

# CHAPTER 1

## INTRODUCTION

### A. Background

Indonesia is a country consist of diversity in various fields, one of them is a traditional food. Traditional food is a part of culture, it is one of the global intangible heritages of the region. It can be the major thing that interesting and give motivation for some tourists to visit the places.

Traditional food and tourism have a close connection to each other. They can assist the development of a destination or object to be visited. Some tourists look for the culinary as their purpose in exploring tourism spot even make it as their lifestyle. So, they search for the traditional food to get new experience in consumption. It means that, tourism of that place will be growing rapidly. According to the International Culinary Tourism Association (ICTA), “Culinary tourism is growing exponentially every year with the steady increase in interest of food channels, travel shows featuring local and regional cuisine, food documentaries and online culinary travel shows, more consumers are traveling to various destinations just to enjoy a new food and wine experience.”

In Palembang, there are some spots of tourism that sell food everywhere. One of them is in the 26 Ilir market. On the market, there are plenty of food stalls that sell food from the carts, outlets or in a small restaurant which very close between one outlets with the other that offer cheap prices. We can find many different types of traditional food of Palembang. Besides that, the location of 26 ilir market is very strategic because near with some landmarks of Palembang. Moreover, trading along the 26 Ilir needs to be preserved its existence because it can be sold in the tourism industry. If it is well preserved then not only that food is known, but they will know more about culinary of Palembang. However, the problem comes from the tourist outside the city who need information about traditional food of Palembang. They often find the difficulties to get the information about

the food such as the names, location, the price, etc. So, there should be one suitable media to promoting the culinary to help the tourists get the information about traditional food of Palembang. Throughout the well promote tourist will be able to know the cuisine in 26 Iilir. Cruz (2005, p.82) states that tourism promotion means stimulating sale through the dissemination of information.

Booklet can be the media to inform and promote the culinary because it is easy to understand. It is the effective and efficient media to give information about the traditional food around 26 ilir. That is why this booklet is made to. Based on the information above, the writer tries to discuss about this problem in the title, “**Informing and Promoting Traditional Food of Palembang in 26 Iilir Market via Booklet**”.

## **B. Problem Identification**

There are only few people who know about the culinary central of Palembang. It does not wonder when people out of Palembang often find the difficulties to search for information about the culinary central in Palembang. Also, most of them do not know about 26 Iilir and very less of tourists know the information about Culinary there. Beside that, There is no media that promote the various cuisines around 26 Iilir. Whereas, in 26 Iilir there are so many merchants sell food with the price quite affordable.

## **E. Problem Limitations**

The writer limits the problem about “Informing and promoting traditional food of Palembang in 26 ilir via booklet.” The limitation based on some reason. In this paper, the writer focused to discuss about traditional food of Palembang in 26 ilir to be content of booklet.

### **C. Problems Formulation**

The problems of this project report are:

1. What information should be in the Booklet of the traditional food of Palembang in 26 ilir Market?

### **D. Research Purpose**

Based on the problem formulation above, the purpose of this report is to give information and to promote the culinary of Palembang in 26 Ilir Market to the visitors.

### **E. Research Benefit**

The benefits of the research are:

1. Government

Government can realize that traditional food is a good aspect in tourism industry. Through this, government can immediately preserve and restored a variety of traditional food by festivals culinary, culinary events, fairs, etc.

2. Visitors

Visitors will get the information about the typical food of Palembang especially in 26 Ilir market.