

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Religious tourism is the activities related to the provision of services and the needs of tourists traveling to the holy places and religious centers are outside their usual environment. (Magazine For Tourists, 2016) The activities in religious tourism contain of worshiping, visiting religious leader's graveyard, documenting, and remembering the story behind a religious place. The places for religious tourism are usually in the form of a place of worship, religious leader's graveyard or ancient sites with religious stories. They contained of history, the myths and legends before the place being built and sometimes with the additional attraction like uniqueness and excellence of architecture itself.

The Great Mosque of Palembang and Mosque of Cheng-ho Palembang (herein after referred to as Great Mosque and Mosque of Cheng-ho) are recognized as popular mosques (religious tourism objects) located in Palembang based on national scale with their historical and culture values. Great Mosque is known as the biggest mosque and Palembang icon with its historical value because it was built in the authority era of Sultan Mahmud Badarrudin I Jayo Wikromo in 1724-1758 and the story behind it. Mosque of Cheng-ho was built by cornerstone laying in 2005 with the mixing of Tionghoa (chinese), Arabian, and Palembang culture in its architecture. This mosque is specific because it was built by specific ethnic (Tionghoa) in Palembang.

These can be good choices for tourists, not only Moslem but also other religions. Besides as a worship place for Moslem, people can do sightseeing in there. This kind of tour can be interesting for tourists since many values can obtained during the tour. However, there are not many

tourists and people outside Palembang know more details about the mosques the cause is lack of information obtained of the mosques.

The information is important to be published since it will make people know about the mosques and promote them at the same time. In both of mosques, brochure as the information and promotion media has been provided. As a previous media, a brochure of Great Mosque and Mosque of Cheng-howhich give the detail information of the mosques, the information which given in brochure is not updated and the necessity of updated data and further information about them supposed to be included in a better media. Nowadays, one of the effective media is an official website where people as internet user can find more detail information about the tourism objects which are not in the brochure.

A website can reach people around the world. It is not limited to local community but also world community can access the information through website. Besides, website can load much informations which can be more comprehensive than a media like brochures and it can be updated anytime. That's why online media now widely used to promote information. Any are able to access the information anytime and anywhere and unnecessary to come directly to Mosque of Cheng-ho and Great Mosques.

According to Yusuf (2009), there is the impact and relationship of viral marketing on the consumers' decision to buy product or service offered. He also stated that the information sent through website is very relevant, credible and reliable, also there is a positive image of the organization and relationship between the concept of viral marketing and the proliferation of advertising messages via websites. Therefore, it will influence the image of mosques from the perspective of the tourists.

Based on the statement above, the importance of website is as a comprehensive and updated information and also a new promotion media of the mosques as the religious tourism objects is undeniable. The writer is interested in giving information about Great Mosque and Mosque of Cheng-

ho and also promote them at the same time through a website managed by writer.

Being expected, people especially tourists will know and be interested to this kind of tour and it will also promote Palembang as a tourism city which is rich of tourism objects. Through this final report, people can enrich their knowledge about religious tourism objects in Palembang and get the detail and updated information about Great Mosque and Mosque of Cheng-ho so that in the end, it can help increasing the interest of people to visit both of mosques as the result.

## **1.2 Problem Identification**

Based on the background above, the problems can be identified as follow. First, the necessity of updated data and comprehensive information about Great Mosque and Mosque of Cheng-ho which are not in the brochure. Second, current media of information and promotion is only limited to local community and unable to reach wider community in accessing the information.

## **1.3 Problem Limitation**

The writer decided to limit the writing in informing and promoting Great Mosque and Mosque of Cheng-ho through website.

## **1.4 Problem Formulation**

The problem formulation of this final report are formulated as follow:

1. What are the ways of informing religious tourism objects in Palembang through website?
2. What are the ways of promoting religious tourism objects in Palembang through website?

## **1.5 Research Purposes**

The purposes of this final report are:

1. To know the ways of informing religious tourism objects in Palembang through website
2. To know the ways of promoting religious tourism objects in Palembang through website

### **1.6 Research Benefits**

The benefits of this final report are:

1. The writer

It can enrich and increase the knowledge about Great Mosque and Mosque of Cheng-ho through collecting data progress and how to create and manage an interesting website to inform and promote religious tourism. It also increase additional skill of the writer in grasping the methods of developing data in writing report for informing and promoting a tourism object.

2. Tourists/visitors

Tourists and visitors will be able to get updated data and comprehensive information anytime and anywhere about Great Mosque and Mosque of Cheng-ho as a religious tourism objects in Palembang from the website.

3. The government

The Government is expected to use the information provided to develop tourism objects especially religious tourism objects in Palembang by disseminating such source of tourism information to public through any events.