

CHAPTER I

INTRODUCTION

1.1 Background

There are several reasons why people do traveling, such as for business, holidays, religious travel, and culinary. Especially in culinary, in one spot traveling there must be traditional food of each city. Usually, the tourists want to enjoy the local food that they are visited. The first thing that tourists looking for when visit a city or a destination is the local foods. Tourists not only go to shopping and sightseeing but also they experience hosts culinary heritage. Tourists believe that the best way to explore culture is through the local foods. Foods connect us with the land, heritage, and the culture. Hall and Mitchell (2001) suggest that in defining food tourism, it is important to differentiate between visitors who consume food as a part of the travel experience, and those whose activities, behaviors and even destination selections, are influenced by an interest in food. By combining local food and with travel, food tourism offers both locals and tourists alike authentic taste of place while contributing to a sustainable world economy.

Food is significant components of overall tourist spend. Wolf (2006, p.19) states that “nearly 100% of tourists dine out while travelling, and food and beverage consistently rank first in visitor spending”. It shows a symbiotic relationship between food and the tourism industry. More importantly, food has been recognized as an effective promotional and positioning tool of a destination (Hjalager & Richards, 2002). Similarly, with increasing interest in local cuisine, more destinations are focusing on food as their core tourism products.

Commonly, tourists will explore and enjoy the traditional local foods at afternoon. But in the morning the tourists usually will stay and eat at the hotel and enjoy the foods that are available at the hotel. This is happen because of the tourists have no information and less understood about morning culinary tour in the city or the destinations. In Palembang, there many places that offered morning culinary foods. As the destinations of tourism, Palembang has many kinds and unique traditional foods. One of the most popular Palembang traditional foods is Pempek.

Unfortunately, morning culinary in Palembang is not popular yet. According to Promoting officer of Tourism department Palembang city (2017) argue that, the

information about Pasar Kuto and traditional foods in kuto sold in the morning is still not available. There are many factors that become obstacles to develop and introduce market kuto to tourists both local and international. One of the obstacles is the kuto market investors. So that, the tourist that visiting Palembang have no idea where to explore morning culinary. There are many factors causing this happened such as less information and socialization about places and kinds of morning culinary itself in Palembang.

Palembang is the old town which is famous of its variety of local food and has its own unique tasty. One of the many traditional market that selling a variety of Palembang traditional foods is the Pasar kuto. Pasar Kuto is one of pempek central in Palembang which sells traditional foods at morning. In this market the tourist can find many kinds of Pempek and enjoying other Palembang traditional foods. The market operating from morning until afternoon so the tourist can visit and explore the foods at morning with different atmosphere. This culinary is one of tourism sector which influences the developing tourism industry. So, tourism industries need to be promoted. There are many ways to promote tourism section to attract the tourists by media, such as promotion through electronic media (television and radio), and social media (website, blogs, twitter, face book, instagram, path, line, etc) also by printing media (newspaper, booklet, brochure, leaflet and magazines),

Tourism magazine is one of interest media to promote the tourism information. The magazine with variations content in tourism magazines can persuade the readers want to know more about the information so, people will know a culture, tourism objects, culinary and so on. At this time, it is possible to tourism magazine growing rapidly all over the world with the development tourism magazine from era to era.

Therefore, the writer tries to make product tourism culinary magazine to improve tourism information easily namely "*Bejajan Pagi*". The writer is interested in designing culinary magazine with different concept of tourism culinary in Palembang city. The writer raises the title "DESIGNING *BEJAJAN PAGI* MORNING CULINARY TOUR MAGAZINE PASAR KUTO PALEMBANG".

1.2 Problem Formulation

The problems of this report are:

1. What information must be included in morning culinary tour magazine Pasar Kuto Palembang?

2. How to design "Bejajan Pagi" morning culinary tour magazine in Pasar Kuto Palembang?

1.3 Problem Identification

There are some problems for tourism in Indonesia especially in Palembang city. The first is the facilities and infrastructure in Palembang. Second is promotion and information about morning culinary in Palembang. The third is awareness of the community about security, cleanliness and hospitality. The last is access to reach the destination such as transportation, map and accommodation.

1.4 Problem Limitation

In this study, writer only focus on designing morning culinary tour magazine and the information of morning culinary in Pasar Kuto Palembang. The writer choose morning culinary magazine because of less informations about morning culinary in Palembang that have indentify in problem indentification. In order to promote the culinary magazine, the writer take magazine as the final product of this final report. Magazine is ideal media to show the quality of visual in real, magazine can show the packaging of product, and magazine can load much of contents. The writer designing the magazine in english according to implementation subyek of English Department. The purpose of making this final product is not to publicated but this product is media to apply the subyek that the writer have laerned in English Department.

1.5 Research Question

The questions in this research are:

1. What information must be included in morning culinary tour magazine Pasar Kuto Palembang?
2. How to design "Bejajan Pagi" morning culinary tour magazine in Pasar Kuto Palembang?

1.6 Operational Definition

Research and development is a term covering three activities: basic research, applied research and experimental development. Research and development is a systematic activity combining both basic and applied research, and aimed at discovering solutions to problems or creating new goods and knowledge. The importance of research and development in this report is to create product or information that can improve the effectiveness of products or make the production of products more efficient.

1. Designing

Designing is the activity of creating plan and make concept of something such as drawing, lay out, shapes, texture, color, etc. In the process of designing, it requires arts, creativities, imagination and so on. So that the design can be interesting and likeable.

2. Morning Culinary at Palembang

Morning culinary is culinary which offered or sold by people in the early part of the day. Morning culinary has its own uniqueness which usually consume before doing the activity. Morning culinary menu has various that depend on the places.

3. Tour

Tour is journey for pleasure, or education often involving a series of stops and ending at the starting point from one place to another place. Tour is a journey to visit some places. Tour normally associated with travel.

4. Magazine

Magazine is media of publication that is published at regular intervals containing articles from various writers. In addition to the article, the magazine is also a publication containing short stories, Figures, reviews, illustrations or other features that the coloring of the magazine

5. Pasar Kuto Palembang

Pasar Kuto is one of the traditional markets that is popular in Palembang that sells many types of food and also various kinds of typical morning culinary in Palembang. In the area, there are some restaurant of Kuto Market that sold many kinds of morning culinary. Generally, the merchants have opened their businesses more than 50 years.

1.7 The Purposes of this Report

The purposes of this report are to know:

1. The information that must be included in morning culinary tour magazine Pasar Kuto Palembang
2. How to design "Bejajan Pagi" morning culinary tour magazine in Pasar Kuto Palembang

1.8 Research Benefits:

A. For writer

1. To give information about the tourism morning culinary are there in Pasar Kuto Palembang

2. To know the strength of this magazine that can be used as a media promotion
3. To add the experiences in making and designing tourism magazine especially for tourism culinary

B. For readers in general

1. To give information about the tourism morning culinary are there in Pasar Kuto Palembang
2. To raise the motivation to visit Pasar Kuto and try the culinary morning in Pasar Kuto Palembang