

# CHAPTER I INTRODUCTION

## 1.1 Background

Tourism is a journey from one place to another place done for a while, done by individual or groups as an effort to find a balance or a harmony and happiness with social dimension, culture, nature, and knowledge (Spillane, 1987).

Indonesia is one of the unitary countries which is filled with diversity of culture. There are various ethnic groups and cultures as well as races, regions and also religious beliefs. In addition, there are still a lot of cultural diversities in Indonesia such as traditional houses, traditional weapons, local languages, traditional songs, traditional dances, beliefs, customs, traditional clothing, ethnic, and so on.

However, even though it is filled with diversity, Indonesia can unite it in accordance with the slogan that is owned by this country, namely *Bhineka Tunggal Ika*. The meaning of *Bhineka Tunggal Ika* itself is even though it is different but still one.

For example in South Sumatra especially in Palembang, there is one of the regions that has a diversity of culture, there is a place like a village which is still preserves the culture of their offspring. The village was named *Kampung Al Munawar*.

*Kampung Al Munawar*, commonly known as the Arab village, is located in 13 Ulu Palembang on the banks of the Musi river. But, most people only know *Kampung Al Munawar* as an Arab village. However, there are many cultures that are still preserved in this village. Tourism cultural can be an attraction for tourists when visiting *Kampung Al Munawar*. There are many activity that you can follow like traditional dances, listen traditional music, and enjoy Arabic food with their procedures.

The village which is mostly inhabited by Arab descendants still carries on their culture, namely Arabic culture. There are some houses that more than 300

years old with unique architecture from abroad such as Europe. They make this village very interesting to visit, also the presence of armed houses and cultural structures which contains various local community activities that make Kampung Al Munawar become a tourism attractions.

The existence of culture in tourism attractions will be able to provide more value for tourists who come to visit the place. We can also conclude that tourism attraction and culture are activities of exchanging information and cultural symbols ;there are places, traditions, arts, ceremonies, and other identities in that place to be enjoyed by every tourist who comes to visit.

Culture greatly influences the prospects of tourism activities, culture reflects the social and natural conditions of a region that will become a tourism destination. With the existence of culture, they also know the ins and outs and habits of the regions they visit and if there is a culture that they think is unique they will give their own satisfaction. Tourism itself aims to introduce and utilize the beauty of Indonesia's natural beauty and culture. Tourism development in Kampung Al Munawar is inseparable from the potential possessed by the village itself such as traditional dance, historical, traditional houses, customs from Kampung Al Munawar. Those cultural elements must be highlighted and must be explored more deeply, because they will have a major impact on tourists who visit as tourism attractions of the village itself. The more culture in that place, the more tourists will come.

Based on the information above, the writer is interested in writing final report on tittle “The Potencies of culture in Kampung Al Munawar as a tourism attraction in Palembang”.

## **1.2 Problem Formulation**

The problem of this report is “what are the potencies of culture in Kampung Al Munawar as a tourism attraction in Palembang ?”

### **1.3 Purpose**

The purpose of the research is to know the potencies of culture in Kampung Al Munawar as a tourism attraction in Palembang.

### **1.4 Benefit**

The benefits of this report are to get information and increase knowledge about the potencies of culture in Kampung Al Munawar as a tourism attraction in Palembang.