

CHAPTER 1

INTRODUCTION

In this chapter, the writer explains the background, problem limitation, objectives, and benefits.

1.1. Background

There are some aspects of the tourism industry such as accommodation, attractions, tour guides, souvenir, and food. Food, as one of the aspects, has an important role for tourists. Food has been a key attraction for travelers, and many destinations have tried to offer special culinary experiences to tourists (Cohen and Avieli, 2004; Tsai and Wang, 2017). Tourists who come to tourist destinations will be fascinated to try the local foods. Palembang, the capital city of South Sumatra province, is one of the most visited cities. It is known well for its traditional food which has a delicious and unique taste. But, the influence of local foods is not only for the development of tourism, but it will be the trigger for the competition of foodsellers in Palembang.

The most popular local food from Palembang among domestics and foreigners is Pempek. Pempek is a food made from fish and starch. It is served with dark spicy tamarind brown sugar sauce called *cuko*. In Palembang, people can meet the seller of Pempek in many areas of Palembang, especially in the center of Palembang city. The impact of a large number of Pempek sellers in various areas in Palembang affects the high competition in the traditional Palembang food business. To end this problem, the sellers of Pempek have tried to make innovations of Pempek so there would be something new to try by the consumers and tourists. One of the innovations was Pempek Pelangi. This kind of Pempek was created by a married couple and the owner of Pempek Sulthan dan Pindang Agan, Boy and Fifie. Since their children did not like eating vegetables, they made innovative food from vegetables. From this idea, many people were interested in eating Pempek Pelangi. It is sold at Pempek Sulthan dan

Pindang Agan. There are at two locations, on Jalan Pangeran Ratu Jakabaring and on Jalan Letkol Iskandar, Ramayana.

The innovation of Pempek Pelangi has not been known by many people. It is new for people to try the new variant of Pempek. To introduce the innovation of Pempek Pelangi to the tourists, it needs to be promoted by advertising. The advertising that the Pempek Sulthan Pindang Agan has done is by making video of Pempek Pelangi uploaded on Instagram. Yet, that strategy has not attracted the viewers yet because the captions used do not grab the readers' attention, whereas, advertising is the main tool for producers to influence their consumers. Advertising is any form of non-personal communication about an organization, product, service, or idea paid for by a sponsor (Morissan, 2010: 17). The type of popular and accessible advertising is online advertising. Hence, the writer used copywriting for online advertising to promote Pempek Pelangi. Copywriting is creating an advertisement for a product to convey to the customers to take the action. The action means the customer will be interested to buy the product. Furthermore, the use of copywriting as a media promotion is right, because the message is delivered clearly and builds a powerful brand. Moreover, the writer used two languages for writing a copy they were English and Bahasa Indonesia. It aimed to make whoever watched the video would understand the purpose and meaning of the video. The writer also applied and combined the copywriting with the video that promoted on social media, *Instagram* and *Youtube*.

Based on the statement above, the writer introduced and promoted Pempek Sulthan Pindang Agan as the seller and the maker of Pempek Pelangi through a copywriting video script. For that reason, the writer wrote the final report project entitled "**Copywriting Video Script of Pempek Pelangi.**"

1.2. Problem Formulation

The problem with this final report was how to write a copy script video of Pempek Pelangi in two languages, Bahasa Indonesia and English. The use of two languages would be easy to understand for the local and international tourists.

1.3. Problem Limitation

This research focused on writing a copy of video script of Pempek Pelangi in English and Bahasa Indonesia. The English version was to be read by International tourists and The Bahasa Indonesia version was made for the local tourists to know information about Pempek Pelangi as one of the innovation Pempek from Palembang.

1.4. Research Purpose

Based on the problem mentioned above, this research aimed to examine how to write a copy video script to promote Pempek Pelangi.

1.5. Research Benefits

The benefits of this final report were for English Department and also for the seller of Pempek Pelangi. For English Department, it could to be one of the references for the English Department's students in writing a final report. For Pempek Sulthandan Pindang Agan as the owner of Pempek Pelangi. It could support the cooperation between the States Polytechnic of Sriwijaya and the food industries in Palembang.