

## **CHAPTER ONE: INTRODUCTION**

This chapter discusses the background of the research, and the problem formulation as well as the limitation of it. It also states what the research question, the definition of operational, the purpose and benefits of this project.

### **1.1 Background**

People have their own ways to spend their leisure time in order to please themselves. Some like to do some exercises, like running, boxing, or even cycling to relax their mind. Others have different ways, like reading books or watching movies. Tourism also has become one way to spend leisure time and to relax mind by visiting a new interesting destination and strolling around local destination.

A tourism destination has its own uniqueness so it is worth to visit. Some places have their natural and beautiful sceneries while others may have their modernity as the attraction for the tourists. According to Soekadijo (2000, p.2) tourism is one of the temporary movement in brief time to the destinations done by people beside where they live and work. However, tourists have some considerations before coming to a tourism destination place. Interesting tourism destinations, good infrastructures, adequate accommodations, and other interesting attractions for tourists, like culinary, and culture are the examples of these considerations.

Palembang city, as one of tourism destination places in Indonesia, has been popular as one of the tourism destinations because of its culinary, such as pempek, tekwan, model, mie celor, and others. However, not all people can taste this food due to their diet. Some are not allowed to eat meat because they are vegetarian. In fact, many vegetarian tourists do not have enough information about vegetarian restaurants in Palembang. This situation makes them hard to find Palembang culinary for vegans.

Both local and international tourists who are vegetarians do not have enough information related to the vegetarian restaurants in Palembang. They do not know the location and also the other information related to the restaurants. It

is hard for them to find place to eat that can ensure the quality of the food and also provide the various food. Accordingly, designing a vegetarian Palembang food brochure is considered as a good media to promote Palembang culinary for vegetarian tourists. Moreover, having this brochure is an effective way to inform people as it is easy to carry anywhere. This media is also expected to inform Palembang culinary to vegetarian local and international tourists who visiting Palembang. This brochure is also a guidance for the tourists, and of course local people, to find vegetarian restaurants that provide guaranteed vegan food.

### **1.2 Problem Formulation**

Palembang has already had a good potency in tourism, especially in culinary because this city provides both food for general eaters and vegans. However, there are still many tourists and also local people who do not know the information about these vegetarian restaurants. Therefore the main problem of this research is formulated as : *how to design the vegetarian restaurants brochure in order to inform tourists in Palembang.*

### **1.3 Problem Limitation**

The problem mentioned above was limited in the form of designing a brochure for vegetarian restaurants in Palembang both in Bahasa Indonesia and English.

### **1.4 Operational Definition**

There were two important variables to be defined operationally in order to give a clear description about the research. Those variables are described below.

#### **1.4.1 Designing Vegetarian Restaurants Brochure**

The design of this brochure contains every information related to vegetarian restaurants in Palembang. The content of this brochure was informative for the tourists so it can help the tourists, both local and international tourists. All the information about vegetarian restaurants, such as the location of the vegetarian restaurants, the access to the location, and also the price of the food were in the

brochure. The design of the brochure starts from the designing the composition of the brochure, taking pictures for the brochure, and interviewing the interviewees.

#### **1.4.2 Informing Tourists in Palembang**

The target readers of this brochure was the local and international tourists who will come to Palembang, especially vegetarian tourists. This brochure contained information to inform the tourists about vegetarian restaurants. This brochure was also readable and informative for local people of Palembang with no information about vegetarian restaurants in their city.

#### **1.5 Research Purpose**

The main purpose of this research was designing a vegetarian restaurants brochure both in Bahasa Indonesia and English versions so that it could informed the availability of vegetarian restaurants in Palembang for domestic and international tourists as well as the local people of Palembang.

#### **1.6 Research Benefit**

The benefits of this research were intended to the visitors who come to Palembang, the Tourism, Art, and Culture Department in Palembang, and the writer herself. The benefits are described as follow.

First, for the tourists, domestic and international, who come to Palembang, they could get the information about vegetarian restaurants in Palembang. It also could be the alternative culinary for the non-vegan tourists.

Second, Tourism, Art, and Culture Department in Palembang could get the information about the vegetarian restaurants. It was also a media to promote local vegetarian culinary and inform it to local and international tourists especially vegetarian tourists and also local citizens.

Finally, the writer could have benefit in improving her writing skill and knowledge especially about vegetarian food via designing this brochure.