

CHAPTER I

INTRODUCTION

1.1 Background

Young generations are the victims of globalization; they follow all kinds of sophistication of technology, lifestyles, habits and so on. The sophistication technology and globalization make some people forget about the cultures, traditions and histories. Nowadays, they feel more interested in something that is more practical, easy and popular. This fact makes them start to leave the tradition, old cultures, and histories.

There are many kinds of traditions in Palembang. For example, traditional customs, traditional clothes, traditional dances and traditional food. Each of them has their own uniqueness. One of traditional custom of Palembang people is fishing on the river. In the terms of traditional clothes, they wear them on special days like on wedding day, Aesan Geda and Aesan Pasangko. Besides, Palembang people also have so many kinds of traditional dances. Those traditional dances are usually shown to welcome the guests on particular celebrations. The last one is traditional food. The traditional food of Palembang are pempek, model, tekwan, burgo, lakso, mie celor, pindang tulang, brengkes tempoyak and others. People in Palembang must know these traditions especially for young people; they must know the traditions, cultures and histories of Palembang in order to preserve the existing cultures. Besides, people can use these traditions as a media promotion to be introduced to other areas. From all of those traditions, the most prominent is the food, because the food is the primary needs of human beings. Besides, more often to be trying and enjoyed by visitors.

Palembang city is the capital of South Sumatra, which has many kinds of traditional foods but pempek is very well known all over the world and as one of the

identities of Palembang. The traditional foods themselves are divided into two part of food. In general, Palembang traditional foods can divided in two, main course and dessert. The examples of main course are pindang ikan, pindang tulang / daging, tempoyak, and brengkes tempoyak. Whereas, dessert can divided into two parts, they are cake and snacks, the cakes are kojo cake, maksuba, srikaya, delapan jam cake, enggak ketan cake and lapis cake. For the snacks itself are cakar ayam, telok gabus, keripik mumbai and other chips. Most people of Palembang know the main meals and cakes just as traditional foods of Palembang, whereas the types of snacks are more than that.

Previously, there are some past studies related to this topic about “The Loss of Traditional Food” by Tiara Rizka Nuary (2015) and “Designing Booklet of Traditional Food as Culinary Tourism in Palembang” by Melati Yolanda (2016). The first researcher discusses about The Loss of Traditional Food by Tiara Rizka Nuary (2015). She explains about the importance of preserving traditional food in order not to be extinct from modern food. The second research discusses about Designing Booklet of Traditional Food as Culinary Tourism in Palembang by Melati Yolanda (2016) she tries to introduce the public about the traditional food of Palembang as culinary tourism in Palembang which is loaded into a booklet. In the final report made by the writer has the differentness between both. This final report more focused on typical snacks, the location where we can find traditional snacks, prices and the raw material to make the snacks.

Those things will be written into a booklet because booklet is more practice and easy to read than a book or other media. So the writer tends to make a “Designing Booklet of Palembang Traditional Snacks” as the final report.

1.2 Problem Formulation

The problem formulation of this final report is as follows “How to design a booklet of Palembang Traditional Snacks?”

1.3 Research Purpose and Benefits

1.3.1 Research Purpose

The purpose of this final report is to investigate how to design a booklet of Palembang Traditional Snacks.

1.3.2 Research Benefits

a. For writer:

- 1) Enlarge the knowledge about Palembang Traditional Snacks
- 2) Understand how to design a booklet especially about Palembang Traditional Snacks

b. For readers:

- 1) Giving the information and knowledge to the readers about Palembang Traditional Snacks
- 2) To get more references about snacks of Palembang city
- 3) As a reference for people who will investigate about a similar case study.

