

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

South Sumatera is one of the regions in Indonesia that is known to have culinary tastes that are distinctive and delicious. South Sumatra holds wealth of delicious culinary that people have to try when visited South Sumatera. People can find a savory, spicy, fresh to sweet taste sensation from South Sumatera unique culinary range. In addition, to have a distinctive taste, South Sumatera culinary also has its own story related to the history, story of South Sumatera region and the development of people lives.

In ancient time, mostly people in South Sumatera were fishermen. South Sumatera has many rivers such as Musi River, Lematang River, Ogan River, Komerling River, Rawas River, Banyuasin River, and so on. Not only has many rivers, South Sumatera also has many swamps that surround it. It makes South Sumatra become one of the regions in Indonesia that has a lot potential of fish.

Fish is one of the most nutritious food ingredients which is good for human bodies and increases the ability of human brain. Fish contains nutrients that are crucial during development for kids, for example omega-3 fatty acid. It is absolutely essential for growth and development. The omega-3 fatty docosahexaenoic acid (DHA) is especially important, because it accumulates in the developing brain and eye for kids. For adults, the content of protein and unsaturated fats in fish can reduce the potential for obesity and coronary heart disease (Leech, 2015). In ancient time, South Sumatera people thought about how to spend their fish that have been caught such as smoked, salted, and ground to become food. Because of these conditions, South Sumatra has many traditional

foods made from fish, such as Pempek, Laksan, Celimpungan, Bekasam, Model, Tekwan, Pindang and so on.

Pindang is one of traditional or typical foods from South Sumatera that made from fish/meat with thin sauce, full of spices, pineapple, chili, basil leaf, and shrimp paste. There are many variants of Pindang from South Sumatera and every region in South Sumatera has its own variant. Pindang Musi Rawas, Pindang Meranjat and Pindang Pegagan are the famous variants of Pindang in South Sumatera. But only few people who know the differences about variants of Pindang and understand how to cook variants of Pindang from South Sumatera, even though they are from and live in South Sumatera. If these situations happen continuously, South Sumatera will be lost its identity of culinary. So it is important to let people know about the culinary from South Sumatera, especially Pindang to prevent South Sumatera lose its culture identity by promoting and preserving variants of Pindang from South Sumatera.

There are many ways to promote and preserve culinary such as creating book, booklet, receipt book, magazine, video blogger, video, and so on. Kinds of media promotion can be categorized into audio, visual, and audio visual. Video is kind of promoting media which is combination of audio and visual. The writer prefers to video because it can be the best promoting media. In video, people can see and get the information that they are looking for at the same time.

A good promoting video can be useless if the creators of promotion cannot find a proper place that can be accessed by many people, the place from the writer's perspective is internet. Internet is the best place to put the video promoting because people all over the world access it in anytime and anywhere. With the internet, all information needed by human can be fulfilled. Video cannot be separated by script. Script is an important part of making videos. The idea of making a video was developed through a script to make the story.

Google, Firefox, Social media such as Facebook, Instagram, and Twitter until YouTube are parts of the Internet. YouTube is currently the most popular video streaming platform of the internet in the world. The contents of video on YouTube are diverse. There are music video, video blogger, tutorial, and etc. Recently,

YouTube CEO reveals there are 1.8 billions registered YouTube users who watch videos on the platform every month. This number does not include viewers watching videos on YouTube without creating an account and the number increases compare to the previous data in mid 2017 of 1.5 billion viewers who logged in YouTube accounts per month (Wojcicki, 2018).

Looking at this problem, the writer would like to design cooking video scripts of Pindang from South Sumatera and the video will be uploaded on the internet.

1.2 Problem Formulation

Based on the background above, the problem formulation of this report is how to design cooking video scripts of Pindang from South Sumatera.

1.3 Problem Limitation

Substantively, there are many variants of Pindang from South Sumatera because every region in South Sumatera has its own variant. Due to the time constraint and the limit cost, the writer would like to focus on three variants of Pindang, they are Pindang Musi Rawas, Pindang Meranjat, and Pindang Pegagan.

1.4 Purpose

The purpose of this report is to design cooking video scripts of Pindang from South Sumatera.

1.5 Benefits

The benefits of this report are:

1. For State Polytechnic of Sriwijaya: this report is expected to be one of the collection journals in the library that can be referenced for the students.
2. For writer: this report is expected to be good experience in design a cooking video of Pindang from South Sumatera and also motivated the writer to design cooking video of another South Sumatera culinary.
3. For English Department students: this report is expected to be referenced for English Department students to write video script on their final report.

4. For readers: this report is expected to gain information about culinary in South Sumatera.
5. For viewers: the cooking video is expected to be referenced to find a receipt on YouTube that could be tried at home and gain the information more about South Sumatera culinary especially of Pindang.