

CHAPTER I

INTRODUCTION

1.1 Background

One of the strong tourism attractions that brings tourists come to Indonesia is culinary. Indonesia has original taste of culinary that different from other countries, it makes some of the tourists spend their money for culinary especially for the traditional food. Currently tourist's trend both foreign and domestic is coming to some cities and places in Indonesia to directly try and eat the traditional food because of its uniqueness of that place and region. And food culinary festivals that have been held in Indonesia also be the attractive events for people who like the traditional food of Indonesia.

Palembang is one of the cities that has culinary as their culture which can be developed and packaged for the public. Palembang well known traditional food is *Pempek*. *Pempek* is not the only one popular traditional food in Palembang. Beside *Pempek*, Palembang has another popular dish such as *Mie Celor*. Unfortunately, the informations about tradition of *Mie Celor* as Palembang traditional food are still less known by the public. Although *Mie Celor* is also a popular dish from Palembang, but people still do not know the history behind *Mie Celor*.

The food cultures in Palembang need to be developed for increasing the tourism development. There are many kinds of traditional food in Palembang, but most of people only know *Pempek* as its traditional food. Due to the lack of specific information about Palembang traditional food, so that is why the famous one is only *Pempek*. To develop the information about traditional food is need media promotion. Media promotion is one of the medium that can promote this kind of issues. Media is the effective and efficient way to give information about the traditional food.

Furthermore, many kinds of promotion media that can be used for promoting the traditional food in Palembang. There are booklet and guide book that can give the detail information about Palembang food culinary, it can be

found in destination of its food place or in bookstore. Not only printed media, currently people design food blogger in social media also do Vlogging to share the information about the food. In the vlog the people seemed to be invited to interact directly as if being in situations in the video. There is also Instagram and Facebook, where people post the pictures and videos of the food, and write an attracting caption to make the people who see it want to try it. All of this are

Comic also can be the media to promote this traditional food. Based on Tommy as the owner of Jokersyndicate.com, the first online cartoon and comic book agent in Indonesia (*"Komik Sebagai Media Promosi"*, 2011), *banyak perusahaan yang menggunakan komik atau kartun sebagai sarana promosi, media massa seringkali menambahkan kartun dan komik pada salah satu halamannya untuk sekedar penyegaran*. Some industries use comic as media to promote their product, it means that the traditional food industry in Palembang also can use the comic as their promotion media. People, who read the comic that including the traditional food in it, can imagine the story directly with the illustration. Based on these assumptions, comic can make it more interesting and motivating the people to know about the traditional food in Palembang.

Including the story about food culinary in a comic could be the new effective ways to give the information to people. For example, webtoon as digital comic website is a common popular comic website among netizen in Indonesia. According to article of detik.com (2016) in the title of *"Pembaca LINE Webtoon Indonesia Terbesar di Dunia"* JunKoo as the Line Webtoon said that *"Indonesia menjadi pasar tertinggi dengan 6 juta pengguna aktif yang sudah mengunduh Line Webtoon per-bulan."* It means that many netizens read the comic with various content on it, and comic as media is considered quite powerful in capturing the target readers quickly and with sufficient time. Comic provides opportunities for verbal and visual expression, people will see the food in story in comic both complete in text and images as visual amplifier, as if to invite the reader to imagine about the food.

So comic can be the effective ways to put the story with local food of Palembang as a theme of the story, because people can get to know about it easily

and the story indirectly give the information about the traditional food. It can be read by people as their new interest and knowledge of getting to know about traditional food in Palembang. So the writer is interested in making the final report project with the title “Designing Comic Palembang Culinary “*Me And Celor*” to Promote *Mie Celor* as Palembang Traditional Food”.

1.2 Problem Formulation

Based on the explanation from the background above, the problem formulation of this final report is “How to design a comic about Palembang culinary to promote traditional food in Palembang?”

1.3 Problem Limitation

Based on problem formulation above, the research limitation is needed for the writer to focus on writing the story about Palembang Culinary digital comic about Palembang local food as the theme of the story to promote some traditional foods in Palembang. The writer only focus to *Mie Celor* as traditional food in Palembang that the writer want to compose in the comic.

1.4 Research Purpose

The purpose of this final report is to know how to write a comic about Palembang local food that can promote traditional food in Palembang.

1.5 Research Benefit

The benefits of this report are:

a. For the writer:

- The writer can understand how to design a story in comic about Palembang local food as a media to promote the traditional food in Palembang.
- The writer can increase the knowledge about designing culinary comic.

b. For the readers:

- To give new information about Palembang Culinary
- To add the knowledge about what are technical steps to design a digital comic that including Palembang local food