

CHAPTER I

INTRODUCTION

In this chapter, the writer would like to describe about the background, the problem formulation, problem limitation, the purpose, and the benefits of this report.

1.1 Background

Indonesia is a country blessed with a variety of unique cultures. One of Indonesia's unique cultures is the diversity of traditional snacks. In Indonesia there are many types of typical food of the archipelago. People often call it a typical culinary food or traditional snacks, because Indonesia consists of several islands and several provinces. Every each province has its own regional specialization which makes culinary as one of the regional identities.

Traditional snacks itself has been known by the Indonesian people from a long time ago and have continued from generation to generation until now as one of Indonesia's culinary culture. According to Sora (2015) traditional snacks are not only affordable in prices but also varied in taste and variants. Since the past, this traditional snack has distinctive Indonesian flavor and is a traditional food which has abundant variety in all corners of the archipelago and has messages and symbols.

Traditional snacks are basically traditional Indonesian cakes. According to Tussyadi (2017) it is called traditional snacks because these cakes are initially sold in traditional markets. Palembang city, as one of the cities in Indonesia, also has a variety of traditional snacks, ranging from steamed, fried, and baked, such as KueGandus, KueLumpang, KueKojo, KueKumbu, DadarJiwo, KueEngkak, Srikayo and others. These traditional snacks in Palembang city one usually sold in markets, especially in traditional markets.

However, at this time there are many people who do not know and recognize of Palembang traditional snacks in their regions including the people of Palembang City themselves because of the foreign culture influences entered Indonesia which has been led to the emergence of instant food and makes these traditional snacks are not popular again. If this happens continuously, Palembang will lose its culinary identity. While when viewed from a variety of uniqueness, traditional snacks also contain elements of tradition that can be preserved and used as the cultural assets.

With conditions above, one way that can be done is to raise and promote the traditional snacks to re-introduce traditional values and preserve the declining of traditional snacks by re-inviting the community, especially to young people, to re-recognize the tradition and uniqueness of Palembang traditional snacks that are beginning to be forgotten.

In order to make this traditional snack popular or to be known by people, it needs a medium to introduce and promote as one of tourism culinary. The sophistication of technology now can be used as a promotional media to introduce Palembang traditional snacks. In this modern era, printed media begin to be rarely used. People are now turning to social media technology and spending in streaming videos on YouTube rather than reading newspapers or magazines. The social phenomenon of electronic media in cyberspace allows people to get and understand information easily.

A video can be good way to promote Palembang traditional snacks. Because of according to MacFarland(2014) says that video is a powerfull tool for promotion, it is because video is being watched online moreand more every year including 80% increase in online video consumption over the past six years, 55% of majority of video news viewers among internet users and 2 billion video views per weeks are show on Youtube. Videos can be a powerful medium for promotion and can be used effectively.

Therefore, the writer is interested in using video media to introduce regional identity and offered a forum of information for people in the form of culinary videos, namely traditional snacks in my final report entitled **“Designing Video Script to Promote Palembang Traditional Snacks”**.

1.2 Problem formulation

Based on the background above, the problem of this final report is “How to Design Video Script to Promote Palembang Traditional Snacks?”

1.3 Problem Limitation

Substantively, there are many variants of Palembang traditional snacks that has not been widely known by other people from outside of Palembang, due to the limit constraints and the limit costs, the writer only focus to a few of Palembang traditional snacks.

1.4 Purpose

The research purpose of this report is to know the steps of designing video script to promote Palembang traditional snacks, make Palembang traditional snacks to be more popular and well-known by both domestic and foreigners.

1.5 Research Benefits

The benefits of this report are:

- To add information about how to design video script of Palembang Traditional Snacks
- To get the general information about Palembang Traditional Snacks.
- To get information about the prices of Palembang Traditional Snacks.
- To get information about the location which sold of Palembang Traditional Snacks