

CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, tourist will visit to a tourism destination, if there is something interesting to attract them. Tourism attraction is very important because attraction is anything that has a unique, beautiful, and value in the form of natural wealth, culture and man-made results that are the target or tourism destination. This is relevant with Yoeti's opinion (1997), "*Keberhasilan destinasi wisata bergantung pada 3A, yaitu atraksi, akses, dan fasilitas*". It means the success of a tourism destination until the achievement of the tourism industry depends on 3A, which are attraction, access and amenities". First, attraction is considered as the most important basic component of tourism. Attraction means any things that create a desire in any person to travels in a specific to visits destination or places. Second, accessibility means reachability to the place of a destination through various means of transportation. Access is a subject of transport infrastructure and transport technology become important in the form of travel and the time consumed in reaching the destination. Last, amenities mean that element which is extra facilities as service added with attraction and accessibility to create tourism. Tourist attractions is something that is prepared in advance so that it can be seen and enjoyed, for example dances, songs of traditional folk art, traditional ceremonies, etc.

"Dance is a powerful impulse, but the art of dance is that impulse channeled by skillful performers into something that becomes intensely expressive and that may delight spectators who feel no wish to dance themselves" (Mackrell, 2019). It means there are two concepts of the art of dance, dance as a powerful impulse and dance as a skillfully choreographed art practiced largely by a professional few. The two concepts are most important connecting ideas running through any consideration of the subject. In dance, the connection between the two concepts is stronger than in some other arts, and neither can exist without the other. Palembang has so many traditional dances. One of them is Tenun Songket dance.

Tenun Songket dance is one of the traditional dances originating from South Sumatra. This dance depicts the activities of young women and housewives in Palembang who generally use their spare time by weaving songket. In general, Tenun Songket dance is a dance danced by five dancers. The numbers of dancers are not standardized, so it can be added and reduced according to the size of stage used.

Tenun Songket dance can become an interesting tourism attraction because this dance tells about the activity of songket weaving. In Indonesian tradition, songket is associated with Sriwijaya, a wealthy 7th to 13th century maritime trading empire based on Sumatra. It is because Palembang is the famous songket producer in Indonesia, it means songket weaving has emerged during the Sriwijaya Kingdom in Palembang on the 7th century until the 13th century. Songket is a textile that required some amount of real gold leaves and gold threads to be hand-woven into exquisite fabrics and songket is traditionally considered an exquisite, luxurious and prestigious traditional fabric, only worn for special occasions, religious festivals, and traditional social functions. It has become a required garment for brides and grooms for their weddings, as in the traditional wedding costumes of Palembang.

Furthermore the meaning of Tenun Songk dance is important to maintain the tradition of songket in Palembang because Tenun Songket dance movement is dominated by hand movements. The hand movements depict Palembang girls who are delighted in the tradition of weaving making songket. Costume of this dance uses a modified Palembang Kurung shirt and songket. This can be seen from the gold color that dominates the color of clothing, as well as the use of songket cloth at the bottom. While the dancer's head is decorated with a flower crown, that is kembang goyang. Moreover, this tradition has long existed in the culture of Palembang society. Songket is also a symbol of the relationship of fellow Palembang people with the people of the archipelago and the world. If this dance becomes a well-known tourist attraction then not only will this dance be known to many people, but the tradition of songket weaving will also be exposed and

people will also get to know songket through every movement dance and clothing worn in this dance.

Based on the explanation above, the writer chooses “**The Potencies of Tenun Songket Dance as a Tourism Attraction**” as the title for the final report.

1.2 Problem Formulation

The problem formulation is what are the potencies of Tenun Songket dance in Palembang, South Sumatera as a tourism attraction?

1.3 Research Purpose

The purpose of this research is to know the potencies of Tenun Songket dance as a tourism attraction.

1.4 Benefits

The benefits of this final report are to give information to society and the readers the potential of Tenun Songket dance as a tourism attraction also to promote Tenun songket dance as a tourism attraction in Palembang.