

CHAPTER I

INTRODUCTION

1.1 Background

Many Indonesian people like to buy something when they go to other cities or countries as a gift. Usually they look for a gift that represents the places they visit, such as t-shirts, accessories, key chains, foods or cakes, etc. Domestic tourists often buy typical foods which are famous in the regions.

Palembang city is not only known for its cultural tourism and religious tourism, but also its traditional foods. Palembang has various types of traditional foods. *Pempek* is one of the most famous foods in Palembang city. *Pempek* is made from fish meat, water, sago, tapioca, salt, flavoring. *Pempek* is commonly enjoyed and also sought by Palembang people and people from other cities who come to Palembang. *Pempek* is a gift that is often brought by travelers when they return to their places.

There are some kinds of *pempek*. Firstly, *Pempek panggang* is *pempek* that is roasted, then it is cut and filled with dried shrimp, finely chili, and sweet soy sauce. Second, *Pempek lenggang* is a mixture of *Pempek* and eggs, and roasted in a banana leaf. Furthermore, there are *pempek telur*, *pempek lenjer*, *pempek kapal selam*, and *pempek keriting*, *pempek tahu*, *pempek adaan*, *pempek kulit*, and *pempek pistol*.

Pempek is usually enjoyed with *cuko*. *Cuko* has a spicy and savory taste. *cuko* is made from garlic, chili, brown sugar, tamarind, salt, and water.

When travelers come to Palembang and bring *pempek* to take home as a gift, *cuko* is usually packaged in a plastic bag or a bottle. Sometimes, the plastic bag or bottle is broken or leaky, so it makes places become dirty, and becomes impractical to carry everywhere. This makes the writer interested in making an innovation to make *pempek* whose *cuko* is inside. The final report is entitled **The Innovation of Pempek: Cuko-Filled Pempek**.

1.2 Problem Formulations

The research questions are:

1. What is the appropriate composition in making *cuko*-filled *pempek*?
2. What is the appropriate composition in making *cuko* for *cuko*-filled *pempek*?

1.3 Research Purposes

The purposes of the research are:

1. to find the right composition in making *cuko*-filled *pempek*.
2. to find the right composition in making *cuko* for *cuko*-filled *pempek*.

1.4 Research Benefit

Hopefully, result of this research is beneficial for *pempek* producers. It can be an inovation in making *pempek*.