

CHAPTER 1

INTRODUCTION

1.1 Background

Nowadays, culinary tourism is being highly developed. According to the International Culinary Tourism Association (ICTA), culinary tourism is growing exponentially every year with the steady increase in interest of food channels, travel shows featuring local and regional dishes, food documentaries and online culinary travel shows, many tourists are traveling to various destinations just to enjoy a new food from those destinations. It means culinary connoisseurs are sometimes willing to spend money to go to a region just to taste foods in tourism destinations.

South Sumatera is one of the biggest provinces in Indonesia with Palembang as the capital city. As a capital city, Palembang becomes one of popular cities in Indonesia; it has been proved by being a host of city for some international events such as Sea Games 2011, Asian Games 2018, and Bowling World Cup 2019. As capital city of South Sumatera Province, Palembang offers a variety tourism attractions such as historical tourism, cultural tourism, natural sights, sport tourism, and culinary tourism.

Talking about attractions, one of the most attractions from Palembang is the culinary. According to Horng & Tsai (2010), culinary tourism as the experience of enjoying consequent food and cultural-based tourism activities, as well as personal interest in being involved in it. As we know that when the tourists visit the tourism destination, they do not only see the destinations, but also try some foods from there. As a city that surrounds by rivers, Palembang has known with seafood culinary.

Moreover, when visiting Palembang some tourists only know *pempek* and *kemplang* as Palembang traditional food. They will directly focus and remember about those foods when they talk about Palembang. Some of them do not know

that actually Palembang has many traditional culinary that can be eaten with family such as *tekwan*, *laksan*, *celimpungan*, *pindang ikan*, *lenggang* and so on. Those traditional foods also use fish as the main ingredients.

Introducing Palembang culinary tourism can be done by using fiction. For example, Laksmi Pamuntjak succeeded in introducing Indonesia traditional foods to the readers through novel entitled *Aruna dan Lidahnya*, and until now, there are many authors that bring food themes to introduce culinary. Therefore, the writer wants to promote Palembang traditional foods through fiction story. Besides presenting the story plot of the character, the writer can provide information that might interest the reader, including information about culinary tourism. According to Lotha (2016), fiction is described as literature created from the imagination, not presented as fact, though it may be based on a true story or situation and the example is novel, legend, short story, and novella. It means that fiction story is described as literature made from creative idea, not introduced as reality, and however it will be a factual story.

Writing a short story about Palembang traditional food can be a way to introduce kinds of traditional foods from Palembang. Peo in Burhan (2012:10) states that short story is a story that is read in about 30 minutes to 2 hours, it is something that is unlikely to be done in a novel. Then the writer will publish the story to the one of online reading platform, Wattpad. Mahartika (2019) states "Recorded until 2018, Wattpad has been used by 15 million people, including Indonesia." Based on the statement, it is likely that there will be thousands of people who read the story that will be published by the author.

Based on the statement above, the writer got idea to make the final report project with the title "Writing a Short Story Entitled *Eat or Not*" to introduce Palembang traditional foods that use fish as the main ingredients by using a short story that can be reached by readers from Wattpad and printed book. The reader not only entertained by the story, but also get some information about culinary tourism in Palembang.

1.2 Problem Formulation

The problem formulation is “How to write a short story entitled *Eat or Not* to introduce Palembang traditional foods?”

1.3 Purpose

The purpose of this final report is to describe the general picture of experience during the process of writing a short story entitled *Eat or Not* to introduce Palembang traditional foods.

1.4 Benefits

The benefits of this final report are the writer can get the experience how to write a short story entitled *Eat or Not* to introduce Palembang traditional foods, the target readers get new information and increase knowledge of Palembang traditional foods, and this study also suggests unique perspectives that have often been neglected on how to improve writing skills.