

CHAPTER I

INTRODUCTION

1.1. Background

Tourism is a traveling activity with the aim of getting pleasure, seeking satisfaction, knowing something new and interesting, improving health, enjoying sports or resting, doing duties, making pilgrimages and others. It is relevant with Marpaung (2000) that states tourism as a journey that people do for a while, which is held from one places to another place, with a plan and not to try or make a living in the places visited, but simply to enjoy leisure activities to meet the diverse desire. Tourism in Indonesia today is growing rapidly and has become a strategic sector in the national economic system which contributes greatly to the income of the country. It cannot be denied that the tourism sector has an important role in the development of a nation, especially the country's economy because tourism activities are one of the potential sources of income.

Entering the era of globalization with the support of increasingly advanced technology, mass media in Indonesia is also growing. Mass media as a means of mass communication is becoming increasingly rich, not only printed media and electronic media but also increasing with the presence and rapid development of online media. Mass communication media or mass media consists of books, newspapers, magazines, sound recording, film, radio, television and the internet (Vivian, 2008). All these media have the same function, especially in terms of information dissemination, as stated by McQuail (1994) where the mass media serves as a source of information about events in the world. The ease of accessing information and communication and supported by increasing community mobilization also triggered the development of various industrial sectors including the tourism industry. This has an impact on the increasing number of visits to various tourist attractions in Indonesia and the potential source of income for tourism.

Tourism experts provide very varied definitions of the types of tourism in Indonesia. The types are divided into 6 sections, namely: Cultural Tourism,

Medical Tourism, Sports Tourism, Tourism and Political Trade, Tourism Science, Social Tourism (Yoeti, 1978, p. 114-116). Each type of tourism certainly must have four elements of tourism in it, namely attraction, accessibility, amenities, and ancillary. These four elements are very important factors in the development of a tourism destination

South Sumatra has many tourism destinations. Palembang as the capital city of South Sumatra has some tourism destinations. One type of tourism that gets a lot of attention nowadays in Palembang is sport tourism. Sport tourism is known as a sports event. Sports events are events that are involved in sports activities, so sports tourism is a tourist activity while doing sport. Sports in tourism is not only for professionals, but for certain groups, which include the professional and amateur communities. Sports tourism has been spreading widely throughout all big cities in Indonesia, and one of them is in Palembang city.

Palembang had ever been successful in national and international sport events since last decade, such as 2004 the Sea Games 2011, the Islamic Solidarity Games 2013, the Musabaqah Tilawakil Quran International 2014, the ASEAN University Games 2016, and the last was Asian Games 2018. All activities were held in the sport city centre of Palembang that is known as the Jakabaring Sport City.

Jakabaring Sport City, it is known well as JSC area, is an integrated sports facility area in Palembang, South Sumatra, Indonesia. The area is located 5 kilometers in the Southeast of Palembang City Center, across the Musi river by the Ampera Bridge in Jakabaring, Seberang Ulu I area. This area was built in 2004 because Palembang would be a host in Pekan Olahraga Nasional, an Indonesian national multi-sports event in which athletes from 34 Indonesian provinces participated.

Jakabaring Sport City has a very great potential because it has many venues of sports, they are Gelora Sriwijaya Stadium, Dempo sport hall, Ranau sport hall, Athletic stadium, Aquatic stadium, Baseball and Softball, Shooting Range, Tennis Court Complex Bukit Asam, Beach Volleyball, Wall Climbing, Roller Skater track, Pentaque Arena, Water Ski, Archery arena, and Bowling Center. Jakabaring Sport City has become modern elite area and frequently visited by not only people

of Palembang but also outside the city to take picture and enjoy the atmosphere of sport tourism in the area.

So far, Jakabaring Sport City has used mass media as above as a media promotion. Media promotion that used by Jakabaring Sport City is getting develop, start from promotion through printed until electronic media. Based on this, the writer is interested in writing this final report with the title, “**Media Promotion of Jakabaring Sport City as Sport Tourism Destination in Palembang**”.

1.2. Problem Formulation

Based on the background above, the writer decides to discuss the problem about “what media promotions are used by Jakabaring Sport City as sport tourism destination in Palembang?”

1.3. Research Purposes

Based on the problem above, the purpose of this research is to know the media promotions are used by Jakabaring Sport City as sport tourism destination in Palembang.

1.4. Research Benefits

The benefit for the reader is to give information and knowledge about the media promotions of Jakabaring Sport City as sport tourism destination in Palembang.