

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background**

Having 34 provinces with 514 districts and cities, Indonesia is a country rich in culinary heritage. Indonesian culinary is the pride of Indonesia citizens. Each region in Indonesia must have unique, interesting and tasteful culinary characteristics. In Indonesia there are many kinds of Indonesian culinary, various culinary spread in various regions has become an icon that reflects the culture and characteristics of the region.

Long (2004) defines that culinary tourism is about food as a subject and medium. She also mentions that culinary tourism is also about destination and vehicle for tourism. Furthermore, food itself can be a destination for tourism. We can try starting from simple food until luxurious food at cafes, restaurants, and food streets as destination for culinary tourism. In today's world, people prefer to buy food sold on the streets to meet their nutrition needs outside home. Street foods are being prepared and sold at places like streets, schools, train stations, bus terminals, entertainment and festival areas where people are crowded. These foods can be consumed without requiring any process. (Holy & Makhoane, 2006)

Street food has become part of society lives, both in cities and in rural. Consumption of street food is expected to increase, due to the limited time processing of own food. Street food, according to the Food and Agriculture (FAO), is defined as food and drinks prepared and sold by street vendors on the streets and in other public crowded places and they are immediately eaten or consumed without further processing or preparation. The street food is cheap and easy to get and their tastes are good for most people. Although it has several advantages, street food is also at risks for health, this is caused by the cooking

process which is often unhygienic or often added with food additives that are not permitted (Saparinto, 2006).

In Palembang there are many food streets. We can find food street in Jakabaring, Benteng Kuto Besak, Lapangan Hatta, and Kambang Iwak. In these places, people sell several kinds of food both traditional food and trending food. These place are always crowded either in the morning or the evening. Visitors can enjoy their time with their family, friends and others in these places.

One of the food streets in Palembang, which attracts the writer to discuss is in Kambang Iwak. Kambang Iwak is located on Jl. Tasik, Bukit Kecil, Palembang. There are so many kinds of street food which are sold from 3 p.m to 6 p.m. We can find traditional food such as seblak, rujak cireng, model, and siomay and trending food such as bakso bakar, suki, thai tea, and bubble tea. In Kambang Iwak location, we also find facilities such as children playground, free hotspots, and jogging track. However, many people still do not know the existence of culinary tourism in Palembang, especially food street in Kambang Iwak. Therefore, in this modern era, vlogging is a new way to promote, give information and entertain people at the same time into the video and upload it to internet.

Vlog is a blogging activity using video as a media that is updated and shared in general, which contains information that tends to be funny, unique, and educational in order to attract the attention of the audience (KaiaMedia, 2016). Some vloggers usually go to some destinations and give information in part of it by speaking in camera and share to social media like Youtube.

Through this vlog promotion, it can open the mind of the people who come to Kambang Iwak Palembang. Kambang Iwak has so a lot of street food that must be known and shared. Based on description above, the writer is interested in doing a research with a title **“Designing a Vlog as a Promotion Medium of Street Food at Kambang Iwak Palembang”**

## **1. 2 Problem Formulation**

Based on the background above, the problem formulation of this report is How to design a vlog as a promotion medium of street food at Kambang Iwak Palembang.

## **1.3 Problem Limitations**

Substantively, there are many kinds of culinary in Palembang has not been widely known by other people from local and foreign tourist. Due to the time constraints and the limit costs, the writer only focus on street food culinary at Kambang Iwak Palembang.

## **1.4 Purpose**

The research purposes is to design a vlog as a promotion medium of street food at Kambang Iwak Palembang.

## **1.5 Benefits**

The result of this research is vlog. It is expected that this vlog can add knowledge and information about street food in Kambang Iwak Palembang.