

## CHAPTER I

### INTRODUCTION

#### 1.1. Background

Tourism is currently a rapidly growing sector in Indonesia. Many tourists really like Indonesia's natural tourism which is very beautiful and diverse. In addition, culinary tourism is one of the favorite activities of visiting tourists. Culinary tourism has great potency in the tourism industry because most tourists usually take their time to taste traditional food and drink. Culinary tourism attracts the attention of tourists, they come to the attractions area to look for traditional foods that are unique to an area. Tourists do not hesitate to pay premium prices to enjoy these dishes. They eat not only to fill the stomach but also to enjoy the atmosphere and service as part of the culinary session. Many tourists hunt for traditional food at their tourist destinations in their travel activities. Hadiyanti (2015) said that culinary growth is growing rapidly, increasingly in demand by the public, more creative, and innovative. Penukal Abab Lematang Ilir Regency (PALI) is one area that has great potential to be developed into a tourist destination for both foreign and local tourists because of the uniqueness of its food.

PALI has variant kind of food such as *Segarurung*, and *Miso*. PALI traditional food is a traditional food that must be preserved to proof Indonesia is rich in cultural diversity. Therefore, PALI traditional food should be promoted to the wider community so that many tourists are interested in visiting PALI so that they can expand economic activities, increase income, encourage the preservation of the environment and PALI culture. Otherwise, PALI traditional food will be difficult for the general public to recognize.

In order to promote PALI traditional food, it needs communication media. According to Flaminggo (2014), there are three promotion media: printed promotion media, internet promotion media, and electronic promotion media. Printed promotion media are newspapers, magazines, posters, brochures and

banners. Internet promotion media such as websites, blog, social media (Facebook, Youtube, Twitter, etc). Electronic promotion media is the common ways to promote something by E-newspaper, E-magazine, E-Booklet, etc.

In this final report the writer used E-Booklet as media promotion to promote PALI traditional food. E-Booklet will give specific information, and society prefers searching for information on electronic media nowadays. Because electronic media is more practical, can be accessed more quickly, most of people already have access from internet, and can be read anywhere and anytime by the local society or even international society. Furthermore, it also can economize the costs of making a book and then environmentally friendly because to make E-Booklet, paper is not needed so it can support the paperless campaign. Based on the explanation above, the writer was interested in making this final report with tittle **“Designing an E-Booklet as a Promotion Media of PALI Traditional Food”**.

## **1.2. Problem Formulation**

The problem formulation of this final report was how to design an E-Booklet to promote PALI traditional food.

## **1.3. Objective**

The research purpose of this report is to know how to design an E-Booklet as a promotion media of PALI traditional food.

## **1.4. Benefits**

### **a. For Writer**

The writer can get knowledge and informations about designing an e-booklet as a promotion media of PALI traditional food.

### **b. For Readers**

The readers can read the E-Booklet to get new information about PALI traditional food, the taste, and also visual of PALI traditional food.

c. For Tourism Sector

Providing more detailed and in-depth knowledge about the PALI traditional food in the form of an E-Booklet especially for tourists.