

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

South Sumatra is a province that has various tourist attractions. This attraction is in the form of a diversity of natural, cultural, and culinary riches which are the destination of tourist visits. One of the main attractions of South Sumatra is culinary tourism. Hall and Mitchell (2001) in Karim (2006, p:25) define culinary tourism as visits to primary and secondary food production sites, food festivals, restaurants and special locations where food can be tried or experience from special food-producing areas. Green and Dougherty (2009, p:150) define culinary tourism as an activity of finding unique foods and memorable eating and drinking experiences, offering a way to connect the local food system and visitor experiences. From both statements, it can be concluded that culinary tourism is an activity to visit a food-producing place to taste the food produced from that place.

Tepian Musi Floating Restaurants are one of the attractions of culinary tourism in South Sumatra, precisely in the city of Palembang. The Tepian Musi Floating Restaurants are located on the banks of the Musi river, Palembang City, near by the Ampera bridge. The characteristic of this place is the restaurants structure which is a raft. The rocking waves that you feel when eating at this restaurants is also its trademark. This floating restaurants sell various kinds of fish soup or also known as *pindang* in Palembang as one of Palembang famous traditional culinary, starting from *pindang ikan patin*, *pindang kepala gabus*, *pindang baung*, *pindang Pegagan*, to *pindang Muara Penimbung*.

From this uniqueness, the Tepian Musi Floating Restaurants have a potency for tourist visits. Selviyanti, et al. (2020, p:31) says that uniqueness is one of the attractions sought and potentially visited by tourists. This potency can be realized by promoting it. Septriyadi (2017, p:9), The tourism promotion that is held is to notify, persuade or increase consumers or tourists so that the tourists concerned have the desire to come to visit the area that has been promoted. With the existence of tourism promotion, it is hoped that tourists will visit the promoted tourist spot.

One of the promotional media that can be used to promote Tepian Musi Floating Restaurants is through an e-booklet. Sholeh (2011) in Dewi (2016, p:7) states that "e-booklets are an advertising tool that can attract many productive consumers". This is because e-booklets can cover not only products, but can cover various types of products that can make consumers make comparisons in terms of marketing. E-Booklets have the advantage of being able to contain a lot of information and details about the tourism products being promoted. This media is very suitable for promoting culinary tourism, especially Tepian Musi Floating Restaurants which has a lot of information that can be used as promotional material.

Based on the explanations above, the writer concludes that it is necessary to carry out an effective promotion at Tepian Musi Floating Restaurants as one of the tourist attractions of Palembang City. Therefore, to make it happen, it is necessary to promote using e-booklet which can contain a lot of information and details. Because of that, the writer would like to write a final report about **"DESIGNING E-BOOKLET OF TEPIAN MUSI FLOATING RESTAURANTS AS ONE OF MEDIA TO PROMOTE TOURISM CULINARY IN PALEMBANG"**.

## **1.2 Problem Formulation**

The problems to be discussed in this report is how to design e-booklet of Tepian Musi Floating Restaurants as one of media to promote tourism culinary in Palembang?

### **1.3 Purpose**

The writer would like to design e-booklet Tepian Musi Floating Restaurants as one of media to promote culinary tourism in Palembang.

### **1.4 Benefit**

The benefits that will be obtained include:

a. For the writer

1. Getting knowledge about how to make e-booklet.
2. Giving information about Tepian Musi Floating Restaurants.

b. For the reader

1. Getting information about Tepian Musi Floating Restaurants as one of tourism destinations in Palembang.
2. Promoting Tepian Musi Floating Restaurants as a potential tourism destinations to increase the tourist visiting to Palembang.