

CHAPTER I

INTRODUCTION

1.1 Background

Tourism has an important role as an economic strategy in various countries, because it can increase the foreign exchange of its country. The more tourists come to a country to do tourism activities the greater the country's foreign exchange earned. According to Hutabarat cited in Rohani (2017, p.14), the roles of tourism are the economic role that is as a source of foreign exchange, the social role that is as the creation of employment, and the role of culture that is introducing culture and art. There are some of tourism such as sports tourism, historical tourism, cultural tourism, tourism culinary and others. Marsono cited in Ananto (2015, p.10-11) states tourism is divided into three kinds, they are natural tourism, cultural tourism and special interest tourism attraction.

Indonesia has many tourism destinations that support the tourism attraction such as Tanah Lot in Bali, Misool island in Raja Ampat, Terapung Muara Kuin market in Banjarmasin, Ora beach in Maluku, Borobudur temple in Magelang, Bromo mountain in Probolinggo and Tangkuban Perahu mountain in Bandung. Tourism activities have changed according to the changing interests and motivation of tourists. Tourists do not want to just see the natural scenery, recreation or traveling to see the tourism destination they visit. However, travelers want to travel to feel something different or enjoy a new experience. One type of the tourism that have rapid development is tourism culinary.

Tourism culinary is one of the special interest tourism categories. It becomes one of the consideration for the tourists to visit tourism destinations. Stowe and Johnston cited in Leuhoe (2013, p.1) states that nowadays tourism culinary becomes a kind of tourism that very much impact for the development of an area. The government have to create a way to increase the potential of tourism culinary in order to attract tourists to enjoy authentic regional cuisine. The traditional

culinary has begun to be eliminated by foreign products or foreign food. There are some ways to attract tourist's interesting come to taste traditional culinary, they are strategic place, cheap and comfortable. They can be managed and developed properly especially for tourism city like Palembang.

One of the cities that has tourism culinary potential in Indonesia is Palembang. The potential of tourism culinary in Palembang can improve regional income and economy of the communities around the destinations. There are many tourism destinations in Palembang that can be visited by tourists such as Ampera bridge, Musi river, Kemaro island, Kuto Besak fortress, Agung mosque and Jakabaring Sport City. Even, Palembang has a new tourism destination that is not known by many people yet. It is Lorong Basah night culinary.

Lorong Basah night culinary is not far from the Ampera Bridge, precisely located in 16 Ilir market area, Ilir Timur I, Palembang, South Sumatera. It is a street or hallway that is used by many street vendors to sell such as selling vegetables, fruits, clothes, household utensils every day. It is always crowded place every time start morning until afternoon. The cleanliness and also the neatness of this place are less awake. However, after the government of Palembang try to arrange this place be a comfort for the visitors, the government inaugurated Lorong Basah has been a nice place for visitors to spend their time. Besides as a trading center, it is also be a tourism destination, namely Lorong Basah night culinary.

Now, Lorong Basah night culinary is better than before especially at night, included of its facilities, cleanliness and also neatness. The visitors can enjoy their time with their families, friends and others in that place. They can find a comfortable place to eat and taste traditional food of Palembang or other food at night easier, because there are many food that are traded in Lorong Basah night culinary with good merchandise, delicious and hygienic.

Furthermore, as a new destination it need a media to promote that place, because the developments of tourism destination cannot be separated from

promotional activities. There are some media to promote a destination such as brochure, booklet, guide book, magazine, video and others. Each of them has its benefit. One of the promoting media is video. Video is interesting media to promote something, because people can watch some interesting information included the Lorong Basah night culinary directly. It can give some explanations for persuading tourists to come there. Therefore, promotional video is more quickly known by many people, because video can be shared in social media such as youtube, facebook, instagram and others.

Based on the data above, the writer is interested in making a promotional video of Lorong Basah night culinary as a media to promote tourism culinary in Palembang, because there is no video including its promotion. Therefore, the writer would like to write *“Designing Video of Lorong Basah Night Culinary as a Media to Promote Tourism Culinary in Palembang”* as the title in this final report.

1.2 Problem Formulation

Based on the explanation above, the problems discussed in this report is how to design video of Lorong Basah night culinary as a media to promote tourism culinary in Palembang?

1.3 Purpose

The writer would like to design video of Lorong Basah night culinary as a media to promote culinary tourism in Palembang.

1.4 Benefit

There are the benefits from the research, those are :

- a. For the writer
 1. Giving knowledge about how to make promotional video
 2. Giving information about Lorong Basah night culinary

b. For the reader

1. Giving information about Lorong Basah night culinary as one of tourism destinations in Palembang.
2. Promoting Lorong Basah night culinary as a potential tourism destinations to increase the tourist visitings to Palembang. Providing a promotion media of Lorong Basah night culinary.