

CHAPTER I

INTRODUCTION

1.1 Background

Tourism industry in Indonesia is growing rapidly and has a bright prospect to develop into one of the major contributors to the state economy after oil and gas sectors (International Labor Organization, 2011). It shows that tourism sector is very important because tourism sector has contributed in creating and expanding economic activities, increasing income, encouraging the preservation of the environment and culture, and strengthening national unity.

One kind of tourism experiencing rapid development is culinary tourism. Tourists' trend now is coming to attractions area to look for traditional food that becomes uniqueness of a region. They do not hesitate to pay a premium price to enjoy the dish. They eat not only for filling the stomach but also enjoying the atmosphere and servicing as part of culinary session. Many travelers hunt traditional food at their tourism destination in their travelling activities. Culinary tourism is a kind of tourism where most of the activities at the destination are food-related, and becoming reason influencing his travel behavior (Shenoy, 2005).

Indonesia is a country that has many kinds typical food from various corners of the archipelago, almost every region has its own special food. In Indonesia there are a variety of foods from various regions with different tastes. Therefore Palembang has variant kind of food such as *Pempek*, *Cake Maksuba Model*, *Tekwan* etc. One of them is *jando beraes* it is food originating from Palembang, South Sumatra.

Jando Beraes is traditional food with a coarse-grain surface, soft, chewy and soft texture. The Palembangnese often call it Jando Beraes because the top surface is red and green colour Unfortunately this traditional cake has begun to rarely fall into the people who sell it, even many people who never eat and know cakes with the influence of this Chinese culture.

In order to promote *Jando Beraes* food, it needs communication media. According to Cangara (2004:119) there are 4 kinds of communication media such as **interpersonal media**, **group media**, **public media**, and **mass media**. **Interpersonal media** are telephone and letter while **group media** are seminar and

meeting. **Public media** are big meeting and **mass media** are radios, newspapers, magazine, brochure, and booklet.

In this Final report, the writer wants make a booklet to promote jando beraes food booklet is a good medium to promote *jando beraes* food. According to Ewles (1994) cited in Gustianing (2014) says that a booklet has several advantages that are the reader can see the contents during leisure, the information can be shared with family and friends, the booklet is easy to be made, copied and repaired and easily customizable, it reduces the need to take notes, and it can be made simple with a relatively low cost. Based on the explanation above, the writer is really interested to write this final report with the tittle “Designing a booklet as a promotion media of Palembang traditional food (*jando beraes*)

1.2 Problem Formulation

The problem formulation of this final report is “how to Designing a booklet as a promotion media of palembang traditional food (*jando beraes*) .?”

1.3 Problem Limitation

Based on the Problem Formulation, the research limitation is needed to make the research focus on the problem, purpose and the benefit of research, so the writer tends to explain the design a booklet as a promotion media of palembang traditional food (*jando beraes*)

1.4 Research Purpose

The research purpose of this report is to know how to design a booklet as a promotion media of palembang traditional food (*jando beraes*)”.

1.5 Research Benefits

a For writer

giving knowledge and informations about designing booklet Palembang traditional food (*Jando Beraes*).

B. For Government tourism office

1. As a reference to enhance the development of culinary tourism in Palembang,
2. As reference the promotion for food *jando beraes* in Palembang