

CHAPTER 1

INTRODUCTION

1.1. Background

Indonesia has the most diverse cultural heritage in the world. This distraction is due to the geographic location of Indonesia, which stands as an archipelago. Leinbach, et al. (2017) said that "The Indonesian Archipelago has more than 1,128 tribes living in this country that spreads over from Sabang to Merauke". Further, it is also mentioned that, Indonesia is divided into 34 provinces and has more than a thousand islands. Sumatera Island, Java Island, Kalimantan Island, Sulawesi Island, and Papua Island are the names of the islands." The statements show that Indonesia consists of 34 provinces with up to a thousand islands and 1,128 tribes spread out from Sabang to Merauke. Thus, Indonesians in each region have unique and distinctive features of their own in accordance with their development and environment. It is the reason why Indonesia has diverse cultures in terms of customs, ethnicities, beliefs, traditional houses, traditional clothes, and traditional food.

Traditional food is one of Indonesia's cultures. Traditional foods are foods and dishes that have been passed on through generations or that have been consumed for many generations until now. Further, Pienak (2009) mentioned that traditional cuisine is a type of food that is related to the region and becomes a legacy of tradition from generation to generation. Other than that, Barthes, (2008) mentioned that traditional dishes are the way in which food is used, served, and consumed and can signify the identity and culture of an individual, community, or nation. The characteristics of its traditional food lie in the process of making, which includes using natural ingredients and using traditional tools in the process of making food.

Palembang, as the capital city of South Sumatra, has various traditional foods. According to the South Sumatra culinary book made by the department of culture and tourism, Palembang has a variety of traditional cuisine with a distinct taste. This is

due to cultural acculturation between China, India, and Arabia. Like Pempek, it is a typical Palembang food made from fish and sago. Pempek has existed in Palembang since the entry of Chinese immigrants to Palembang, namely: around the 16th century AD. Pempek has various variations, ranging from pempek kapal selam, pempek adaan, pempek kulit, to pempek lenjer. Besides Pempek, there are other Palembang specialties such as tekwan, model, celimpungan, and so on. However, many people, especially those who live in Palembang, do not know that there are still many other traditional Palembang foods.

Gulo Puan is one of the unpopular traditional foods in Palembang. This is due to the limitations of getting information on making gulo puan. Furthermore, this is due to Generation Z's knowledge of Gulo Puan as a result of the sales aspect of Gulo Puan, which is not based on technology, which is in direct contrast to Generation Z's life, which is confronted with technology. Thus, a drastic decrease in buyers for Gulo Puan, made several Gulo Puan distributors leave their jobs and look for a more promising job. Decrease The number of Gulo Puan buyers has resulted in a lack of Gulo Puan distributors in the city of Palembang.

In this era, traditional foods like Gulo Puan lost their fame. Many people in Palembang, especially generation Z, tend to be interested in foreign food because of its globalized popularity, such as Korean food, Italian food, Japanese food, and etc. Moreover, no visual promotion causes people to be less aware of Gulo Puan. Then, the availability of raw materials is limited and only available in the Pampangan Area.

In this modern era, most people prefer non-printed media to printed media. Everyone can get the latest information and news from domestic or abroad with non-printed media. Non-printed media can also be accessed quickly and it makes people more up to date. Through the internet, video is the best way to inform people that there are still other traditional foods from Palembang like Gulo Puan. Video can clarify and make people easier to deliver messages, overcoming the limitations of time, space, and instructors(Riyana, 2007). Therefore, it is very important to visualize the food as an effort to introduce the exi

stence of Gulo Puan as the traditional Palembang food from Pampangan district.

Based on the statements above, the writer got the idea to make a final report project with the title "Designing a Video Script of Making Gulo Puan as a Culinary Tourism Food from Palembang". By using a script, the writer will apply it to a video. So, people can easily get information about making Gulo Puan.

1.2. Problem Formulation

Based on the statement above, the focus is formulated as follow “How to Design a Video Script of Making Gulo Puan as traditional culinary food from Palembang?”

1.3. Objectives Program or research purpose

Based on the problem formulation above, the purpose of the final report is to design a video script of Making Gulo Puan as a traditional culinary food from Palembang.

1.4. Benefits

1. For the writer.

To add the writer’s experience of designing a video script of Making Gulo Puan as traditional culinary food from Palembang and to improve the writer’s writing skills.

2. For the readers.

To educate people about Gulo Puan, a traditional Palembang dish and To provide instructions on how to make Gulo Puan.