

CHAPTER I

INTRODUCTION

In this chapter the writer describes background, problem formulations and research purpose & benefit.

1.1. Background

Based on UU No. 10 tahun 2009 tourism is all kinds of tourism activities which is supported the facilities and the service of the government, society, entrepreneur and regional government. Tourism is one of the development sector which has a special concern by the Indonesia government. One of the sectors in our tourism is culinary.

Indonesia has a lot of diversity comes from culinary especially food. For example *Rendang* from West Sumatera which has wonderful taste and delicious smell. *Rendang* is unique because of the cooking technique. It's little bit tiring and spend a very long time and most people use firewood to get the best quality of *rendang*. South Sumatera with *Pempek*. *Empek-empek* is a delicacy from Palembang made of fish and sago. Yogyakarta with *Bakpia Pathok*. People who visit Yogyakarta will not forget to bring the special souvenirs from this place and *bakpia pathok* can be the food souvenir which is very identical with Yogyakarta. *Bakpia* is kind of sweet snack which has mungbean filling although recently the filling is varied in flavor recently.

It is no wonder easy to find traditional cakes in one region, although with different names and shapes, depend on the variation of each region. The culture of our culinary is come from the combination of ingredients, cooking methods, and way of serving. Traditional cakes have same main ingredients, such as rice, all kind of flour, all kind of tuber, coconut milk, sugar and etc. Indonesian cooking methods are similar to those used in any other Asian or Western kitchen especially the basics such as shallow or deep friend, grilled over hot coals, simmered, steamed and even in remote areas of Irian Jaya – baked in an earth oven as in Polynesia.

Lestari (2014) states that traditional foods are foods and beverages commonly consumed by a particular community, with a distinctive flavor that is accepted by the community. One of the kinds of traditional cake in Palembang is *Kue Maksuba*. In long time ago, this cake is a dish of the palace of the Sultanate in Palembang. If you drop by and served the *Kue Maksuba*, it means that you become the guest of honor. And for new bride, it's a must to bring it when visit their parents. But time by time this cake can be enjoyed all of people and also serve as traditional food for tourist.

Kue Maksuba is a traditional cake from Palembang which can be used as an alternative snack. Although, nowadays this cake can be consumed by all of people but this cake still cannot be obtained easily everyday. They only consume it when the time of the celebration of certain days, such as Chinese New Year and Eid. The taste of *kue maksuba* is sweet and feel soft. The ingredients of this cake is quite simple such as duck egg, margarine, vanilla, sugar, milk and wheat flour.

Due to the reason above, the writer is interested in making food innovation. In addition, the use of alternative ingredients in food innovation will attract people to consume this food that has different taste. The writer is interested to change the using wheat flour with *Sorghum Flour* and add *Durian* in making *kue maksuba* as her final report with tittle Product Innovation : Making *Kue Maksuba* Using Sorghum Flour and Durian.

1.2. Problem Formulations

1. How are *kue maksuba* made from sorghum flour and durian ?
2. What are people's perceptions of *kue maksuba* using sorghum flour and durian ?

1.3. Research Purpose

The purpose of this final report is to know the influence of product innovation: making *kue maksuba* using sorghum flour and durian.

1.4. Benefit

- a. For the writer
 - 1. Knowing the procedure to make *kue maksuba* using sorghum flour and durian
 - 2. Knowing people's perception about the taste of *kue maksuba* using sorghum flour and durian
 - 3. Getting new knowledge to make other variant of *kue maksuba* using sorghum flour and durian

- b. For the students of State Polytechnic Sriwijaya especially students of English Department and others are:
 - 1. Giving the information and knowledge to make new variant of *kue maksuba* using sorghum flour and durian.