

# CHAPTER I

## INTRODUCTION

### 1. Backgorund

In Palembang, there are many kinds of traditional snacks. Traditional snacks are snacks that are made using a hereditary recipes and initially sold in traditional markets. Erwin (2010: 57) states that traditional snacks have existed for a long time and at that time there was no cake store, so these traditional snacks were sold in traditional markets. Some of these traditional snacks are *Dadar Jiwo*, *Kue Maksuba*, and *Kue Gandus*.

*Kue Gandus* is one of the traditional snacks typical of the city of Palembang. *Kue Basah* generally taste sweet, *legit*, savory, and salty (Kristiastuti and Afifah, 2015). However, this traditional *Kue Gandus* which has a sweet and savory taste is less popular among teenagers in the current era. According to Erdiana (2018:36), most teenagers in this era prefer international food to traditional food because international food has a variety of flavors and colors. It makes the popularity of traditional food begin to be replaced by international food, even though this *Kue Gandus* has a lot of energy. According to the Indonesian Ministry of Health (2014), *Kue Gandus* contains 18 kilocalories of energy, 0.1 g protein, 3.2 g carbohydrates, 0.5 g fat, 0.01 mg calcium, and 0.75 mg iron. Therefore, the writer wants to make innovation from *Kue Gandus* using *Bunga Telang* as food coloring of *Kue Gandus* which is expected to attract the attention of teenagers and the society.

The *Bunga Telang* which has the Latin name *Clitoria ternatea* is a flower species from tropical Asia. Often grown as an ornamental plant in Asia. The color of the *Bunga Telang* is blue. Besides it is used as a natural dyes, it also has many benefits for our health such as antioxidant, antidiabetic, and antimicrobial. According to Suebkhampet and Sotthibandhu (2011), the blue color of the *Bunga Telang* can be used as an alternative dye. *Bunga Telang* which has a blue color

can create a new color on the *Kue Gandus* which makes the *Kue Gandus* blue. And at the same time can get the benefits of the *Bunga Telang* itself.

Based on the explanation above, one way that can be done to attract teenagers and the society by innovating the *Kue Gandus* using natural dyes from *Bunga Telang* is to make a video. Nowadays in the era of globalization people are turning to social media technology and spending time streaming videos on YouTube or scrolling on Instagram instead of reading newspapers or magazines. Social media technology allows people to get and understand the information easily. Uploading videos on the internet can be an effective way to provide information about *Kue Gandus* as one of the traditional snacks from Palembang because people around the world can access it anytime and anywhere. Around 400 hours of video are uploaded to YouTube in a matter of minutes and more than a billion hours of video are watched on the platform every day. YouTube is the second-ranked search engine in the world. YouTube users reach out to about 45% of the total internet users. That means, every month there are about 3.9 billion searches on YouTube. Based on the statements above, the writer wants to make a final project report entitled "*Writing a Video Script of Kue Gandus using Bunga Telang as Natural Dyes*"

## **1.2 Problem Formulation**

Based on the background above, the problem formulation of this final report is "How to write a video script of *Kue Gandus* using *Bunga Telang* as natural dyes?"

## **1.3 Objective**

The purpose of this report is to know how to apply the steps of writing a video script of *Kue Gandus* using *Bunga Telang* as natural dyes and also to give information about *Kue Gandus & Bunga Telang*.

#### **1.4 Reseach Benefits**

**a. For the writer**

1. To add the writer's experience of writing a video script of *Kue Gandus* using *Bunga Telang* as natural dyes.
2. To increase knowledge about the use of *Bunga Telang* as natural dyes.

**b. For thereaders**

1. To give information about *Kue Gandus* as one of traditional snacks from Palembang.
2. To give information about making *Kue Gandus* using *Bunga Telang* as natural dyes.
3. To give information about how to write a video script.

**c. For English Department**

To fulfill the requirement for the final report of English Department in State Polytechnic of Sriwijaya