

CHAPTER I

INTRODUCTION

1.1 Background

Culinary tourism has a great potential in the tourism industry because most of tourists usually take their time to taste the unique and specific traditional food and drink in the city which they have never tasted before. Winarno (2007) says that the culinary industry has a great potential to be developed into a tourism destination for both foreign and local tourists because of the uniqueness of food and drink from each region. In addition, Lintas (2022) says that culinary is one of the attractions to make a tourist visit to an area. Sometimes, tourists come to an area just want to hunt for the special food of that area, culinary is also a promotional tool and an effective destination image maker in encouraging trust, understanding and rating of tourists.

Palembang, the capital city of South Sumatra, has the potential for culinary tourism. People can find Palembang traditional foods easily because Palembang has a lot of culinary places. For example, Lapangan Hatta Area provides Martabak HAR, Mie Celor, Pempek Panggang, and Es Kacang Merah. Sekanak Street sells Pindang and Tempoyak. Slamet Riady Street sells Durian and Lenggang. And Kambang Iwak Area sells Tekwan, Celimpungan, and Otak-otak.

Kambang Iwak Area is located on Jl. Tasik, Bukit Kecil, Palembang. It is open for public to enjoy traditional foods and other kinds of foods from Fridays to Sundays started from 7 a.m to 7 p.m. In this Kambang Iwak Area, there are also many facilities such as children playground, free hotspots, and jogging track. Kambang Iwak Area is potential to attract tourist because it is close to the hotels like Swarna Dwipa Hotel, Batiqa Hotel, Grand Duta Syariah Hotel, Santika Radial Hotel, The Zuri Hotel, and Sentosa Hotel. Many people (not tourists) only spend their time there to do sport, like jogging, running, and so on.

Based on these problems, promotion for Kambang Iwak Area is needed. There are several media such as blogs, posters, booklets, magazines, newspapers, and videos that can be used to promote Kambang Iwak Area. Nowadays, people

tend to watch video instead of reading articles because in a video, people can see the situations of the place and get the information that presented in the video. 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.

The writer is interested to promote culinary that is available in Kambang Iwak Area to attract tourists by using a video and she will spread the video on YouTube. She focuses on writing a script for the video. Although there are some videos that promote and describe about Kambang Iwak Area, but all of the videos were only in Indonesian and Palembang languages not in English. It means that the videos are directed to the local tourists, not to the foreign.

Based on the explanation above, the writer as a student of the Hospitality Industry in the English Department is interested in writing this final report with the title of “*Writing a Video Script of Kambang Iwak Area to Promote Culinary in Palembang*”.

1.2 Problem Formulation

Based on the background above, the problem of this final report is “how to write a video script of Kambang Iwak Area to promote culinary in Palembang”

1.3 Objective

The research purpose of this final report is to know how to write a video script of Kambang Iwak to promote culinary in Palembang.

1.4 Benefit

The benefit of this final report is to give knowledge to the students of English Department at State Polytechnic of Sriwijaya about how to write a video script of Kambang Iwak to promote morning culinary in Palembang.