

CHAPTER 1

INTRODUCTION

1.1 Background

There are many cities in Indonesia which are famous for their tourism industry. Palembang, as one of tourist destinations in Indonesia, is certainly in the position of competing against the other provinces in Indonesia. As the capital city of South Sumatra, Palembang is not only the center of governance, trade, and industry but also the center of tourism. Palembang has many selling points in the world of tourism, one of them is a culinary field.

In the development of the tourism sector, the culinary field becomes one of tourism components. Even though food might not be the main reason for traveling, tourists must consume food while they travel to another destination. Quan & Wang 2004 (as cited in Ab Karim & Qing Chi, 2010) state that food consumption supports tourists' visiting activities and becomes part of the memorable and impressive visiting experience. It means that culinary becomes an increasingly important aspect of the travel experience.

In Palembang, the most well-known traditional food among local and foreign communities are pempek and mie celor. Pempek, as known as Empek-Empek, is made of fish and sago and served together with a dark spicy sauce called cuko. Besides, Palembang is also famous for mie celor. Mie celor is made of shrimp stock and big noodles. They are blanched before being put together and served in rich coconut milk and shrimp shells stock.

Traders who sell those two traditional foods come from all walks of life, start from the lower class to the upper class of society. They use various ways of trading, such as selling at home, selling around, selling on the side of the road, selling at rented shops, or even selling at a cafe or restaurant. However, from those various ways of trading, small traders are still rampant. The flavors of pempek and mie celor offered by those small traders are sometimes able to compete with the flavors of pempek and mie celor sold in shops, cafes, or restaurants. The examples are Pempek Cek Eha and Mie Celor Ujuk Imam 26.

Located in Ilir Barat I, each owner gives a very good taste of the food they sell at a cheaper price.

In terms of trading, a place of business needs to be known by many people, because buyers are one of the important roles who have a big influence on increased sales and business growth. Unfortunately, after operating for several months or even years, Pempek Cek Eha and Mie Celor Ujuk Imam 26 do not have significant development. Only a few people know their place of business and the products they sell. For that reason, Pempek Cek Eha and Mie Celor Ujuk Imam 26 need to be promoted. There is a variety of concepts in creating an advertisement, one that has potential and effectiveness is native advertisement.

Native advertisement is a marketing innovation which benefits both target audience and a business. It offers the opportunity to connect with the users in a format they choose, so they do not feel like seeing an advertisement. As well as, native advertisement gives potential encouragement to a business by giving a competitive advantage as it has emerged into a well suited marketing instrument in the digital media (Talapaga and Sudha, 2020). It is seen as an answer to web-banner and pop-up advertisements that customers view as worrying.

A significant aspect in regards to native advertisement is copy writing. Copy writing is the use of creativity in words or ideas with the focus of selling products (Bisoyi et al, 2013). In the market, copy writing should represent the brand vision that companies want to communicate to their customers. Companies can make strong customer relations by creating memorable messages. Therefore, copy writing is a powerful skill in today's digital marketing and advertising, because it has the ability to influence and to guide a reader and target audience towards a desired emotion and decision.

Based on the statement above, the writer would like to introduce and to promote Pempek Cek Eha and Mie Celor Ujuk Imam 26 as sellers of Palembang cuisines through a copy writing of online native advertisements. For that reason, the writer would like to write the final report project entitled **“Copy Writing of Online Native Advertisements for Palembang Cuisines.”**

1.2 Problem Formulation

The problem of this final report is how to write a copy of two online native advertisements for Palembang Cuisines.

1.3 Problem Limitation

This research will be focused on how to write a copy of online native advertisements for Pempek Cek Eha and Mie Celor Ujuk Imam 26 in two languages namely English and Indonesia.

1.4 Research Purpose

Based on the problem mentioned above, the purpose of this research is to examine how to write a copy of online native advertisements for advertising Pempek Cek Eha and Mie Celor Ujuk Imam 26.

1.5 Research Benefit

The benefits of this final report are:

- a. For English Department
- b. To be one of the references for English Department's students in writing a final report.
- c. For State Polytechnic of Sriwijaya
- d. To support the cooperation between State Polytechnic of Sriwijaya and the food industries in Palembang.
- e. For Pempek Cek Eha and Mie Celor Ujuk Imam 26
- f. To popularize Pempek Cek Eha and Mie Celor Ujuk Imam 26 and to increase the selling of the products in both sellers.