazine, newspaper, brochure, and poster*. There are some reasons that most people prefer electronic media to printed media to access information. The advantages of electronic media than printed media are the effectiveness of time and also it has audio visualizing (Eha, 2011). In details he says that electronic media can convey information in a quick time while printed media needs more time to serve the information. Electronic media also has audio visual to ease the viewers to understand the information, especially on television media.

For electronic media, video is the right medium to promote Palembang Songket because it has many benefits than other media. According to Smaldino (as cited on Febriana et al., 2014) Video is a medium that contains information, describes a process precisely and teaches skills, abbreviates and develops the time and influences the attitude. Moreover, Munadi (as cited on Febriana et al., 2014) gives benefits of using video like it can overcome the distance and time, describe the past moment realistically, make the viewers travel to one country to another, from one to another period, develop the viewers' imagination, thought, and opinion, the messages are conveyed quickly and remembered easily, and can be repeated when necessary to add clarity.

The video contains the detail information about songket, such as the history, production and patterns, the store that sells the songket and its price ranges. With great visualization and interesting video packaging, the viewers will be more enthusiastic to absorb the information in the video. The video can be

shared on internet because the viewers can find many kinds of information there, including the information about songket.

Based on the explanation above, the writer is interested to write this final report entitled **“Designing Video of Palembang Songket to Promote Cultural Heritage of Palembang”**.

## **1.2 Problem Formulation**

The problem formulation of this report is how to design the video of Palembang songket to promote cultural heritage of Palembang.

## **1.3 Problem Limitation**

There are many information about Palembang songket which is worth discussing that has not been widely known by people in Palembang, due to the time constraints and ability, the writer only focus in the colors of Palembang that depicted on songket and its philosophy, songket patterns, and price ranges of songket Palembang.

## **1.4 Research Purposes**

The purpose of this report is to know how to design the video of Palembang songket to promote cultural heritage of Palembang.

## **1.5 Research Benefits**

The benefits of this report is expected to give valuable information to English Department Students about Palembang songket and about how to design video of Palembang songket.