

## **CHAPTER I INTRODUCTION**

### **1.1 Background**

One of the tourism attractions that makes many tourists come to Indonesia is culinary tourism. The culinary tourism is a part of the tourism industry which is currently experiencing the rapid development. This development occurs due to tourists who come to tourism attractions to search unique foods which are characteristic of the area. The culinary tourism is also a lifestyle because everyone definitely needs to eat and drink as daily necessities.

Indonesia is a country that has natural beauty and has a culinary heritage. Culinary in Indonesia has diversity because every region in Indonesia has unique and interesting culinary characteristics. There are many kinds of culinary in Indonesia that are different reflect the characteristics and culture of the area. This makes Indonesia known as a country that has delicious and interesting culinary tourism in the world. One of cities in Indonesia that has culinary tourism is Palembang, South Sumatera.

Palembang City is known as the oldest city in Indonesia. Palembang is one of the cities in Indonesia which has many unique and interesting cultural tourism destinations that are deliberately made for tourists. One of these cultures is traditional food. Traditional food is a culinary heritage. Many of people think that the Palembang traditional food is only Pempek. In fact, Palembang has many traditional foods include Mie Celor, Laksan, Lakso, Burgo, Lenggang, 8 jam cake.

Culinary in Palembang can be promoted through printed and digital media. In printed media, there are guide books, booklets, story books, and comics that are used by people to give the detail information about Palembang food culinary. It can be found in food places or bookstores. Digital promotional media include Instagram, YouTube, Facebook and others. In the Instagram, Facebook, and Youtube people can post the videos and pictures of the foods. Comics can be used to promote culinary in Palembang. Comics are a collection of images that function to convey information or

generate an aesthetic response to the readers. All story texts in comics are neatly arranged and interconnected between images (visual symbols) and words (verbal symbols). Images in a comic are defined as static images arranged sequentially and interconnected between one image and another to form a story (McCloud 2002: 9). Generally, many of young people and children like reading books with picture because it is easier for them to understand and imagine directly about the story. With a comic book, it can make people interested in knowing about culinary in Palembang. Therefore, the writer want to give the information about culinary in Palembang with a comic.

Based on the background above, the writer got idea to make final report with the title **Writing the Comic Story of ‘Two Days in Palembang’ to Promote Culinary in Palembang**. By reading this comic, especially for young people and children, it can improve their knowledge about culinary in Palembang.

## **1.2 Problem formulation**

Based on the background above, the problem formulation of this final report is “How to Write the Comic Story of ‘Two Days in Palembang’ to Promote Culinary in Palembang?”

## **1.3 Research Purpose**

The purpose of this final report is to know how to write the comic story of “Two Days in Palembang” to promote culinary in Palembang.

## **1.4 Research Benefit**

The writer hopes this final report can give some benefits. By reading this final report, the readers can get new information about culinary in Palembang and add the knowledge about how to write a comic story about culinary in Palembang. For the writer, this report can increase the knowledge about how to write a comic story to promote culinary in Palembang.