

CHAPTER I

INTRODUCTION

1.1 Background

Palembang is the capital city of South Sumatera Province. Based on official website of the government of Palembang (<http://www.palembang.go.id>), Palembang is the oldest city in Indonesia. Palembang is also known as a city full of history. Ronnie (2007) said that this can be evidenced by the inscriptions; one of them was Kedukan Bukit inscription (604 Saka/682 M). Wolters (1967) in Syarofie (2007) said that Palembang was the center of Sriwijaya Kingdom. Now, the name of Palembang is known both domestic and foreigners because it has successfully hosted two international sport events. They are South East Asia (SEA) Games in 2011 and Islamic Solidarity (ISG) Games in 2013 and many international events will held on this city.

Palembang is not only famous in terms of name, but also tourism and accommodation or hospitality industry. Many hotels are built as well as many improvements are made on each attraction in order to attract more tourists to come to this city. Restaurant and food court are also built to provide various kinds of traditional food of Palembang and Indonesia in order to support the growing tourism in Palembang.

One kind of tourism which is now experiencing rapid development is culinary tourism. Tourist trends now are coming to the attraction area to look for traditional food of the area that becomes a great opportunity for the region. They do not hesitate to pay a premium price to enjoy the dish. Lifestyle changes have also occurred. They eat not only for filling the stomach, but also atmosphere and excellent service as part of enjoyment in culinary session. Many travelers hunt for traditional food and drink at their destination on the sidelines travelling activities. Shenoy (2005) argued that culinary tourism is a special interest tourist whose major activities at the destination are food-related, and for whom food tourism is an important, if not primary, reason influencing his travel behavior. Whereas, Wolf (2002) describes culinary tourism as simply – “travel in order to search for, and enjoy, prepared food and drink.” This includes all memorable culinary

experiences, not just those with reputations for ‘fine dining’ but equally a memorable food experience at a “roadside café in the middle of nowhere.”

Palembang has many kinds of traditional food that can attract tourists to enjoy culinary tourism. One of the famous foods is “*Pempek*”. It is known as unique taste food. It was savory because it is made from fresh minced fish. It has unique sauce. The sauce is called *Cuko* or *Cuka* by society. *Cuko* has taste of spicy, sour, and sweet. It has also become well known as a traditional food from this city. The writer is not only interested in terms of taste, but also in terms of the shape or kind of *Pempek*. It has many shapes, and each shape has different name. There are *Pempek Bulat Or Adaan*, *Pempek Lenjer*, *Pempek Telur*, *Pempek Pistel*, *Pempek Kulit*, *Pempek Pempek Tahu*, *Pempek Panggang*, *Otak-Otak*, *Pempek Kapal Selam*, and *Pempek Lenggang*. The process of cooking *Pempek* is also varied. There are direct fried, boiled, braised and then fried, and baked.

Palembang needs to promote its culinary tourism and also traditional food because promotion is one of effort to attract tourist to come to the city. Alma (2006) said that promotion is a kind of communications to explain and convince potential consumers on goods and services in order to gain attention, educate, remind and convince potential customers. Providing the brochure that contains about culinary tourism in Palembang can be used as the media in promotion. Yoeti (1999) also argued that in the promotion there are a variety of media that can be used such as print media such as newspapers, magazines, journals, leaflets or brochure.

Unfortunately, the brochure about culinary tourism or traditional food of Palembang is still hard to find, especially the brochure contains all things about *Pempek* as traditional food from this city. Tourists from other city or country visit this city not only to eat *pempek*, but also want to know many things about it including history, kinds, and how to make it. Therefore, the writer became interested in designing a brochure about *Pempek*. It is also expected to make *Pempek* becomes more well-known both domestic and foreigners as traditional food from Palembang. The writer also want to attract tourists to come to

Palembang by designing the brochure which contains complete information about *Pempek* and then they will tell it to another people in their areas.

1.2 Problem Formulation

The problems of this report are:

1. Is brochure needed as one of promotion media?
2. How to design the brochure about “*Pempek*”- Palembang traditional food?
3. Is there any significant difference in terms of potential tourist decision to visit tourism objects in Palembang between before and after the availability of brochure about “*Pempek*” – Palembang traditional food?

1.3 Purpose

The purposes of this report are:

1. To find out whether brochure is needed as one of promotion media
2. To find out how to design the brochure about “*Pempek*”- Palembang traditional food.
3. To find out whether there is significant difference in terms of potential tourist decision to visit tourism objects in Palembang between before and after the availability of brochure about “*Pempek*” – Palembang traditional food.

1.4 Benefit

The benefits of this report are:

- a. For researcher
 - To add the knowledge and information about whether brochure is needed as one of promotion media.
 - To add the knowledge and information about how to design the brochure about “*Pempek*”- Palembang traditional food.
 - To add the knowledge and information about whether there is significant difference in terms of potential tourist decision to visit tourism objects in Palembang between before and after the availability of brochure about “*Pempek*” – Palembang traditional food.

b. For reader

- To add the knowledge and information about whether brochure is needed as one of promotion media.
- To add the knowledge and information about how to design the brochure about “Pempek”- Palembang traditional food.
- To add the knowledge and information about whether there is significant difference in terms of potential tourist decision to visit tourism objects in Palembang between before and after the availability of brochure about “Pempek” – Palembang traditional food.

c. For Dinas Pariwisata dan Kebudayaan Provinsi Sumsel

- To give the information about whether brochure is needed as one of promotion media.
- To give the information about how to design the brochure about “Pempek”- Palembang traditional food.
- To give the information about whether there is significant difference in terms of potential tourist decision to visit tourism objects in Palembang between before and after the availability of brochure about “Pempek” – Palembang traditional food.

d. For tourists

- To make the tourists easier to know all about “*Pempek*”- Palembang Traditional food and like to visit tourism objects in Palembang especially to do culinary tourism.