

## CHAPTER I

### INTRODUCTION

This chapter describes about the background of the research, problem formulation of the research, purpose of the research and benefits of the research.

#### 1.1 Background

Tourism is an activity undertaken by a person or more for the purpose of having leisure but not for making a living. As explained by UU No. 9 Tahun 1990 that:

*“Wisata adalah kegiatan perjalanan yang dilakukan oleh seseorang atau sekelompok orang dengan mengunjungi tempat tertentu untuk tujuan rekreasi, pengembangan pribadi, atau mempelajari keunikan daya tarik wisata yang dikunjungi dalam jangka waktu sementara.”  
(UU No. 9 Tahun 1990)*

Tourism is something that is associated with attractions including enterprise, attraction and tourist attractions as well as businesses related to tourism operation. Added by World Tourism Organization in Bonarou (2012) tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

There are many elements that support the tourism activity itself such as attractions, accommodation, transportation, travel agencies, and culinary. The first is attractions that one of the element in tourism. It is classified as nature tourism, historical tourism, culture tourism, pilgrimage tourism, and entertainment tourism. The second is accommodation that is needed if the tourism held for more than 24 hours and planned to use the accommodation facilities as places to stay. The third is transportation associated with the mobilization of tourist. But the transportation is not only used to bring tourist from one place to another but also used as an interesting tourist attraction. And then, the travel agencies who can be as a guide

or travel manager to take, lead, provide information and other service to the tourist. And the last is culinary that consist of food and the beverage.

From the various elements of tourism activity that exist, culinary becomes one of the important elements in the tourism industry because culinary and tourism have a reciprocal relationship. In addition to the tourist attractions, culinary itself becomes one of the tourism destinations to visit somewhere. As explained by Onatrio (2015) that culinary tourism includes any tourism experience in which one learns about appreciates, and/or consumes, food and drink that reflects the local, regional, and national cuisine, heritage, culture, tradition or culinary techniques.

Palembang is one of the large cities in Indonesia, which is known in public with "Pempek" as a typical food which is always be cuisine by tourists. This is because pempek itself has a taste that is very tasty and plenty of places in Palembang sell pempek. Pempek is not the only mandatory menu or food that can be used as unique cuisine from Palembang.

However, there are still many other typical Palembang food that need to be introduced to public about its existence. The kinds of typical Palembang food are *otak-otak*, *shanghai cake*, *pare* cake and many others. First is otak-otak which has a unique name. Many strangers may think that this food was made from brain but it actually was made by milled fish. Second is shanghai cake which was made by wheat flour and vegetable sprouts. Third is pare which is one of Palembang culinaries that has an unique name. This food was named because of its shape.

From the explanation above, there are still many unfamiliar foods in Palembang that need media as the way to promote about its existence. Some kinds of media to promote something are printed media, electronic media and outdoor advertising media. The first is printed media. Printed media is a communication media by using a paper or canvas such as brochure, magazine and booklet. The second is electronic media. Electronic media is a communication media by using an electromagnetic or electro energy such as television and radio. The last is outdoor advertising media. Outdoor advertising media is a communication media that used to be a communication media by using an outdoor commercial location

as the media such as billboards, street, bus benches and many other. Saladin (2003) stated that promotion is one element in marketing of the company that used to inform, persuade, and remind consumers about the company's products or services.

From these three media above, the current media to promote and to introduce about typical Palembang food is printed media. As explained by Yoeti (1996) that common ways in tourism promotion is through printed media such as leaflet, folder, tourism map, guide book, brochure or booklet) which have specific information and it is easy to distribute. Leaflet is a printed sheet or paper that folded and it is containing an information or advertising. Folder is a folded cover or large envelope for holding or filling loose papers. Tourism map is a geographic map designed for tourists. Guide book is an information book about place, and designed for tourist. Brochure is a small book or magazine containing pictures and information about product or service. Booklet is one of printed promotion media which is chosen as one of the visual communication media. It is expected to provide sufficient information about Palembang culinary to community, so people will get the knowledge about Palembang culinary.

From the explanation above, that is why the writer choose a booklet as the media to promote the Palembang culinary. There are many advantages from the booklet itself such as it provided a specific information, easy to bring anywhere and easy to distribute. Therefore, the writer also interested in designing a booklet about Palembang culinary. It is expected to make the culinary in Palembang more well-known for local community, domestics and foreigners. Moreover, the writer takes the title "Designing a booklet of Palembang culinary" for the final report project.

## **1.2 Problem Formulation**

The problem formulation of this research is "How to design the booklet of Palembang Culinary".

### **1.3 Purpose**

The purpose of this research is to design the booklet of Palembang Culinary.

### **1.4 Benefits**

It is hoped that this research result, that is the booklet of Palembang culinary can give the information about Palembang culinary, so it can help South Sumatra Tourism Department to promote culinary tourism in Palembang.