

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Tourism becomes an important aspect in human life. It is an temporary activity of people who travel together with aim of having fun, increasing knowledge, etc. It includes activities such as sightseeing and camping. According to Koen Meyers (2009), Tourism is a travel activity carried out temporary from the original place of residence to the destination with the reason not to settle or earn a living but only to fulfill curiosity, spend leisure time or holidays and other purposes. In short, tourism means people traveling for fun.

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. Generally, the effect on tourism in Indonesia's economy is generated from the number of tourism potential which is owned by Indonesia is derived from a variety of objects and attraction.(The Act No.10 Year 2009 on tourism). As a service trade industry, tourism activities are inseparable from the participation of the government, both the central government and the regional government. The government is responsible for four main things, namely; planning area or tourism area, development of the main facilities and supporting tourism, tourism expenditure policy and the creation and enforcement of regulation. Therefore, the contribution of tourism to our government income is so significant. It indicates that tourism is a prospective business as it is to be a key of factor in export earnings, job creation, business development and infrastructure.

There are many kinds of tourism that could be chosen by tourists. Spillane (2001:33) mentions there are ten types of tourism based on its object. They are: cultural tourism, commercial tourism, recuperation tourism, sport tourism, political tourism, social tourism, religion tourism, recreation tourism, maritime tourism and business tourism.

Palembang city is one of tourism destinations in Indonesia which has attractive and unique culture tourism destination that can be developed and

packaged appropriately to foreign and domestic tourist. The tourism destination in Palembang has been increasing in recent years, it can be seen from the increasing number of both and foreign tourists. The data of Tourism and Cultural Department of Palembang shows the significant improvement from 2001 to 2005. The number of tourist who visited Palembang were 272.063 in 2001, 307.131 in 2003, 342.427 in 2004, and 352.931 in 2005. The latest report of visitors who came to Palembang especially foreigners were gaining around 909 people on August 2013. It is more decreasing than a month before it is around 848 people. Most of tourism destination in Palembang is history tourism destination.

Palembang has several cultural tourism destinations which always developing to attract the local tourist and also non-local tourist. One of them is Rumah Oeng Boen Tjit. Rumah Oeng Boen Tjit is a historic old house in Palembang that is more than 300 years old. Oeng Boen Tjit was a famous merchant in Palembang in the past. Rumah Oeng Boen Tjit has many Chinese interiors and ornament and has never been renovated but is still strong now. In short, Rumah Oeng Boen Tjit is very reasonable to be a tourism destination. However, the level of tourists' visit from both local and non-local tourist is still relatively low. Many people do not know the existence of Rumah Oeng Boen Tjit. Besides, the information about destination in Palembang is still limited because many people only know the places they normally visit. Moreover, the information is not easily accessible.

From the writer's point of view, the reality that occurred in the field is very grievous. Actually, *Generasi Pesona Indonesia* (Genpi) which a community formed by the Ministry of Tourism of Republic of Indonesia to promote Indonesian tourism has taken a step to make Rumah Oeng Boen Tjit to be a tourist' visit, but those step had not produced maximum result because the promotional activities were only sporadic, for example done by the Baba Boen Tjit market which runs for 8 months. Besides, the government still used the old way of doing promotion such as newspaper promotion, brochure promotion and the others.

However, in this globalization era people would like to choose a simple way to access and find the information. A simple way of promotion activities can be done using social media. It is simpler, more interesting and right on target.

Based on the statements above, the writer wants to make a final report project with the title “**Promoting Rumah Oeng Boen Tjit in the Steps of Introducing Palembang Destination Using Social Media**”. By using social media, a local tourist and also non-local tourist will be able to access and find the information easily about Rumah Oeng Boen Tjit.

## **1.2 Problem Limitation**

In this final report, the writer will make the tourism promotional of Rumah Oeng Boen Tjit using social media that is Instagram, Facebook and Twitter which is used by many people.

## **1.3 Problem Formulation**

The problem formulation of this report is formulated as follows: How will the Rumah Oeng Boen Tjit be promoted by using social media?

## **1.4 Purposes**

The purpose of this report is to promote Rumah Oeng Boen Tjit by using social media.

## **1.5 Benefits**

The benefits of this report are:

- a. For the writer
  1. Getting the experience of creating and writing a tourism promotion by social media.
  2. Improving the ability of writing by making a tourism promotion by social media.
- b. For the readers
  1. Adding their knowledge about making a tourism promotion by social media.
  2. Creating desire of the readers to visit Rumah Oeng Boen Tjit
  3. Developing a good image to the destination namely Rumah Oeng Boen Tjit.