

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is a sector that is growing rapidly at this time in Indonesia. According to Guild (2018), Indonesia was visited by more than 14 million foreign tourists in 2017, an increase of more than two million tourists from the previous year. The drastic increase in the number of tourists and the entry of foreign currencies still seem to continue.

It cannot be denied that tourism is the most developed and in demand business sector. Based on Isawara (2018), tourism sector is still the largest foreign exchange contributor in Indonesia, even the highest. To increase tourist visits, we need to improve the development of several aspects such as accommodation, attractions and food.

The tourism activities other than seeing the existing of tourism destinations, the tourists definitely look for typical food of region they visit. Usually they look for different traditional food from the area they have visited before.

The food sector can attract the attention of tourists, not only because of the taste but also of the appearance. Hutchings (1997) states that the first impression of a food is usually visual, and a major part of our willingness to accept food depends on its appearance. Appearance of food can increase and decrease a person's appetite.

Every region in Indonesia has its own traditional food that has different taste and appearance, for example Jakarta has *Kerak Telor* and Makasar has *Coto Makasar*. South Sumatra itself has a variety of traditional foods, one of the traditional food that is famous in South Sumatra is Pindang.

Pindang is a typical South Sumatra dish in the form of soup that has the characteristics of an acidic, spicy and fresh soup. Pindang is made with the basic ingredients of onion, garlic, ginger, galangal and chili. Pindang has various types such as Pindang Meranjat, Pindang Pegagan and also Pindang Musi Rawas.

In order to make tourists know about the types of Pindang, it needs promotion. Promotion is one of the ways to make the public know about a product. According to Wolah (2016), promotion is an activity to inform the product or service that is wanted to be offered to prospective consumers / tourists that are used as the target market and can be done through two types of media. They are **printing media** (newspapers, magazines, posters, brochures, and banners) and **electronic media** (television, radio, mobile phones, social media, blog, and website).

These days, the promotion media mostly use internet. One of internet media is website. Richardo (2018) states that a website is a page that presents information in the form of writing, images, sounds, or videos placed on a server / hosting where internet access is needed.

Based on the explanation above, the writer is interested in designing a website to promote Pindang as a traditional food of South Sumatera.

1.2 Problem Formulation

Based on the background above, the problem of this final report is how to design a website to promote Pindang as a traditional food of South Sumatra.

1.3 Problem Limitation

Based on the problem formulation above, the final report is a limited number of Pindang, which are Pindang Pegagan, Pindang Meranjat and Pindang Musi Rawas.

1.4 Purpose

The purpose of this final report is to know how to design a website to promote Pindang as a traditional food of South Sumatra.

1.5 Benefits

To give information to English Department students about how to design a website to promote Pindang as a traditional food of South Sumatra.

