

CHAPTER I

INTRODUCTION

1.1 Background

Tradition or culture is the transmission of customs or beliefs known as the characteristic of a country that is inherited from past generation, maintained in the present and has been passed for future generation. As the characteristic of the country, tradition or culture shows the life of people in the region which make culture different based on the customs and beliefs of a country.

Indonesia as the country of thousand islands has been popular with its cultural diversity such as tradition, art, craft, cloth and any other things that can be found uniquely different among its provinces. For example the tradition for dead people *Tiwah Ceremony* from East Kalimantan, the traditional dance *Merak* from West Java and *Kipas Pakarena* from South Sulawesi, hand craft of *Kayu Pakis* from South Sulawesi, traditional cloth *Sasirangan* from South Kalimantan and *Songket* From South Sumatera.

For cloth, South Sumatera not only has Songket as its popular traditional cloth from Palembang, there are more kinds of cloth from South Sumatera such as Semage, Tajung, Sewet Pelangi, and Mudhawarah. Mudhawarah is a traditional cloth that is made from chiffon embroided with special thread called Kelengkang.

Kelengkang is a kind of thread made from silver and gold. So there are two colors of kelengkang embroidery, silver and gold. Kelengkang thread also has a slick and hard texture, so it needs a special needle to embroider the Kelengkang onto the cloth.

The cloth of kelengkang embroidery can be used to make mudhawarah, mispak shawl, pillow case, and cloth for wedding ceremony. But this kelengkang

embroidery is not popular. There are a lot of people from Palembang who do not know about Kelengkang Embroidery, and of course the tourists from out of Palembang do not know about it either. This can cause the kelengkang embroidery to be forgotten because of the lack of information. Therefore, it needs a medium to promote and inform about this traditional handicraft made of kelengkang embroidery.

There are two kinds of media that can be used for promotion, the first is *electronic media* such as television, radio, internet and other. The second is *printed media* such as newspaper, magazine, booklet and other (Bahl, 2016). The writer is interested to promote Palembang kelengkang embroidery through a booklet, because David (2017) says printed media [especially booklet](#) offers a more physical, tangible medium to the readers, so it is more professional and more convenient.

Based on the explanation above, the writer is interested to write the final report entitled “**Designing a Booklet of Kelengkang Embroidery to Promote Culture Heritage of Palembang**”.

1.2 Problem Formulation

The problem formulation of this final report is how to design a booklet of kelengkang embroidery to promote culture heritage of Palembang.

1.3 Purpose

The Purpose of this final report is to know how to design a booklet of Kelengkang Embroidery to promote culture heritage of Palembang.

1.4 Benefit

The benefits of this final report is to give knowledge to the students of English Department of State Polytechnic Sriwijaya on how to design a booklet of Kelengkang Embroidery to promote culture heritage of Palembang.