

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

The Musi River is the longest river that runs in the middle of Palembang city. This river divides two regions, Across Ulu and Across Ilir. As the longest river on the Sumatra, the Musi River saves tourism potential and cultural requirements (Aryanto, 2015). The Musi River is the estuary of nine major tributaries, namely the Komering River, Ogan River, Lematang River, Kelingi River, Lakitan River, Semangus River, Rawas River, Batanghari River, and Leko River. Therefore the people of South Sumatra nicknamed the Musi River as the Batanghari Sembilan River.

The Musi River has been around since the Sriwijaya era until today. The Ampera bridge which became the icon of Palembang city, crossed this river. Since the time of the Sriwijaya Kingdom until now, this river is well-known as the main means of transportation for the society from all regions because the Musi river is divided in south sumatra. This river is the longest known in Sumatra with a length of 750 kilometers. The distance is almost the same between the distance of Bandung city in west java and Malang city in east java.

"Musi" comes from the Indian word, because of the relationship between the Kingdom of Sriwijaya and the Kingdom of India. In addition there are also those who say the name "Musi" is taken from one of the regional languages of Kayuagung which means "to follow" or "flow" (Rusmanto, 2017). Some even built their homes along the banks of the river. In ancient times, the Musi River was the center of trade. The icon of Palembang City became the center of transactions for several trade activities carried out by traders from China, India and Java. From time to time, the Musi River is the cornerstone of the development of water-oriented riverbank civilizations. The surrounding communities not only have livelihoods on the banks of the river, but also have chosen to live along the river banks. On the bank of the

Musi river, many people are doing their activities and routines, like fishing, selling food, transporting ships, kids bathing and so on.

For Palembang, this river is a long stretch of beach, where the economic activities are anchored. Recreational activities are usually centered on the banks of river, start from seating place, to cafes and restaurants. Moreover, many ethnic villages scattered on the banks of the river indicated the rise of migrants who trade using Musi river route. Besides ethnic villages, the discovery of several relics during the Sriwijaya kingdom, such as statues, ceramics, and inscriptions, in the river area also indicates the activity of people on the river bank at that time. On the side of river there are roaming boats that present people's views when crossing Musi river. So that it becomes one of the supporting businesses by using sea transportation facilities, and commonly referred by people of Palembang is Ketek boat. Activities that exist along the Musi River can be used as tourist attractions. This has not been explored either in print or non-print media.

That is why Musi river bank needs a media information which is able to attract tourists to come to Palembang. Media information can be summed as a tool of collect and reconstitute an update so that it become useful material.

With what the writer will do, this will certainly add knowledge and attraction for people who want to visit Palembang. With the emergence of activities that occur along the bank of Musi river, the writer will make a final report entitled **"Booklet Design of People's Activities Along the Musi River Bank"**

## **1.2 Problem Formulation**

Based on the background above, the problem that arise is How to design a booklet of people's activities along the Musi river bank?

## **1.3 Purpose**

The purpose of this writing is to know how to design a booklet of people's activities along the Musi River bank.

#### **1.4 Benefit**

The benefits of this writing are:

1. For Education

As a source of information and references also sciences to increase knowledge about the activities of people along the Musi River bank.

2. For the Society

Expected to get insight in knowing the Musi River and the various activities of people along the Musi River bank.

3. For Writer

Expected to get insight into the Musi River especially about the various activities of people along the Musi River bank.