

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is an integral part of human life, especially concerning social and economic activities. Beginning with activities which were originally only enjoyed by people who were relatively wealthy at the beginning of the 20th century it has now become part of human needs. Tourism is also a commodity that is always needed by every individual because traveling activities for an individual can eliminate work saturation, increase creativity, relaxation, shopping and business, knowing the historical and cultural heritage of a particular ethnicity. In other words, tourism is a human need that is carried out with the aim of seeking pleasure and eliminating boredom from the busy daily activities. Meanwhile another statement said that tourism is a recreational activity outside the domicile to break away from routine work or find another atmosphere (Damanik & Weber, 2006). In fulfilling human needs for tourism activities, the most needed thing is a tourism destination.

Tourism destination is a specific area chosen by a visitor where he can stay for a certain time (Hadinoto & Kusudianto, 1996). In addition, tourism destinations are a place where all the tourism activities can be done, supported by the availability of tourist attractions, public facilities, tourism facilities, accessibility and communities that are interrelated and complement the realization of tourism. One of the countries that has many tourism destinations is Indonesia.

Indonesia is a country consisting of 34 provinces, which every province has a beautiful and a lot of tourism objects. South Sumatra Province is one province that has a lot of tourism objects especially in Palembang city such as Balaputradewa museum, Jakabaring Sport City, Benteng Kuto Besak, Amanzi Water Park and Sekanak River etc.

Sekanak River is one of tourism objects located in Jl. Merdeka, 28 Ilir Bukit Kecil Palembang. This tourism object is famous as Sekanak Besolek. this nickname was previously pinned because of the beauty of the river and the attraction for tourist. Sekanak Besolek is a form of restoration of the Sekanak River to restore its function in the past. This river was formerly used as a small boat transportation route, trading floating markets and children's playgrounds in the surrounding environment.

In addition, Sekanak River has a lot of potential as a tourism object in Palembang actually, because since in the past, this river used as bathing place of the the Palembang Darussalam nobles, besides this destination has own charm and uniqueness such as there are kind of spots such as garden spots on the side of the bridge and fountain pounds and crossing bridges with songket motif ,and colorful walls with Palembang cloth motifs that most instagramable can take picture or photo

However, based on data from (Palembang's Culture and Tourism Office), Sekanak River is not familiar as one of objects because It's not really exposed as tourism object although this destination was only officially announced by the Palembang City Government to serve as tourism object in Palembang city. Based on the explanation above, the writer wants to explore about Sekanak River as tourism object in Palembang by writing this final report which entitled "**The Potency of Sekanak River As A Tourism Object in Palembang**".

1.2 Problem Formulation

The problem formulation of this final report is What is the potency of the Sekanak River as a new tourism object in Palembang ?

1.3 Research Purpose

The research purpose of this report is to know whether Sekanak River has the potency as a new tourism object or not in Palembang

1.4 Research Benefits

Benefits in this final report are expected to be useful for various parties. Among others for the student and further research

a.The Student

The benefit of this final report is to give knowledge and information to the English Department students of State Polytechnic of Sriwijaya Palembang about the potency of the Sekanak River as a new tourism object in Palembang.

b.For Further Research

The information from this final report can be enriched with knowledge about Sekanak River in literature so that other researchers could take the valuable information in terms of the potential of Sekanak River