

CHAPTER I

INTRODUCTION

In this chapter, the writer discussed about the background of research, problem formulation and its limitation, purpose and benefits in conducting this research.

1.1 Background

Indonesia is known as a unique country because it has many islands, approximately 13,466 islands (Simatupang & Khomsin, 2014) which constitute 34 provinces (Salamadian, 2018) and 98 cities (Kementrian Dalam Negeri Republik Indonesia , 2016). As a part of its uniqueness, each province and city has its own culture that is different from one another. The diversity of these cultures creates a huge cultural variation in Indonesia, i.e.: language, culinary, and dance. This diversity also becomes the biggest attraction for tourism development in Indonesia.

For example, in South Sumatera province, there are 5 cities and 12 regencies. The cities are Palembang, Pagar Alam, Ogan Ilir, Prabumulih, Lubuk Linggau. The regencies are Ogan Komering Ulu, Ogan Komering Ilir, Ogan Komering Ulu Timur, Ogan Komering Ulu Selatan, Muara Enim, Musi Rawas, Lahat, Musi Banyuasin, Banyuasin, Empat Lawang, Panukal Abab Lematang Ilir (PALI) (Badan Pengawasan Keuangan dan Pembangunan, 2019). Each city and regency has different culture, language and also traditional food. South Sumatera province, with Palembang as its capital city, is also famous for its tourism heritage and sport facilities. The tourism activities in this city is supported by the good facilities and also the unique and delicious culinary it offers. For instance, in Palembang there are also some unique and delicious culinary like Pempek, Tekwan and etc.

Regarding Palembang traditional food, people know that the most famous traditional food from Palembang is pempek. However, not many people know that there are still many kinds of traditional food in Palembang such as dadarjiwo,

duduanam, kumentu. In fact, traditional food or traditional culinary as a part of specific place culture is a media to promote the culture itself.

The promotion of certain traditional food obviously would promote the culture as well which in turn will increase the tourism business in that place.

Nowadays, not many Palembang people, especially the young ones understand and familiar with some traditional food as they prefer to foreign food, and this statement is in line with the statement from Santoso, Janeta, & Kristiani (2019) which stated that most of teenagers in this era loves to hangout in a restaurant which sell an international food just like Pizza, Sushi and etc. The feeling of modernization and curiosity leads them to try new food and eventually starting to leave and forget the traditional food. Hence, the promotion will leverage the preservation the culture itself because the culture needs to be preserved and promoted in order to keep its existence. As a consequence, the next generation of Palembang will be not unfamiliar with their own treasure (culture, language and culinary). So, it is important to preserve the existence of this heritage, since it is the identity of Palembang.

There are a lot of media to preserve and promote those wealth (culture, language and culinary) especially in culinary, such as booklet, video, leaflet, booklet and etc. The reason why the writers choose to issue a booklet is because it is the best way to preserve and promote the traditional food of Palembang, the booklet can be read by all ages because they do not need a special skill to operate some technological equipment if they want to get the information. A booklet is regarded as the most powerful promotion media because it survives the test of times and always apprehended (Umutesi, 2012). Promoting traditional culinary as a part of culture via a booklet will help to keep the existence of the information about the food, because the booklet can survive for a long time and still can be a trusted reference about the food (Umutesi, 2012).

For these reasons, this research focused on the steps in designing a booklet as a preservation and promotion media of Unpopular Palembang traditional

culinary. This booklet was written in two languages versions: English and also Bahasa Indonesia. The reason for these two languages to be occupied is that the booklet is expected to be read by both by local and international readers.

1.2 Problem Formulation

Based on the background, the problem of this final report is what are the steps in designing Unpopular Palembang Culinary booklet as a media of culture preservation and promotion?

1.3 Problem Limitation

This booklet was printed in two languages (bilingual): English and *Bahasa Indonesia*. The choice of the languages in English was expected to help the foreigners to understand and get the information because English is an International language. The *Bahasa Indonesia* was expected to be understood by local people. It might helped people who do not understand English.

1.4 Research Question

This research was expected to answer the question: what are the steps of designing Unpopular Palembang culinary booklet?

1.5 Research Purpose

The purpose of this final report was to find put the steps in designing Unpopular Palembang Culinary booklet to preserve and promote Palembang cultural heritage.

1.6 Benefit

The benefits of this final report are intended:

For the Readers

This final report could give more knowledge and information about the philosophy and recipe of Palembang Culinary for the local people and for foreign tourists in Palembang. Since the booklet was written in English and *Bahasa Indonesia*, it was expected to help overseas and domestics' tourist, and even local people to understand and comprehend the contents of the booklet that introduces about Unpopular Palembang Culinary as the way to preserve and promote Palembang cultural heritage. The use of *Bahasa Indonesia* explanation was expected to help local communities to understand and learn more about the philosophy and recipe of Palembang Culinary.

For the Government

This final report could help the government to introduce Palembang Culinary for domestic and international tourists who come to Palembang. In addition, it helped to developed the tourism sector in Palembang by preserving and promoting the richness of Palembang cultural heritage.

For the Writer

The writer will had information about the steps in designing Palembang culinary booklet to preserve and promote Palembang cultural heritage, and improve and practice the writing skills from the process of the designing the booklet. The writer also got more knowledge and information about Palembang cultural heritage regarding Palembang culinary.