

CHAPTER 1

INTRODUCTION

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

In this modern era, all types of food have been starting to get more interesting than it was in the past. One of the factors which influence food consumption system is a lifestyle. It means that the development of an era can effect the of food consumption system. For example, junk food: such as burger, fried chicken, hotdog. Most people prefer to choose simple one because there are many foods which are easier to be bought by costumer.

There are many variants of food that sold by food seller. The food are made from rice, flour, sago that mixed with vegetable and meat. One of the palembangness variants food is *pempek*. *Pempek* is made from fish and sago. *Pempek* manufacture usually uses mackerel fish, *belido*, *gabus*, *kakap merah*, *parang-parang*, *tenggiri*, and others. People rarely use their eggs to make *pempek*. But, sometimes people also make the other variant of food from the eggs. For example, *brengkes* or they leave them because the texture is soft, crumby and dificulc to be treated.

However, the eggs can be an alternative food that are tasty.as an innovation food. It can be made *kritikan*,*keripik telur ikan gabus* and *tenggiri*. *Kritikan* is almost same with *kemplang*. It is one of snack of palembangness but the process is different. *Kriitikan* is made from *telur ikan gabus* and *tenggiri*. It is usually fried. Furthermore, *kemplang* is made from meat of fish. It is usually roasted.

According to Webster's in Kunt (2011), innovation as the introduction of something new of an idea, method or device. On the other hand, Kinicki and Williams in Bayu and Sri (2014), say that innovation is the way to find a way to generate new products that better. The purpose of food innovation is a way to apply knowledge and technology that has existed in the product or production process (Wahyudi, 2012), The benefit of food innovation is to make people not just consume one kind of food and avoid bad habit consumption. So, people can choose food that has same substance and benefit although it has different taste and aroma. Writer tries to make food innovation that made from fish eggs. Nurul (2012), said that each region has its own typical food. The types of food decision consumed highly depend on several factors. Such as the plants in that area and the tradition on that area. It can be possible to create some new innovations without concerning about that factors, but they are still considered as the main factors to this situation.

Therefore, the writer wants to make a *kritikan*. Product *use ikan gabus* and *tenggiri*, because the writer wants to make that eggs became usefull. The writer tries to make food innovation that made from fish eggs. So the writer writes making *kritikan*, *keripik telur ikan gabus* and *tenggiri* as tourism culinary in Palembang South Sumatera in this final report.

1.2 problem Identification

Sometimes, we find out much of fish egg is trough way by consumer. They did not like texture of the fish egg. In this case, the writer wants to make an innovation food made from them. The writer limit the identification of the problem that is what the processes of making *kritikan*, *keripik telur ikan gabus* and *tenggiri* as one of tourism culinary in Palembang, South Sumatera are.

1.3 Problem Formulation

How to make *kritikan*, *keripik telur ikan gabus* and *tenggiri* as one of tourism culinary in Palembang, South Sumatera, and know the respondents opinion of *kritikan* as a product innovation.

1.4 Reseach Purpose

The reseach purpose of this report are giving information about

- a. How to make *kritikan*, *keripik telur ikan gabus* and *tenggiri* as one of tourism culinary in Palembang, South Sumatera.
- b. How the assessment on of *kritikan*, *keripik telur ikan gabus* and *tenggiri* by respondents is.

1.5 Reseach Benefit

The Benefits of this report are:

- a. For Reader:

To improve the knowledge about food diversification that are made from *telur ikan gabus* and *tenggiri* as one of tourism culinary in Palembang, South Sumatera.

- b. For Institution:

- a. To give the information of the other variation food that made from *telur ikan gabus* and *tenggiri* as a food of pelembangness.
- b. To give knowledge about food innovation.