**CHAPTER I**

**INTRODUCTION**

**1.1 Background**

Tourism in Indonesia continues growing. The growth can be seen from the number of tourists coming to Indonesia from year to year. Ministry of Tourism (2018) stated that the number of foreign tourists in March increased from 1.100.677 to 1. 201.059. The natural, cultural, historical, and culinary tourism that appear in this country can be the reason for tourist to come.

Culinary tourism is one of the growing tourism sectors. One of reasons for tourist coming is to taste foods that are different from their own foods. In addition to the uniqueness of taste, tourists also enjoy the uniqueness of the presentation of the food. Therefore, food is also a medium for tourists to explore new cultures.

Culinary tourism in Palembang is currently very popular. It can be seen from many restaurants and snacks market in Palembang such as Riverside restaurant, Sri Melayu, as well as culinary tourism centers in Lorong Basah and 26 Ilir market. Those restaurants serve many kinds of food from modern foods such as Japanese food, Chinese food, American food, European food, to traditional food from Palembang.

Palembang has many kinds of traditional food. The most famous Palembang traditional food is Pempek. Besides Pempek, Palembang also has many other traditional foods. Unfortunately, the popularity of some Palembang traditional foods have decreased recently. The rise of modern foods in Palembang cause the less popularity of Palembang traditional foods.

Traditional food is an important asset for a city. This is because a traditional food is the food that tourists will look for when they visit a city. It is also a hallmark of a city. Therefore, the preservation of Palembang traditional foods need to be conducted by designing video as a culinary tourism program.

A video is one of popular media for promotion. Nowadays, people prefer to get information quickly rather than having to read articles that take a long time. This is proved by the increase of youtube viewers from year to year.

Therefore, the writer is interested to discuss Palembang traditional food video as culinary tourism program with the title “ Designing Palembang Traditional Food Video: A Culinary Tourism Program” in order to promote and inform the public about Palembang traditional food.

* 1. **Problem Formulation**

How to design Palembang traditional food video: a culinary tourism program?

* 1. **Problem Limitation**

To clarify the scope of discussion, the the writer focus only on the designing Palembang traditional food video: a culinary tourism.

* 1. **Resarch Purpose**

Based on the formulation of the problems that have been mentioned above, the purpose of the writing in this final repot is to design Palembang traditional food: a culinary tourism.

* 1. **Research Benefits**

Benefits in this report are expected to be useful for various parties, among other, for writer, readers and goverment:

1. For writer

The final report can improve the writer’s information about Palembang traditional food.

1. For readers

The final report can be used to add the information about Palembang traditional food.

1. For Goverment

The final report can be used as a suggestion for the Palembang goverment to preserve traditional food.