

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Both foreign and domestic tourists come to one tourist destination for many purposes. Some of them come to one tourist destination for business or medical matters. Meanwhile, others come to one tourist destination for relaxing by seeing beautiful scenery and tasting local culinary.

Palembang as one of the old cities in Indonesia has many kinds of traditional food. Some of them are well-known by many people like Pempek and Kemplang. Unfortunately, many other traditional foods from Palembang are not popular. There are many reasons why some traditional foods from Palembang are not popular. One of them is because of a very complicated process of making it. Another reason is expensive ingredients to produce and the other it is not chosen as a favorite food. Therefore, the people of Palembang only served those foods on special days like Idul Fitri and Idul Adha.

Moreover, Bolu Suri is one of the traditional cakes from Palembang. A long times ago, Bolu Suri existed since the kingdom of Sriwijaya. At the time, Bolu Suri used for proposing event between of Sultanate or the event of *ngunduh mantu*. After the kingdom of Sriwijaya disappeared, Bolu Suri still exist in Palembang but only served on special days like Idul Fitri and Idul Adha. Unfortunately, Bolu Suri is getting left and unpopular days by days because the process of making it is complicated and people had other choices. Then, In this global era, people tend to enjoy modern foods instead of traditional ones.

Therefore, the researcher had to restore the popularity of Bolu Suri at least among the people of Palembang. It is known that usually Bolu Suri is made with pandan or original essences. It make the people of Palembang feel bored and start to ignore the existence of Bolu Suri as one of precious foods from Palembang. In order to overcome the boredom of the people of Palembang in enjoy the cake, the researcher tries to do diversification towards Bolu Suri by producing new variants.

According to Suhardjo and Martianto (1992) in Ismiashi, Hartono, Darwanto, and Mulyo (2013, p.72-78), the diversification dimension of food consumption is not limited to staple food, but also complementary foods. The researcher tries to do the innovations by adding the Banana smoothie and Corn smoothie as the new variants of Bolu Suri. Banana and Corn are chosen because those local foods are easy to find and relatively not expensive and had nutrient which are need by human body. The title of this research is “The Innovation of New Variants of Bolu Suri through the Use of Banana and Corn”.

### **1.2 Problem Limitation**

The researcher tries to make New Variants of Bolu Suri especially through the use of Banana and Corn.

### **1.3 Problem Formulation**

Based on the background above, the problems discuss in this report is how to make new variants of Bolu Suri through the use of Banana and Corn?

### **1.4 Research Purpose**

The purpose of this research is to make new variants of Bolu Suri through the use of Banana and Corn.

### **1.5 Research Benefit**

The benefits of this research are:

- a. For researcher:
  - Increasing the knowledge in terms of Bolu Suri variation.
  - Increasing the knowledge in terms of producing new variants of Bolu Suri through the use of Banana and Corn.
  - Increasing the knowledge in terms of the nutrient in Banana and Corn.
- b. For readers:
  - Increasing the knowledge in terms of Bolu Suri variation.
  - Increasing the knowledge in terms of how to produce new variant of Bolu Suri through the use of Banana and Corn.
  - Increasing the knowledge in terms of the nutrient in Banana and Corn.

- Increasing the knowledge in terms of culinary reference.
- c. For English Department
- Increasing the number of innovation conducted by the student in terms of new variants of Bolu Suri through the use of Banana and Corn.