

CHAPTER I

INTRODUCTION

This chapter discusses the background of the research, the formulation of the research problem and limitation. It also discusses the purpose and the benefits of the research.

1.1 Background

Indonesia is a country which is rich in the tourism destination and culinary tourism. One of the most popular destinations is culinary tourism. Because by having culinary tourism it can attract the visitors to come to the destination.

Every province has destinations which are supported by culinary especially Palembang. Palembang has many districts which consists of many interesting places and delicious culinary such as Tuan Kentang as a destination that support with sambal nanas as a culinary tourism. In other destination it is bedegung waterfall that have sambal tempoyak sari as a culinary. Furthermore, tourism destinations and culinary tourism have a relationship that will support the popular destination.

Sambal is one of culinaries that has a spicy flavour because of the basic ingredient of chili which is added with other ingredients. How to make sambal also varies depending on the type. The first is *Sambal matah*, it is made from raw materials such as chili, onion, and salt. All of them are mixed into one. Next, *sambal goreng*, the ingredients of this sambal are same with sambal matah, but it is little bit different with the previous sambal because all of the ingredients of this sambal are fried. In addition, the methods of making sambals are different It could be fried, sauteed, boiled, and burned. Sambal also has varies of taste. It starts from the lowest level until the highest level, it depends on the customer.

The main function of sambals is for complement of food. Sometimes, most of people eat sambal to increase their appetite. Although sambal is so useful in increasing their appetite, but sambal is not as exist as other food. Many people do not know lands of sambals in South Sumatera, as people know sambal is a

culinary tourism and rich cultural that must be preserved by the community. So, the community do not lose the identity of the society of South Sumatera, and also future generations can see that culture such as culinary, and language or etc.

Furthermore, due to lack of information about traditional food of South Sumatera, most of people only know the traditional food of this province is only pempek. The promotion of culinary in South Sumatra lacks specific information about how to make food, where the best seller of the food is, and etc. The result, there are many tourists or visitors who do not know about others traditional food of south sumatera besides pempek.

In addition, there are many culinary promotions have been conveyed through print media. As people know this is the millennial era, and print media begins to be abandoned. Now people only search social media through streaming videos on YouTube instead of spending time reading newspapers or magazines. Therefore, the digital information can be searched and accessed easier than the print media like magazine, newspaper and etc. Even media to promote traditional food in South Sumatera is less and expensive. So, there are only some people who can know and get involved in it, such as cooking competition and traditional food festival.

There should be on suitable media promotion to help the tourists get information about traditional food in South Sumatera. In this millennial era, social media of an electronic media allows people to understand the information easily. Media that is booming now is vlog. In the vlog people know directly as if being in situation of video. So, vlog can be a media to promote traditional food of South Sumatera. Therefore, the writer is interested to make a final report entitle designing a script of vlog of traditional sambal in South Sumatera.

1.2 Problem Formulation

The problem formulation of this final report is how to design a script of vlog of traditional Sambal in South Sumatera ?

1.3 Problem Limitation

Because there are many sambal in South Sumatera, So the writer decided to choose only 5 kind of sambals into a script of vlog such as : *sambal nanas (Palembang)*, *sambal kweni (Oki)*, *sambal tempoyak sari (Muara Enim)*, *sambal kabaw (Musi Rawas)*, and *sambal jekhuk (Lahat)*.

1.4 Research Purpose

Based on the problem formulation above, the purpose of this final report is designing a script of vlog of traditional sambal in South Sumatera.

1.5 Research Benefit

The benefits of this report are:

1. For the researcher
 - a) To increase the information about traditional sambal in South Sumatera.
 - b) To increase the knowledge about designing culinary tourism vlog.
2. For readers
 - a) Giving information about how to make traditional sambal of South Sumatera
 - b) Giving information about how to design a script of vlog of traditional sambal.
3. For English Department

To fullfil the assignment of final report from English Department in State Polytechnic of Sriwijaya.