

CHAPTER I

INTRODUCTION

1.1 Background

South Sumatera is one of the biggest provinces in Indonesia with Palembang as the capital city of it. Nowadays, as the capital city, Palembang has become a popular city in Indonesia, proven by being a host city for some International events such as Sea Games 2011, Asian University Games and recently being the host city for the biggest sport competition in Asia, Asian Games 2018. As a capital city of South Sumatera Province that has been famous throughout Asia, Palembang offers a variety of tourism attractions such as natural sights, historical tourism, cultural tourism, sport tourism and culinary tourism.

Talking about attractions, one of the most attractions from Palembang is the culinary. The culinary in Palembang has attracted tourists to visit Palembang. As a city that surrounds by rivers, Palembang has known with seafood culinary, such as Pindang Patin and the most popular one is no other than *Pempek*.

Pempek has become a well known and iconic food in Palembang, when people talk about Palembang they will directly focus and remember about the food calls *Pempek*. *Pempek*, a typical Palembang food that has been famous throughout Indonesia. By using the main ingredients of fish meat and flour.

Palembang people have succeeded in developing these basic ingredients into various types of *Pempek* by varying their fillings and other additives such as chicken eggs, fish skin, and tofu on these ingredients.

As a complement to eat *Pempek*, Palembangnese used to add a thick blackish sauce made from boiled brown sugar, chili and dried shrimp which the local people call vinegar sauce.

Pempek is very easy to find, not only in a special *Pempek* store but also in warung stalls. There are many *Pempek* stores or outlets that we can find in Palembang, starting from booths, restaurants and the iconic one that easily to find calls *Pempek Sepeda*.

Pempek Sepeda is one of the way to sell *Pempek* by using a bicycle. It is still consumed by *Pempek* lovers who really like eating *Pempek* with lower prices and instant way. Although there are many *Pempek* sold in expensive prices but the consumption of *Pempek Sepeda* has increased continuously. And it has become an economic commodity when it is introduced by the people who use bicycles.

Pempek Sepeda has become a unique and a must try culinary for tourists who visit Palembang. So it is a good effort if we can still keep *Pempek Sepeda* as one of features of Palembang city which produces *Pempek* as its food tradisional.

Unfortunately, nowadays the communities or people who sell *Pempek Sepeda* has already decreased. The reason that make *Pempek Sepeda* rarely known and hard to find is, some of the *Pempek* bicycle sellers have begun to shift not to use bicycles, with the reason that the conditions taken are far enough to get around Palembang, they are using motorbikes now. Therefore, it has rarely been found in *Pempek Sepeda* in Palembang, which presents *Pempek* with a thick traditional feel. Not a few of us also find many *Pempek* sellers who use *Pempek Sepeda*.

Besides, some people from local and other communities rarely known about *Pempek Sepeda*. There are people who do not know much about the existence of this bicycle *Pempek*, they think that this way of selling *Pempek* is no longer exists, even though it is still in Palembang but not as many than before. That is why it needs to be promoted by using media. One of media that can be used is video.

Promotion by using video is also considered more interesting and eye catching than photograph or text because it combines images, sounds and also effects. In addition it is more attractive, using it that combine

images, sounds and also media is also very flexible. It can be viewed online and can also be uploaded to online sites like Youtube, instagram, and can be watched by more people and reached out to wider area.

Not only that, through this video documentary, it can help to inform tourists and people about *Pempek Sepeda* which is one of the famous culinary that we have to preserve it, because *Pempek Sepeda* is a traditional way of selling *Pempek* which tastes as delicious as the modern one, but unfortunately it is hard to find now.

Based on the explanation above, the writer would like to make a documentary video about *Pempek Sepeda* which is written in the final report entitled , **“DESIGNING DOCUMENTARY VIDEO OF PEMPEK SEPEDA AS TRADITIONAL FOOD IN PALEMBANG”** to give more information to the public about *Pempek Sepeda*.

1.2 Problem Formulation

Based on the background above, the final report is focused on how to design documentary video of *Pempek Sepeda* as traditional food in Palembang

1.3 Purpose

The purpose of this final report are to find out how to know the steps of designing a documentary video *Pempek Sepeda* in Palembang.

1.4 Benefits

For writer

1. To improve the ability of writing by making this final report.
2. To increase the knowledge of the *Pempek Sepeda* as culinary in Palembang.
3. To gain knowledge and experience to design a documentary video

For readers

1. To add knowledge and information about traditional food in Palembang, especially *Pempek Sepeda* Palembang.
2. To add knowledge and creativity how to design a documentary video