

CHAPTER I

INTRODUCTION

1.1. Background

Culinary tourism has a great potency in the tourism industry because most of tourists usually take their time to taste the traditional food and drink in the city. In addition, culinary becomes a strong attraction to bring tourists to come to the city because culinary is one of the reasons why people want to visit the city. Winarno (2007) says that the culinary industry has a great potential to be developed into a tourist destination for both foreign and local tourists because of the uniqueness of food and drink from each region.

Palembang, the capital city of South Sumatra, has the potency for culinary tourism. People can find Palembang traditional foods easily because Palembang has a lot of culinary places. Palembang has some traditional foods such as tekwan, model, laksan, pindang, mie celor, burgo, celimpungan and pempek. Those kinds of foods have different tastes. Pempek is the most famous among the traditional foods from Palembang. Visiting Palembang is not complete without tasting pempek as the traditional food in this city. Suhadirman (2018) says that never leave Palembang without tasting pempek as the best-known traditional dish from this city. One of the culinary places that sell many kinds of Pempek in Palembang is in Sentral Kampung Pempek.

Sentral Kampung Pempek is a traditional culinary market in Palembang. It is located in Mujahiddin street near the mayor's office. Kampung Pempek sells not only many kinds of pempek but also other traditional food such as tekwan, model, kerupuk kemplang and so on. However, many people still do not know about the existence of Kampung Pempek as one of the culinary tourism destinations in Palembang. In order to make Kampung Pempek still exist and is known by many people, this culinary tourism destination needs promotion.

There are several media that can be used to promote Kampung Pempek Palembang, such as through blogs, posters, booklets, magazines, newspapers and videos. Nowadays, people tend to watch video instead of reading articles because in a video, people can see the situations of the place, hear the sound of the narrator and get the information that presented in the video easily. Drucker (2012) says that videos are more tangible, visual and compact than written works and it is easy to remember. Moreover, McFarland (2014) states that video is a powerful tool for promotion.

Therefore, the writer make a video of Kampung Pempek to promote this culinary tourism destination and spread the video on social media because as we know that most of people in this world using social media. Although there are some videos that promote and describe about Kampung Pempek, but all of the videos were only in Indonesian and Palembang language. It means that the videos are directed to the local tourists, not to the international tourists.

Based on the explanation above, the writer is interested to introduce Kampung Pempek not only to the domestic tourists but also foreign tourists through a video. The writer would like to write the final report entitled **“Designing a Video to Promote Sentral Kampung Pempek as a Culinary Tourism Destination in Palembang”**.

1.2. Problem Formulation

Based on the information above, the problem formulation of this report is how to design a video to promote Kampung Pempek as a culinary tourism destination in Palembang.

1.3. Problem Limitation

To prevent this final report out of topic, the writer limits the problems of this final report on the information about the steps how to design a video to promote Kampung Pempek as a culinary tourism destination in Palembang.

1.4. Research Purpose

Based on the problems mentioned above, the purpose of this research is to know how to design a video to promote Kampung Pempek as the culinary tourism destination in Palembang

1.5. The Benefit

This benefit of the report is to give knowledge about how to design a video to promote Kampung Pempek as a culinary tourism destination in Palembang to the English Department students of State Polytechnic of Sriwijaya.