

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia consists of various kinds of cultures from its provinces. This makes Indonesia a unique and beautiful country with diversity. Diversity in Indonesia is from various cultural sectors such as dance, music, traditional clothing, and so on. The diversity of cultures makes many tourists from all over the world come to Indonesia to enjoy the diverse cultures. According to Astuti (2016), 60 percent of tourists visit Indonesia because of the cultural sector, so the culture of Indonesia has an important factor to attract tourists.

South Sumatra which is one of the provinces in Indonesia with the capital city of Palembang has rich culture. For example, Gending Sriwijaya dance which is often performed as an honour when guests come to Palembang, the Dul Muluk drama, traditional cloth, and many other cultures. For the traditional cloth, there are many kinds of cloth besides Songket. For example, *Kain pelangi* that has many colors and style, *Tajung Rumpak* specifically for men, *Tajung Blongsong* specifically for women, and *Semage* that has many colors and patterns that are from the country of Siam and Cambodia.

Kain pelangi are handicrafts produced by tying and dyeing techniques to produce certain motifs. The process starts by making a pattern, then tying tightly the desired part of the cloth and then dipping it into the dyed solution as desired. (Suryani, 2018)

In Indonesia, there are many kinds of cloth like *sasirangan* in Kalimantan and *jumputan* in Java that is made by using the process of tying and dyeing to produce a certain motif. Although other provinces have the cloth using the same process, but *Kain Pelangi* in Palembang has differences in colors and motifs.

Furthermore, Suryani (2018) says that the typical Palembang motif is *Bintik Tujuh, kembang janur, bintik lima, bintik Sembilan, cuncung (terong), bintang lima dan bintik – bintik*. The materials of *Kain Pelangi* Palembang are usually made of silk, viscos, cotton, etc.

Based on these reasons, the writer is interested in promoting *Kain Pelangi* as the original culture of Palembang. According to Marioandi (2018) there are many types of promotion media such as Brochure, Poster, Booklet, Leaflet, Television, Radio, etc. But in this final report, the writer uses a booklet as a media to promote *Kain Pelangi*. According to Marioandi (2018) booklet is cheaper than other media promotion and the information in a booklet is more complete, so the readers could understand the detailed information easily.

Based on the explanation above, the title of this final report is designing a booklet of *kain pelangi* to promote the original culture of Palembang.

1.2 Problem Formulation

The problem formulation of this final report is how to design a booklet of *kain pelangi* to promote the original culture of Palembang.

1.3 Purpose

The purpose of writing this final report is to know how to design a booklet of *kain pelangi* to promote the original culture of Palembang.

1.4 Benefit

The benefit of this final report is to give the knowledge and information to the English Department students on how to design a booklet of *kain pelangi* to promote the original culture of Palembang.

1.5 Problem Limitation

1. Media promotion is in the form of booklets that have 2 languages, English and Indonesian Language.
2. This booklet only discusses one type of traditional cloth of Palembang, namely *Kain Pelangi*.