

CHAPTER I

INTRODUCTION

1.1 Background

Tourism has growth and become one of the fastest growing economic sectors in the world. It is equals or even surpasses that of oil exports. Tourism has become one of the major players in the vital role and at the same time as one of the main income sources for many developing countries. Nowadays, humans need tourism to refresh their mind and souls of fatigue and activities undertaken daily. Indonesia is one of the developing countries that has many potencies of tourism. The potency of tourism spreads in all districts in Indonesia and every district has its own characteristics.

There are several kinds of tourism such as sport tourism, culinary tourism, cultural tourism, nature tourism etc. Culinary tourism is one kind of tourism that has been developed. Culinary tourism emphasizes unique foods and dishes from the culture of a region. Culinary tourism give everyone a new impression. When people visit a city, it is a must for them to taste the traditional food. The food from one to another city are different in its taste, it has unique and special taste that come from the local ingredients. Local food give added value to the destination and also as a contribution to the competitiveness of the geographic area. Each region should promote food as a central attraction to tourists. Most tourists are pleasure when they try local cuisine. Through food, tourists receive a greater engagement with the environment where the visit takes place, far from the role of simple observer traditionally associated with tourist visits.

Traditional food is the food that has been introduced for generations to generations and consumed by people in the specific areas. Food is very important part of a culture. Unconsciously, socialization process begins through food. Traditional recipes that are prepared and presented perfectly can make food has a distinctive taste. Palembang is one of the cities in Indonesia which has a lot of traditional foods such as pempek, mie celor, burgo etc. However, pempek is the first food that come in to tourists' mind when one mentions Palembang. Thus, Palembang is known as "Mpek-Mpek City". Most of tourists who come to Palembang are looking for pempek

and trying to taste it. Pempek can be found easily in Palembang; some are selling in restaurants, some are on the roadside, and also shouldered. Each of them has its own variation, such as price, stuff and form. Some of seller are selling pempek with high price and some of them sell it with normal price or even cheaper. It depends on what kind of fish that used as the basic ingredients to make pempek.

Pempek has become a pride and also as a daily food of people in Palembang. Therefore, this food continues to be developed and innovated in various ways, such as innovations in form, stuffing and color so that the gourmets are not bored while keeping the original taste of pempek itself. This development is expected to make pempek able to survive and compete with traditional foods in other cities. Thus far, no one promotes pempek from the initial process of the production until ready to sell to customers. Most of the tourists only know pempek as a food from Palembang that made from milled fish, flour, eggs and flavorings that is eaten with sauce which is call *cuko*.

Pempek is well known in Indonesian people. People know pempek from mouth to mouth. Thus, the promotion of pempek is less because the promotion is still use printed media such as blog, bucklet etc. At this era, people are preferred spending time to stream videos on YouTube to reading newspaper or magazine. It is very flexible, more attractive and eye-catching by using a video as medium promotion. It can be watched by more people and reach out to wider area. Therefore, in this modern era the digital information can be searched and accessed easier than printed media.

From the explanation above, the writer is interested to find out how to design a video to promote pempek as traditional food of Palembang from the first it makes until it can be sold and pack. Writer tries to make pempek becomes more well-known both domestic and foreigners. The writer would like to choose “Promoting pempek as Palembang Traditional Food: a video design” as her title in this final report.

1.2 Problem Formulation

The problem formulation of this report is how to design a video to promote pempek as Palembang traditional food?

1.3 Research Purpose

The research purpose of this report is to know the steps of designing a video to promote pempek as Palembang traditional food.

1.4 Research Benefit

Benefits in this final report are expected to be useful for various parties, among others for writers and readers.

a. For research

The final report can increase the information about pempek and increase the knowledge about designing video promotion.

b. For local citizen and tourist

The final report can add information about pempek and add information about how to design video promotion

