

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

One kind of tourism experiencing rapid development is culinary tourism. Tourists' trend now is coming to attraction areas to look for traditional food that becomes uniqueness of a region. There are symbiotic relations between food and tourism industry and food recognized as a promotion and positioning effective destinations. Furthermore, food itself can be a destination for tourism. Tourists can explore to try new food or traditional food simply for the experience of those foods.

Palembang is one of tourism destinations in Indonesia which has attractive and unique culture tourism destination that can be developed and packaged appropriately to foreign and domestic tourists. 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 is 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.

The tourism industry in Palembang has been increasing in recent years. It can be seen from the increasing number of both and foreign tourists. The data of Tourism and Cultural Department of Palembang shows the significant improvement from 2001 to 2005. The number of tourists who visited Palembang were 272.063 in 2001, 307.131 in 2003, 342.427 in 2004, and 352.931 in 2005. The latest report of visitors who came to Palembang especially foreigners were gaining around 909 people on August 2013. It is more decreasing than a month before it is around 848 people. Most of tourism destinations in Palembang is culinary tourism.

Whenever one mentions Palembang what comes to mind is *pempek*, just like *sushi* comes to mind when one talks about Japan. Besides Pempek, there are many kinds of traditional food in Palembang. That is because the less information about those Palembang traditional food is, so that is why the famous one is only Pempek. The promotion of culinary tourism in Palembang is less because there is no specific information about how to make the food, where the best seller of the food is, how much the price of the food, etc. The result, many tourists do not know exactly those others Palembang traditional foods besides Pempek.

Nowadays, culinary promotions are still many just a glance of written information in the print media. As people know, in this modern era, print media began to be abandoned. According to InternetLiveStats, there are at least 3,644,452,605 internet users in the world. People are now more switching to cyber media and spending time to stream videos on youtube rather than reading newspapers or magazines. Therefore, in this modern era the digital informations can be searched and accessed easier than the printed media.

Media to promote Palembang traditional food at this time is, less extensive coverage. So, there is only a few people who can know and get involved in it, such as food festival, cooking competition, and any other event related to promote the food. It is known only to a few people who are involved, no clear interaction with outsiders who are not involved.

There should be on suitable media promotion to help the tourists get the information about Palembang traditional food. In this modern area, social phenomenon of an electronic media in cyberspace allows people to understand the informations easily, especially to deliver information directly from the scene that can be enjoyed by anyone. Media that is currently booming now is vlog. In the vlog the people seemed to be invited to interact directly as if being in situations in the video. In other words, vlogs can be a powerful medium to promote Palembang traditional food. Therefore, the writer interested to design a video related to promote Palembang traditional food. Writer tries to make Palembang traditional food becomes more well-known both domestic and foreigners besides Pempek.

## **1.2 Problem Formulation**

The problem formulation of this final report is how to design vlog of Palembang culinary tourism to promote Palembang traditional food?

## **1.3 Problem Limitation**

Substantively, there many kinds of Palembang traditional food that has not been widely known by other people from outside of Palembang, due to the time constraints and the limit costs, the authors only focus to Pempek Panggang, Lenggang, Mie Celor, Laksan, Celimpungan, Burgo, Lakso and Ragit.

## **1.4 Research Purposes**

The research purpose of this report is to know the steps of designing culinary tourism vlog to promote Palembang traditional food.

## **1.5 Research Benefits**

The benefits of this report are:

- a. For researcher
  - To increase the information about Palembang traditional food.
  - To increase the knowledge about designing culinary tourism vlog.
- b. For readers
  - To add the information about kinds of Palembang traditional food.
  - To add the information about how to design culinary tourism vlog.