

CHAPTER I

INTRODUCTION

1.1 Background

Perahu Pancalang is a culture from the Sultan of Palembang which was an original name called *Perahu Bidar*. *Bidar* has an abbreviation of *Biduk* and *Lancar*, which is *Biduk* is a boat and *Lancar* is straight or free without obstacles. *Perahu Bidar* originates from the Sriwijaya Legend, it was often used as a fastest speed competition in the message by the emissaries of the sultan to win the heart of the sultan and get a prize from the sultan of Palembang.

Due to Palembang has many islands, Palembang people functioned *Perahu Bidar* as a war vehicle and it was used to keep the safety of patrol the Musi River by making use of having a speed pace and capability of easily disappear.

Not only in Palembang has a *Perahu Bidar*, but it is also owned by the other regions that have large rivers such as Pontianak. Some similarities and differences are owned by these two regions. *Perahu Bidar* Palembang and Pontianak are both used as a competition to celebrate days such as Palembang Anniversary and celebrate the Malay Arts and Cultural Festival in West Kalimantan. However, *Perahu Bidar* Palembang is also used as sea transportation and used as an inter-village competitions and it is only used for celebration day at Kalimantan.

Perahu Bidar is indeed possible to have a close relationship between the city of Palembang or the island of Sumatra with Pontianak or the island of Kalimantan. It is proven by the celebration done in the Dutch colonial period. At that time, these two regions together celebrated Queen Wilhelmina's Anniversary as a way to be close to the society at that time and *Perahu Bidar* was also used as a vehicle to connect between other villages.

Pontianak has often held *Perahu Bidar* competition once a year at Kapuas River to celebrate the Malay Arts and Cultural Festival in West Kalimantan. *Perahu Bidar* is also used as traditional sports that have been going on for a long time in Pontianak or areas around the river. Meanwhile, *Perahu Bidar* Palembang was once

used as a patrol boat that was in charge of maintaining Palembang's security at the Musi River border to dispel pirates who would attack The Kingdom of Sriwijaya.

Perahu Bidar Palembang has a varied length, based on its type which has different lengths and width sizes. The shape of *Bidar* is the same as the boat in general that is curved. The differences are *Perahu Bidar* of Palembang has a part between the wall of the boat that seats are fixed in row formation along with the boat. The typical traditional *Perahu Bidar* Palembang is decorated by dragon head ornament with a vibrant color to make it attractive. The size is medium or mini. Each *Perahu Bidar* also has a nickname to have characteristics that are different from other boats and increase confidence for the owners.

At that time, *Perahu Bidar* was very identical to the Palembang people. When hearing the word of *Bidar*, the first thing to remember for the people is *Perahu Bidar* Competition in Palembang. It results from *Perahu Bidar* Competition has been being conducted for a long time in Palembang. Palembang people used to be called *Wong Lamo* if it is approaching in August, each village must have prepared themselves such as rowing practice and the process of making *Perahu Bidar*. Where the *Perahu Bidar* Competition becomes one of the competitions where each village brings *Bidar* to the arena, and also don not forget to decorate this traditional boat with decorations and shapes of some characters, such as animals, plants or others which are the initial activities before the *Perahu Bidar* Competition is held.

Perahu Bidar competitions are divided into three types of competitions, they are *Perahu Bidar* Achievement Competition, *Perahu Bidar* Ornamental Competition, and *Perahu Bidar* Kencoran Medium Competition. First, *Perahu Bidar* Achievement Competition is one of the categories of competitions that use *Perahu Bidar* traditional to get the fastest speed to the finish. Second, *Perahu Bidar* Ornamental Competition is a competition in the category of *Perahu Bidar* which is decorated as attractive as possible. Third, *Perahu Bidar* Kencoran Medium Competition is a competition that is looking for who is the fastest rowing boat using *Perahu Bidar* Medium. The competition is held twice a year, there are on Palembang Anniversary and Independence Day, at Musi River. Nevertheless, as time goes by, *Perahu Bidar* is rarely seen by us and many people

do not know about the competition of *Perahu Bidar* in Palembang. According to Lesmana (2018:42)

Tradisi Perahu Bidar dan lomba Bidar pun terancam punah akibat minimnya perhatian dan bantuan dari pemerintah serta peran aktif masyarakat dikarenakan sudah banyak bermunculan alternative media hiburan saat ini di Palembang. Selain itu tidak adanya lagi perlombaan yang diinisiasi oleh kampung-kampung yang digerakan oleh masyarakat seperti dahulunya.

It means that many people in Palembang and tourists do not know about *Perahu Bidar* and the lack of information regarding the existence of *Perahu Bidar*. *Perahu Bidar* needs to be preserved by the people of Palembang because it is included as a cultural property of Palembang which can be used as a tourism attraction to be introduced for the tourists. In this case, the writer feels that they need to make communication media about *Perahu Bidar* to present the culture of Palembang for the tourists visiting Palembang.

The tourists can find some information about the history, characteristics, and function of *Perahu Bidar* Palembang by electronic media or printed media. In this modern era, the internet will be the first choice to find all kinds of information. But in fact, the internet has some weaknesses, because the information from the internet is sometimes incorrect, incomplete, or misleading. Meanwhile, printed media also has several types and one of them is a booklet. The booklet is one of the media that can guide the tourist in finding detailed information about *Perahu Bidar*.

The booklet is chosen as a medium to provide information about *Perahu Bidar* because the booklet is a small-size book, thin shape book, and almost like a guide (Simamora, 2009:71). It contains many articles and interesting pictures for the public, the content is more complete than other forms of media information. The structure of the booklet generally consists of introduction, contents, and closing but the writing method is shorter than the book. It can disseminate information in a relatively short time. Then booklet is written in a style that is easily understood by many readers. So, the booklet is the best promotional media for endorsing *Perahu Bidar*.

Based on the explanation above, the writer is interested in writing this final report entitled "**Writing a Booklet about *Perahu Bidar* as a Traditional Culture of Palembang**".

1.2 Problem Formulation

The problem formulation of this final report is how to write a booklet about *Perahu Bidar* as a traditional culture of Palembang.

1.3 Purpose

The purpose of writing this final report is to apply the paragraph theory of writing a booklet about *Perahu Bidar* as a traditional culture of Palembang. The focus is on applying the theory of writing paragraph by Oshima and Hogue (2007).

1.4 Problem Limitation

The writer focuses on writing a booklet about *Perahu Bidar* as a traditional culture of Palembang using English and Indonesian Language.

1.5 Benefits

The benefits of this final report are :

1. For the readers
To give some information about the writing process of making a booklet about *Perahu Bidar* as a traditional culture of Palembang.
2. For State Polytechnic of Sriwijaya
To give some information to the students of State Polytechnic of Sriwijaya about the writing process of making a booklet *Perahu Bidar* as a traditional culture of Palembang.
3. For Dinas Pariwisata Kota Palembang
To increase the media promotion about *Perahu Bidar* as a traditional culture of Palembang.