

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is an activity of traveling from one place to another in order to get satisfaction and pleasure. people usually go to a new place to enjoy natural scenery, historical heritage, cultural art performances and culinary that they have never seen and tried before. Tourism is a temporary trip from one place to another place, not intend to find a job but to enjoy the trip for the satisfaction of varied needs (Yoeti, 1996, p. 118).

Culinary is one of the attractions for people to visit to new city. Tourists will taste various kinds of unique and delicious local foods that are different from their own foods. Stowe & Johnston (2010) states that culinary tourism is currently one of types of tourism that has very much impact on the development of an area. The positive value obtained from this tour is to develop the potential of native regional food that are beginning to be displaced by foreign products.

Indonesia consists of various islands and has several provinces. There are various kinds of traditional foods with its own characteristics in each region. Palembang is one of cities that is famous with the traditional food that is Pempek. Pempek is the food commonly enjoyed when tourists come to Palembang city. Besides pempek, Palembang also has many other traditional foods such as Tekwan, Ragit, Lakso, Celimpungan, Laksan, Burgo and so on.

Sometimes people of Palembang city sell and enjoy a variety of traditional foods in the morning. They make the foods as breakfast menus. But tourists do not know there are various kinds of traditional foods in the Palembang city besides Pempek sold in the morning. Tourists usually will stay and eat at the hotel and enjoy the foods that are available at the hotel. They will explore and enjoy the traditional foods at afternoon. This happens because of the lack of information and promotion media.

Promotion is very important to introduce the product to the public. That are two kinds of media that can be used to promote morning culinaries from

traditional foods in Palembang such as print and non-print media. The examples of non-print media are television, radio, social media or internet, and website. The print media are magazine, newspaper, brochure, and poster.

In this modern era most people prefer non-print media to print media. Everyone can get the latest information and news from domestic or abroad with non-print media. Non-print media can also be accessed quickly and it makes people in this era more up to date.

Through the internet video is the best way to inform people about morning culinary from traditional foods in Palembang. According to Riana (2007, p. 8) video can clarify and make it easier to deliver messages, overcoming the limitations of time, space, and instructor.

Based on the statements above, the writer got the idea to make a final report project with the title **“Designing a Script and Video for Traditional Foods of Morning Culinary in Palembang”**. By using script the writer will apply it into a video, it will make tourist can find and access the information easily about kinds of morning culinary from traditional food in Palembang.

1.2 Problem Formulation

Based on the statement above, the focus is formulated as follow ”how to design a script and video for traditional foods of morning culinary in Palembang ?”

1.3 Problem Limitation

By seeing the problem above, the writer only focuses on grammatical and content organization of script.

1.4 Research Purpose

Based on the problem formulation above, the research purpose of the final report is to design a script and video for traditional foods of morning culinary in Palembang.

1.5 The benefit

- a. For the writer

1. To increase knowledge of morning culinary from traditional food in Palembang
 2. To add the experiences in making and designing a script of morning culinary especially from traditional food
- b. For the readers
1. To give information about morning culinary from traditional food in Palembang.