

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia is famous for variety of culture. One of the variety of culture that can attract tourism is tourism culinary. Tourism culinary includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques (Leheup, 2011:8). Tourism culinary can be one of the reason for tourist to visit the city. Every city has a different tourism culinary. Palembang is one of the city that started attracted tourism. Palembang is the capital city of south sumatera province in Indonesia. Palembang is famous with pempek as traditional food , so it's also called Kota Pempek. Traditional foods are foods and beverages commonly consumed by a particular community, with a distinctive flavor that is accepted by the community (Lestari, 2014:7). One of the kinds of traditional foods in Palembang is kue basah.

Kue Basah is a foods that can be used as an alternative snack. Taste of Kue Basah usually sweet and feel soft, and just to survive for only lasted a few days. Usually made from wheat flour, sago, sugar, and some even made from coconut milk or sticky rice. Kue delapan jam is one of the kinds of “Kue Basah”. This cake is steamed for eight hours. According to the interview conducted the writer to Mrs. Jamilah as cake maker and has experienced to make kue delapan jam said that the story this cake is not steamed for eight hours. Based on the story one day a palace maid was making kue delapan jam but at the moment the palace maid forgot that she was steaming the cake because she was busy doing another work. Then she remembered and opened the cake steamer. The color of this cake have changed, usually color of this cake have white mixed with yellow to be dark brown. The maid was affraid the king will be angry because the color of the cake is not as usual. But when the cake was served the king was not angry with the maid. Then the king praised and asked “What this cake?”. The maid said that the

cake is king favorite cake but steamed excess hours than usual. The cake is usually steamed three hours but she forgot so the cake to be steamed eight hours. Actually kue delapan jam can only be enjoyed by the upper class or better know as a noble and lower class should not be to consume this cake. But time by time this cake can be enjoyed all of peoples and also serve as traditional food for tourists.

Although now this cake can be consumed by all of the people but this cake still cannot be obtained easily everyday. Usually at the time of the celebration of certain days, such as Chinese New Year and Eid. Palembang people rarely consumed this cake, they more prepared other traditional food. So this cake need more promote. Because kue delapan jam is one of the traditional food in Palembang which can be potential tourism culinary.

Based on the description above, kue delapan jam as a traditional foods play an important role to support tourism in Palembang. With this culinary, tourist will remember typical traditional food of Palembang. Therefore to introduce more of kue delapan jam to tourists, we must have a good strategy promotion. The promotion is a way to inform or notify the prospective buyer of the products offered by notifying the places where people can view or make a purchase (Yoeti, 2006:237). So can be attract the interest of consumers and support the tourism culinary in Palembang.

## **1.2 Research Formulation and Research Limitation**

### **1.2.1 Research Formulation**

Every country has different traditional food. One of the traditional food in Palembang is kue delapan jam. This cake is one of the kinds of *kue basah*. With the traditional food it will form a tourism culinary which attract tourists attention to visit the region. Therefore promotion is really required so traditional food becoming tourism culinary known by the local people and tourists.

### **1.2.2 Research Limitation**

Based on the explanation above, the writer would like to make a limitation of the topic. The writer would like to explain about how to promote tourism culinary in a particular region based on three cake makers especially kue delapan jam as one of traditional food from Palembang. Because traditional food is very important to be preserved.

### **1.3 Research Questions**

Based on the background, the problem of this report is “How to promote kue delapan jam as the tourism culinary in Palembang?”

### **1.4 Operational Definitions**

#### **1.4.1 Definition of tradisional food**

Traditional foods are foods and beverages commonly consumed by a particular community, with a distinctive flavor that is accepted by the community

#### **1.4.2 Defintion of tourism culinary**

Tourism culinary are includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques

#### **1.4.3 Defintion of promotion**

The promotion is a way to inform or notify the prospective buyer of the products offered by notifying the places where people can view or make a purchase

### **1.5 Research Purposes**

The purpose of this research is to promote kue delapan jam to tourits as traditional food and also as as tourism culinary in Palembang.

## **1.6 Benefits**

The final report is expected to give some beneficial contributions, They are as follows :

### **1.6.1 For Institution**

It is hoped as the references for information and knowlegde to Polytechnic about startegy promotion of kue delapan jam as culinary of Palembang

### **1.6.2 For the Student**

It is hoped as reading materials to help students of English Department understand about kue deapan jam as a traditional food of Palembang, to cultivate traditional food among students and To be a source of students to do the related topic of this final report

### **1.6.3 For Society**

It is hoped as information about strategy promotion of kue delapan jam as tourism culinary in Palembang for people who want develope business in tourism culinary