

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Tourism in Indonesia is one of the sectors that has great potential to support the economy of the country. There are various tourism locations with the diverse cultural that can be found all around the Indonesia region that can attract tourists attention, both local and foreign tourists. It can be strengthening to the development of Tourism in Indonesia, (Spillane, 1994).

Tourism is a growing sector at this time, especially in Indonesia which makes tourism as the main sector in its development. The tourism sector has contributed to the country's foreign exchange even beating oil and gas. From the side of the target achievement, the number of foreign tourist visiting to Indonesia cumulatively in January - August 2017 reached 9.25 million visits or equal to 25.68% compared with the number of foreign tourists visiting in the same period last year. Similarly, the movement of local tourist which increased by 15.1% compared to last year. In October 2017, tourism sector contributed foreign exchange of USD 13,8 billion. It makes tourism as the second largest contributor of foreign exchange after crude palm oil (CPO) USD 17,3 billion and under oil and gas amounting USD 12,3 billion. It is evidence that tourism in Indonesia is growing rapidly (Tribunnews.com, 2018)

There are some reasons why tourists want to visit Indonesia. Beside of the natural beauty, Indonesia is also a famous archipelago country for its variety culinary or cuisine in each region. Indonesia has great potential in culinary tourism because it has ethnic and cultural wealth which has its own distinctive culinary. The development of culinary tourism is also an opportunity for Indonesian people to develop typical culinary of Indonesia to be known to the people all around the world and increase the attractiveness of foreign tourists.

The considerable culinary attraction will encourage foreign tourists for coming to Indonesia, not only increase the state and regional income, but also increase the economic and social empowerment of local societies. The diversity of Indonesia is the main attraction for the other nations to visit, learn and feel the taste of culinary from each region. This is not only become a pride for Indonesia, but it is also a challenge for all of Indonesian people to always preserve the culinary. So it will not lost by the current development of the new culinary or be approved by other nations. Indonesia has a variety of culinary flavors and characteristic for each regions. One of the regions that has the character of culinary in Indonesia is Palembang City. Palembang city is one of the regions in Indonesia that is known for having a distinctive flavor, tasty, and very well known with other cities. You can find the taste sensation of savory, spicy, fresh to sweet from the typical culinary of Palembang.

There are various of original typical culinary in Palembang City. Pempek is one of the popular food in Palembang as an appetizer. Pempek has been in Palembang since the entry of Chinese immigrants to Palembang, which is around the 16th century, when Sultan Mahmud Badaruddin II reigned in the sultanate of Palembang-Darussalam. The name of *pempek* or *empek-empek* comes from "apek", which is the name for old men of Chinese descent. For maincourse, the typical dish is *Pindang*. *Pindang* is a typical dish of Palembang city in the form of soup that has the character of sour, spicy and refreshing resembles Tom Yum from Thailand. *Pindang* is divided into 5 types based on the origin of the region, namely *Pindang Pegagan*, *Pindang Meranjat*, *Pindang Musi Rawas*, *Pindang Palembang* and *Pindang Sekayu*. *Srikaya*, as one of the desserts, is made from srikaya fruit, then for this current development, *srikaya* can be processed with the other ingredients such as sugar, coconut milk, and eggs so it resembles real srikaya fruit. Therefore this food is sweet and fat because of the sweet and high nutritious from *srikaya* fruit. Then the green color of this glutinous rice is chosen because the green symbolizes natural prosperity. In accordance with its name "Sri-Kaya" means a rice goddess that brings prosperity.

Palembang is also has a lot of traditional cake with the delicious taste. There are *8 jam*, *lapis kojo*, *enggak ketan*, *maksuba*, *bolu suri*, *lapis legit* and some others. It is usually served at the Lebaran's day, gathering with big family or welcoming guests at home. Most of Palembang traditional cakes are processed using hard-to-reach ingredients or long process. One of the outlet that sells traditional cakes is Palembang Harum. Palembang Harum is a well-known cake outlet that sells some kinds of Palembang original culinary include traditional cakes such as *Bluder*, *Kojo*, *Manan Sahmin*, *Enggak Ketan*, *Enggak Medok*, *Enggak Kecut*, *Maksuba*, *Kue Delapan Jam* etc.

As time goes by, many modern cakes enter the market to shift the Palembang traditional cake position. It causes a lack of public interest to consume the traditional cake. Modern cakes have a variety of types and good looking, easy to find, cheaper, easy to make, so it makes Palembang traditional cake switched and eliminated. Beside it, the cake from the Indonesian public figures are also being the reason why Palembang traditional cakes rarely in demand. In this case, the writer will take one of the Palembang Original Culinary, it is Palembang traditional cake.

From the data above, the writer decided to choose "The Efforts of Palembang Harum for Surviving Palembang Original Culinary" as the title in this final report because the existence of the Palembang Original Culinary especially the traditional cakes have decreased and increasingly switched because of less competitiveness with others and Palembang Harum is one of the well-known outlet who sells original culinary in Palembang city.

## **1.2 Problem**

The problem of this final report is "What promotion strategies applied by Palembang Harum to promote Palembang traditional cakes?".

## **1.3 Limitation of Problem**

This problem is focused on the Palembang original traditional cakes.

#### **1.4 Purpose**

The purpose of this final report are to find out the promotion strategies applied by Palembang Harum to promote Palembang traditionalc cakes.

#### **1.5 Benefit**

The final report is expected to give some beneficial contributions, they are as follows:

##### **1.5.1 Writer**

- a. Getting knowledge and information about how to promote Palembang traditional cakes.
- b. Keeping and promoting Palembang traditional cakes.
- c. Knowing the promotion strategy how to promote Palembang traditional cakes.

##### **1.5.2 Reader**

- a. Getting knowledge and information about how to promote Palembang traditional cakes.
- b. Keeping and promoting Palembang traditional cakes.
- c. Knowing the promotion strategy how to promote Palembang traditional cakes for people who want develop business in tourism culinary.