

CHAPTER I

INTRODUCTION

A. Background

Today, the development of the culinary world has experienced significant growth. Indonesia is one of countries that has been known for its culinary field. There are so many kinds of food and drinks in Indonesia, because Indonesia is composed of a wide variety of indigenous and tribal, and also rich with spice seasoning trademark. In Indonesia there are also a lot of foreign food and beverage restaurant. Every province and city in Indonesia must have food and traditional snacks, it is exactly what makes Indonesia increasingly familiar with the diversity in cooking. As in other cities, the city of Palembang has a traditional food which taste it is not less delicious compared to other cities.

Traditional food itself is a cultural heritage in the form of a unique culinary and often forgotten but actually quite attractive. Even, for some culinary community has become part of the lifestyle. This is evident from the increasing number of media that discuss the culinary world, ranging from newspapers, magazines, television, internet, etc, always have a section to review about the culinary world. Because it has become part of the lifestyle, the activities of eating and about food itself now are not only on the issue of quantity and also a full stomach. But more than that, the activities of eating and the food itself shifted into a venue for socialization, recreation and emphasis on pleasure, leisure and new experience (Ariani, 2010) in <http://digilib.its.ac.id/public/ITS-Undergraduate-11710-3205100051-CHAPTER1.pdf> . The development of the culinary world will always be in the underlying of food and it's own activities as a primary human need, making business and the culinary world will not die and be quite enthusiastic and will always be sought after by the public, especially if a food has a good taste quality and also a comfortable dining atmosphere.

Culinary sector is actually a promising sector for governance. Each area has a variety of dishes and specialties that have a special attraction. Then why the international community including Indonesia is more familiar with sushi, spaghetti, pizza, burgers, etc, when we have a variety of dishes that much more and not less

delicious. Indonesia can say as a rich country, but could not manage the wealth and riches can not avail it with as much as you. Cultural products such as arts, crafts, and historical relics including traditional culinary or food is a heritage and identity can be a particular area we must guard and preserve us <http://repository.widyatama.ac.id/xmlui/bitstream/handle/123456789/2599/Bab%201.pdf?sequence=3> as a local jewel to promote tourism in Indonesia. Tourism as an industry is a very complex field and its presence is very sensitive to a variety of companies and development is primarily concerned with the desires of tourist who always want to look for and want to enjoy something new or experience for the gratification of personal desire, something different from the previous. Trends of tourists who come to a tourist area to search or hunt for food typical of the region into a huge opportunity can be utilized by the area. Many tourists took time to hunt for food and drink typical of the area on the sidelines during the time of their tourist activities. In fact, they are willing to pay dearly to get food or drink they want and get good services. See the conditions like this, the effort to introduce and develop the traditional food been duly done.

As a nation that loves and is proud of the diversity of traditional food, something we can do is to manage and explore the traditional foods evolved to be more and more known by the international community. Culinary becomes very important in increasing the interest of local and foreign tourists to visit the area. Local people are creative and innovative in developing the traditional food into the background of the important role of tourism advancement in the area. But unfortunately, to date most of the community does not have enough awareness and concern for the typical food in the area. Plus the government does not have enough attention to important aspects and less serious in formulating programs that can be driving and driving in the field. This can be seen when one of the typical Indonesian cuisine in claims by other countries. Besides there are so many traditional food of a region with over time and in line with the development of more modern era began extinct. Even, if we go to the markets, many types of traditional foods are no longer found. Because the characteristic of “ rustic ” in the traditional food has made abandoned by the majority of our citizens that are being left for modern times

(Alamsyah, 2006) in <http://digilib.its.ac.id/public/ITS-Undergraduate-18945-chapter1pdf.pdf>. That's what's causing the traditional food forgotten by society.

So the writer wants to inform all of the societies that traditional foods should be preserved now and wants to tell the cause of the loss of traditional food itself.

B. Research Focus

In the modern era today, tourism is very well developed. There are so many attractions and hotels mushrooming in every city. Not only attractions, hotels and other accommodations grow rapidly and access to support tourism as cafe or restaurant go well developed too. When tourists come to town to perform a city tour, of course they do not just come for a walk up the street but they are also eager to taste the typical food of the city. But in fact today, there are so many foreign foods and fast foods are sold freely on the market, making traditional foods typical of the area seemed to start in forgotten by society, but it can be a very good business opportunity if it is developed properly. Therefore, traditional foods should be developed in order to preserve its existence in order not to disappear from time to time.

C. Problem Formulation

The problem that can be formulated in the final report is what are the factors causing the loss of traditional foods and what roles must government do to preserve the traditional food in Palembang.

D. Research Purpose

The purpose of this research is to inform and to tell all of the societies about the causes of the loss of traditional foods. So that people can preserve the traditional foods.

E. Research Benefit**Government**

The Government can directly act that the traditional foods that are almost extinct can immediately be preserved and restored through a varieties of traditional food festivals, culinary event, fairs, etc.

Students

1. The students know about the causes of the loss of traditional food itself
2. The students can develop the typical foods that do not dissapear from time to time
3. The students can make changes to their food cunsumption patterns, for not always eating foreign foods and fast food.