

# CHAPTER I

## INTRODUCTION

This chapter describes the background of the research, problem formulation of the research, objective, and the benefits of the research.

### **1.1. Background**

Traditional food is increasingly in danger of disappearing, a lot of foreign food restaurants being built makes restaurants selling traditional foods displaced. The increasing public interest in foreign food (Korean, Chinese, Japanese, American) has become an opportunity for entrepreneurs to build foreign food restaurants spread throughout the city. Some people are still trying to maintain the existence of traditional food, some of them are the elderly. The contribution of adolescents in maintaining traditional food is minimal.

According to the results of research conducted by the Health Education Authority in 2013, ages 15-34 years are the most consumers who choose fast food menus. Many teenagers prefer to follow the negative current of globalization by consuming foreign food, this raises the concern of teenagers about the lack of awareness of their own culture through traditional food. And because many foreign foods that enter Indonesia are more varied in terms of taste and packaging. This can not be ignored because it will have an impact on the country. The fading of traditional food will make Indonesia lose its national identity.

How to compete with products from other countries, instead of thinking about creating new products or just imitating other countries' products, it is better to develop existing products, make these products able to follow developments so they can compete with new products. People, especially teenagers, must learn to appreciate their own country's culture through traditional food. This can be started through the cakes that Indonesia has. To increase the existence and attract the public interest in cakes, variation is needed.

The expected variation is that cakes can meet the tastes of the young generation by playing with toppings. Many cakes have a variety of flavored toppings that can be applied. For example, processed cakes from rice flour, namely: Semprong which can be filled with Nutella, Putu Ayu which is given a mixture of milo and cheese topping, KembangGoyang with sesame, Serabi, and Pancong with many choices of toppings on it.

The way to introduce this variation is by promotion, many ways can be done to run promotions, for example through books, newspapers, magazines, brochures, television. The writer chooses recipe books as media to promote the five variations of traditional food because the recipe book is easy and fun to read, easy to practice, and can also write additional notes, mark or underline the information contained in the recipe book. So in this way, it is hoped that traditional Indonesian food will continue to exist and be able to compete with foreign products.

Based on the statements above, the writer got the idea to make a final report project with the title “WRITING THE RECIPE BOOK TO INTRODUCE THE VARIATION OF TRADITIONAL FOOD MADE FROM RICE FLOUR”.

## **1.2. Problem Formulation**

Based on the background information above, the problem formulation in this final report is how to writing the recipe book to introduce the variation of traditional food made from rice flour?

## **1.3. Objective**

The objective of this research is to find out the way how to writing the recipe book to introduce the variation of traditional food made from rice flour.

## **1.4. Benefits**

a. For the writer

1. To increase knowledge of traditional food.
2. To increase knowledge of how to writing a recipe book.

b. For the readers

1. To introduce the variation about traditional food made from rice flour.
2. To help the public know the process of writing a recipe book.

c. For State Polytechnic of Sriwijaya

1. To give information and knowledge to the students of State Polytechnic of Sriwijaya about how to writing the recipe book.
2. The recipe book can be a collection of library of English Department.