CHAPTER I
INTRODUCTION

1.1. Background

There are increasing amounts of tourists who come to Palembang in every year. Febriyani (2018) states "*Menurut Kepala Dinas Pariwisata Kota Palembang Isnaini Madani di Palembang, mengatakan, capaian ini signifikan karena pada 2009 hanya terdapat 675.698 wisatawan, sementara pada tahun 2017 mencapai 2.011.417 turis.*" It means that the number of tourists who come to Palembang in 2009 was 675.698 people. Whereas in 2017, the number of tourists who come to Palembang was 2.011.417 people. Furthermore, based on the data of tourist visits in 2018 in the official website of Dinas Pariwisata Palembang, the amounts of tourists who come to Palembang in 2018 was 2.123.147 people. In this year, Dinas Pariwisata Palembang certainly continues to improve the tourism sector, so that there will be increasing of tourists who come to Palembang in 2019. The target number of tourists who come to Palembang in 2019 is more than 2,1 million people.

Dinas Pariwisata Palembang has been carried out of various types of promotions to reach the target. The first, participating in promoting the Palembang tour package with travel agent delegation at the largest tourism industry exhibition event in Southeast Asia "MATTA Fair 2018" which took place in Malaysia. Second, advertising a giant 4×17 meters videotron which presented the featured products of Palembang's leading tourist destinations, such as Al-Qur'an Al-Akbar, Agung mosque, Gending Sriwijaya dance, Sultan Mahmud Badaruddin II museum, and Ampera bridge. Videotron was installed in Kuala Lumpur Center at the time of MATTA Fair 2018. Third, launching a tourist destination branding titled "Charming Palembang" that uses Ampera Bridge logo with Musi River hologram in the form of nine river branches through conventional communication media (print, online, and electronics), *www.palembang-tourism.com* website, and social media. Fourth, presenting features that contain information about Palembang on the official website of Dinas Pariwisata Palembang, such as the tourism destination

features containing information of nature tourism destinations and cultural history tourism destinations and also the information of facility features.

The promotions have been carried out so far by Dinas Pariwisata Palembang are very effective because it can reach many people. However, the cost that was used for carrying out the promotions are too expensive. To anticipate this problem, there is another way to promote tourism of Palembang. It is also effective to reach many people and of course the cost is cheaper than the cost of promotions that done by Dinas Pariwisata Palembang. It is by producing a fiction story.

Fiction story can be a good way to promote tourism destinations in Palembang. Lotha (2019) said

> Fiction story is a literature created from the imagination, not presented as fact, though it may be based on a true story or situation. Types of literature in the fiction genre include the novel, short story, and novella. The word is from the Latin fictiō, "the act of making, fashioning, or molding."

It means that fiction story is described as literature made from the creative energy, not introduced as reality, however it might be founded on a factual story. Therefore, if the setting places in story are in some tourism destinations, it can give more meaningful impressions of those tourism destinations to readers. Example of a successful story that promote tourism destinations is Laskar Pelangi. The novel consists of 529 pages written by Andrea Hirata which was published for the first time in 2007. Andrea Hirata successfully introduced the culture and tourism of Bangka Belitung through Laskar Pelangi. It proves that writing a story can be a very effective medium to promote tourism destinations.

Palembang should imitate the success of promoting tourism destinations that made by Bangka Belitung. In Palembang, writing a story is not a well-known medium in promoting tourism destinations in Palembang because it is rarely used in promoting tourism destinations.

Therefore, the writer is interested to participate in promoting the tourism destinations in Palembang by writing a short story. Priyatni (2010, p.126) defines "*Cerita pendek adalah salah satu bentuk karya fiksi. Cerita pendek sesuai dengan namanya, memperlihatkan sifat yang serba pendek, baik peristiwa yang diungkapkan, isi cerita, jumlah pelaku, dan jumlah kata yang digunakan.*" It means

that short story is one of types of fiction. Short stories have a small number of story contents, actors, and words in the story. The writer chooses a short story as a medium because the amounts of pages are not too many as a novel, so that the story can be read in only one sitting. Moreover, most of people are interested in tending to find out the end of the story in only one sitting. With those reasons, the writer decides to write the final report with the title "**Writing a Short Story Entitled "Love in Palembang" to Promote Tourism Destinations in Palembang**".

1.2. Problem Formulation

The problem formulation is how to write a short story entitled "Love in Palembang" to promote tourism destinations in Palembang.

1.3. Problem Limitation

To prevent this final report from out of topic, the writer limits the problems of this final report. The writer writes a short story in which setting places are Benteng Kuto Besak, Jembatan Ampera, Lorong Basah Night Culinary, Sudirman Walk, and Kampung Al-Munawar.

1.4. Research Purpose

The purpose of this final report is to find out the steps in writing a short story entitled "Love in Palembang" to promote tourism destinations in Palembang.

1.5. Research Benefit

The benefits of this research are written as follows:
1. For student

   To give some information to the students about writing a short story containing tourism destinations in Palembang as the setting places.
2. For State Polytechnic of Sriwijaya

   To give the information and knowledge about writing short story to promote tourism destination in Palembang.

3. For Dinas Pariwisata Kota Palembang

   To give the authorities to promote tourism destinations in Palembang.