

CHAPTER I

INTRODUCTION

1.1 Background

Culinary is the result of a form of refined cuisine. The cuisine in the form of side dishes, snacks and drinks. Culinary is a lifestyle that cannot be separated. Since each person requires much needed food every day. In every country has their own characteristic culinary. From America, Europe, Asia, Africa has their own characteristic in culinary. In Asia has so many characteristic in culinary especially in Indonesia.

Indonesia is famous in culinary, it is proven because Indonesia has many tribes and cultures that have the characteristic of each area including its cuisine. Starting from the western end of Indonesia to the eastern end of Indonesia, have culinary uniqueness with different flavours, ranging up to beverages snacks, side dishes has its uniqueness in each respective area. One of the areas that there are many typical food is South Sumatera. South Sumatera is a province located on the island of Sumatera. South Sumatra also has many traditional cuisine with typical flavors of spicy, sweet and sour. Due to the characteristic of the typical cuisine, South Sumatera culinary has also been widely known outside the community of South Sumatera, then from that now many tourists from outside come to South Sumatera especially Palembang to taste the culinary specialities of South Sumatera culinary or now better known with the term “Wisata Kuliner”. Wisata Kuliner is a visit to a place that is a producer of a food, a food festival, a restaurant, and special locations to try the taste of food and / or to gain experience gained from the specialties of an area which is a Wisata Kuliner, is one of the attractions that can support a city or place, especially in the city of Palembang and Wisata Kuliner also always follows the times.

But many tourists from outside either local or foreigner does not know places to buy culinary-cuisine from South Sumatera in Palembang, the tourist did not know what is the food, where to buy the food and the tourist did not know any information about culinary in Palembang.

Therefore the author chose to make the booklet which can be read and easily carried by tourists and also because booklets can be accepted by all circles both young or old. As for the goal of also made this booklet is to help tourists discover the culinary attractions typical of South Sumatera in Palembang. Sometimes, the tourist did not know what should they eat and they did not know the place that they will go to eat. Therefore the author makes this final report with title “Designing “Culinary Guide in Palembang” booklet about authentic culinary from South Sumatera.”

1.2 Problem Formulation

Based on the background above, the issues that are discussed in this report is How to design “Culinary Guide in Palembang” booklet about authentic culinary from South Sumatera?

1.3 Problem Limitation

The scopes of this report is designing a booklet about authentic culinary in South Sumatera in English and Indonesian. The writer also choose the cuisine around Palembang city.

1.4 Research Purpose

The main purpose of this research is to help tourist to find authentic culinary from South Sumatera in Palembang.

1.5 Research Benefit

This writing will be beneficial for students of English Department, State Polytechnic of Sriwijaya, Tourist, Culinary Tourism, Culinary Stores and for Dinas Pariwisata.

For students of English Department, State Polytechnic of Sriwijaya the benefits is to gain the knowledge about steps how to design a booklet about authentic culinary from Palembang and also gain information regarding to South Sumatera culinary. For tourist is to help the tourist to find information regarding to South Sumatera culinary. For culinary tourism by making this booklet is to keep the existence of South Sumatera culinary. For culinary stores the benefit is to promote their stores to the tourists who come to Palembang to taste South Sumatera culinary. For Dinas Pariwisata is can be their medium to promote South Sumatera culinary tourism.