

CHAPTER I

INTRODUCTION

1.1 Background

The development of time have made a big impact on the world of tourism. It can be seen from everyone has their own business and activities, resulting in a sense of tension and boredom. When people have free time or leisure, they will use it well and be useful in accordance with what they want. To restore clarity of mind, get new inspiration, fun and freshness, that is people goal when they feel bored, tired, and tense after doing the activities they do. One of the activities they can do to fill out and get what they want is with traveling.

As it is known that Indonesia has so many tourist attractions started from beautiful nature, strong culture, religious diversity and also a very diverse culinary taste in every region in this country. From one city to another city offers a tourist attraction that has its own uniqueness. Actually, many tourists from abroad come to Indonesia usually to learn culture, to know history and not to forget to taste food from a region.

One of the tourism that is highly developed is a tourism culinary. Culinary connoisseurs are sometimes willing to spend money to go to a region just to taste the typical food in tourist destinations. Tourists travel all over the world to seek different types of cuisine and create memorable experiences through them (Long (2004 ; Hall & Sharples 2003, Bessiere 1998). Besides, Vice President for F & B Operations Asia Pacific Hilton Worldwide, Markus Schueller in Press conference in Kompas.com on February, 2nd 2014 once said that culinary typical of a country or city can clearly determine where the tourists choose to vacation. So that tourists nowadays not only do traveling for visit tourism destination but they also want to taste some typical food in a region that they are visit.

One of cities in Indonesia that has many tourism culinaries is Palembang. Palembang culinaries are so many such as pempek, model, laksan, burgo, ragit and many others. Starr et al. (2003) suggests that local foods may have several

advantages. Besides the taste of the foods are different. Palembang culinaries are also sought by tourists. Even one of the typical foods of Palembang, Pempek managed to become the third champion of the most popular traditional dishes in Anugerah Pesona Indonesia Award in 2016.

The government of Palembang so far has made efforts in promoting tourism in Palembang especially in the culinary sector such as culinary festivals, fairs, exhibitions and other culinary events. But it is only temporary. People have no memory of it. They just enjoy the show for a while and not long term. Not only that, according to I Gede Pitana as Deputy Development of International Tourism Marketing of Tourism Ministry of the Republic of Indonesia in ForNews.Co February, 11th 2017, "South Sumatra has a lot of potential in tourism but its promotion is lacking . South Sumatra has a lot of things that not sell so the outsiders do not know. "

Nowadays, people often use many ways to promote for example through audio visual such as video and film. Based on Asra (2007,p.5) audio visual media is a media that can be viewed at once can be heard, such as sound movies, video, television, and sound slides. Actually, there are some informations that people get from audio visual. From audio visual also can introduce a city as media promotion. A city can be known to many people by promoting from audio visual.

Today people can use film as media in order to promote their cities. Since film has its own magnetic power for its audience. Lots of places where shooting a film can become a new destination. From watching one film, it can also make people interested in tasting food same like in the film. According to Viva.Co.id Monday, December 7th 2016, some of the famous films are made on locations of new tourist attraction.

For example Laskar Pelangi Film one of the best films in Indonesia that took in Belitung Island to be its shooting place. In addition to be inspiring, this film also explores that island now become favorite destinations for domestics and international tourists. The other example is Let's Eat film from South Korea that

got succes to make viewers interested in visiting South Korea to taste the food eaten by the actors and actresses in the film.

In Palembang, there are few people promoting culinaries through the film as promotion media. Whereas culinary in Palembang is very potential to be known by tourists. Through film media, viewers can see repeatedly for a long period of time. So when they come to Palembang they will remember the foods that in the film and start to try them. Based on the description above, the writer is interested in writing the paper with a title “ **Designing a short film *Food Hunters* as one of media to promote Palembang Culinary Tourism**”

1.2 Problem Formulation

“ How to design a short film *Food Hunters* as one of media to promote Palembang Culinary Tourism ?”

1.3 Problem Limitation

In this final report, the writer will design a short film. The writer will write script in two language, in English and also in Bahasa Indonesia.

1.4 Purpose

The purpose of this study was intended to find out the steps in design a short film *Food Hunters* as one of media to promote Palembang Culinary Tourism. The English version aims to inform international viewers while the Bahasa Indonesia version is for local people.

1.5 Benefits

The benefit of this final report are :

1. For writer
 - a. To promote Palembang tourism especially culinary tourism in Palembang through film
 - b. To increase writing skill by writing script of short film

2. For reader

Through this final report, the writer hope the readers can get a knowledge and information about the content of film and this film will entertain and give inspirations for every people who watch the film.