

CHAPTER I

INTRODUCTION

1.1 Background

Travelling is an activity that can not be separated with the society because it has become one of the lifestyles for citizen. This is reinforced by a number of customers both foreign and domestic that come to Palembang for holiday. As it is reported by nasional.republika.co.id, Head of Central Bureau of Statistics (BPS) South Sumatra, Rusdiansyah (2018), a number of foreign tourists visit South Sumatra through the entrance of Sultan Mahmud Badaruddin II Palembang Airport in January 2018 as many as 805 people which is increased from the previous year in November 2017 is 703 people. Generally, people do travelling with several reasons. First, It is because they want to see all beautiful sceneries of different countries and want to take pictures. Second, they want to see their families and friends who live far away. Invitations from families and friends are seldom, so that people will decide to travel just to see them. Furthermore other reasons are they want to visit some tourism destinations of the country that are related to the heritage, culture, history and also want to enjoy the food of the country.

According to Fikri (2017) as a journalist in lifestyle.okezone.com, the traveling and culinary are the two elements that can not be separated because food is one of significant components of overall tourist spend. Usually, tourist will explore and enjoy the food in the afternoon because in the morning, the tourists usually getting breakfast and enjoying the food that are available in the hotel. Usually, people will search the information before they want to explore and enjoying some food of the country especially for the night culinary market. They want to know the interesting things that can make the food have to taste or maybe the places that can be as one of tourism destination which sell of the food that it have to visit. In this era so many media that can help people to find the information such as instagram, facebook, twitter, etc. But sometimes the

information is not enough, they just share in general information and doesn't detail like how the atmosphere of the places, kinds of food, the activities that we can see, etc.

Palembang is a city that has night culinary tourism places. One of them is night culinary market in Lorong Basah 16 Ilir. This market sells so many kinds of local and national food and drinks such as Pempek, Model, Lenggang, Bolu Kojo (Kojo cake), Bakso (meatball), Sate, Bebek Kalasan, Roti Bingen, varieties of coffee, juice and tea, etc. This market has potency as one of night tourism destination for tourists who want to enjoy and taste some kinds of Palembang local food in the night which is supported with atmosphere in the night and also decorations of lamps that exist as one of the attractions of the place. But unfortunately, this place still less of visitors. Even many people are still do not know about this place. It is happened because the people of Palembang are still conscious less to participate in promoting the existing tourism destinations.

There are many ways to promote the places that sell the local food and can be as one of tourism destinations especially night culinary market to attract the tourists through media. The media used to promote tourist attractions such as promotion through printing media (newspaper, booklet, brochure, leaflet, and magazines), promotion via electronic media (television and radio), and promotion through social media/ internet (website, blogs, twitter, facebookk. Instagram, path, line, etc). Culinary tourism magazine is the way that the writer choose to promote night culinary market in Palembang city. Because the people or tourist still difficult to find some magazines that specific to promote night culinary market in Palembang. Based on Supriadi (2013), magazine can be as one of the alternative ways as a promotion media. Magazine is a printed or digitally published of texts (essays, articles, stories, poems etc.). The content and the topic of magazine is emphasize of something interesting, unique and unusual. Also, the photography is one of the important element in magazine.

Currently, the media for culinary promotion in Palembang usually through exhibitions, and culinary festivals such as culinary festivals Jajanan Uong Kito in PIM Mega Expo, Ampera Food in Palembang Icon and others that the promotion

does not last long and only held about 3-4 days. In magazine, tourists can see and get the informations about culinary market in Palembang whenever they want by reading the magazine. Because one of the advantages of magazine is long life span (Puspita, 2014). It means magazine is the media that have the longest life span than other media and it owned by audiences are generally stored for many years as a reference. The writer expect that this magazine can be published once on a minimum scale of 3 months or 4 months which contains about the topics in every night culinary market in Palembang city because currently there is no magazine that focus to promote tourism culinary in Palembang. So, the writer will explain about the food, the atmosphere, the opinions from other people about that place, and something interesting from that places and also support with photography in this magazine.

Based on the explanation above, the writer is interested in developing a final project about designing night culinary market in Palembang especially at lorong basah 16 ilir to promote one of tourism destination that also as night culinary market in Palembang city in English. The writer chooses “*DESIGNING MAJO DALU NIGHT CULINARY TOURISM MAGAZINE LORONG BASAH 16 ILIR PALEMBANG*” as the title of final report. By magazine, especially for visitor and tourist who come to Palembang will be easy to know the places that they have to visited. Also, this will be useful and helpful for tourism majors in the promotion and recognition as well as tourism destination in the city of Palembang.

1.2 Problem Formulation

Based on the background above, the final report is focused on designing “Majo Dalu” night culinary tourism market magazine at Lorong Basah 16 Ilir.

1.3 Problem Limitation

In this study, the writer only focuses on designing night culinary tourism market magazine at Lorong Basah 16 Ilir Palembang. The writer choose night culinary tourism market magazine because of less information about night culinary market in Palembang especially for tourists. The product of this reseacrh is only the mototype of the night culinary tourism magazine, and is not published.

1.4 Research Purposes

The research purposes of this final is design “Majo Dalu” night culinary tourism market at Lorong Basah 16 Ilir.

1.5 Benefits

The benefit of this report are:

1. For writer
 - a. To give information about night culinary tourism market in Palembang
 - b. To promote night culinary tourism market in Palembang by using magazine
 - c. To increase vocabulary, writing skill and also photography by writing article on magazine
2. For reader in general
 - a. To add knowledge and information about night culinary tourism market in Palembang.
 - b. To raise the motivation to visit night culinary tourism market at Lorong Basah 16 Ilir.
3. For tourists
 1. To be guidance for night culinary tourism market in Palembang
 2. To know the information of night culinary tourism market in Palembang