

CHAPTER I

INTRODUCTION

1.1 Background

Today tourism is one of the needs of everyone. Many people do travel to refresh their mind from their daily routines. Traveling is one of the thing that important for everyone. When the tourists do traveling, there are many things that they will get. When traveling, tourist will learn new culture such as how to socialize with the people in the city or country that they will visit. They will learn about the custom and also learn about the traditional culinary.

One of the Counties that are visited by a lot of tourists of various tourism object is Indonesia. Indonesia is a country consisting of 34 provinces. The provinces are spread from Sabang to Merauke. This factor makes Indonesia become a country that rich in tourism object. There are many tourism objects in Indonesia. According to Suswantoro (1997), tourism objects can be divided into two kinds. The first is natural tourism objects such as river, sea, mountain, beach, and lake. The second in man-made tourism object. The man-made tourism object is tourism object attraction that is deliberately made to attract visitors to come to the area such as the park, garden, statues, and museum.

South Sumatera Province is one province in Indonesia that has a lot of man-made tourism objects such as Balaputradewa museum, Jakabaring Sport City, Benteng Kuto Besak, Amanzi Water Park and etc. Another Regency in South Sumatera province that has man-made tourism object is Musi Banyuasin Regency. This new man-made tourism object is *Taman Embung Senja*.

Taman Embung Senja is located in Gajah Mati Village, Babat Supat District, and Musi Banyuasin Regency, South Sumatera Province. This destination is the new destination in Musi Banyuasin, therefore this destination is not too famous. This destination was only inaugurated or announced officially by The Regent of Musi Banyuasin, Mr. Dodi Reza Alex Noerdin in February 22, 2019.

Taman Embung Senja has its own charm and uniqueness. In this destination, there are various kind spots to take picture or photo. Start from bridge of

Taman Embung Senja, there are writing like *Jln. Sama aku jadian sama dia* and etc. Not only that, this destination has spots to take photo the name is *Taman Cinta*. In *Taman Cinta*, there is spots photo with love shave and spots photos as if in the cloud.

In the fact, some people do not know about this destination. Many reasons that cause the people do not know about this destination. The reason that this destination is new destination in Musi Banyuasin and this destination is located far from the Provincial Capital and District Capital. The distance of this destination to the District Capital is about 63 km or 1.5 hours. And from Provincial Capital to this destination is about 65 km or 2 hours.

Based on the explanation above, the writer intends to write this final report entitled **“The Potency of Taman Embung Senja as a New Tourism Destination in Musi Banyuasin”**.

1.2 Problem Formulation

The problem formulation of this final report is What are the potencies of Taman Embung Senja as a new tourism destination in Musi Banyuasin, South Sumatera Province?

1.3 Research Purpose

The research purpose of this report is to know the potencies of Taman Embung Senja as a new tourism destination in Musi Banyuasin.

1.4 Research Benefits

The Benefits of this final report are to give knowledge and information to the English Department students of State Polytechnic of Sriwijaya Palembang about the potency of Taman Embung Senja as a new Tourism Destination in Musi Banyuasin.