

CHAPTER I

INTRODUCTION

In this chapter, the writer would like to describe about the background, the problem of formulation, the purpose, and the benefits of this report.

1.1 Background

North Sumatra is a province of Indonesia, which is located in the Northwest of the island of Sumatra, and its capital is Medan. North Sumatra is the fourth most populous province in Indonesia after West Java, East Java and Central Java and It is the most populous Indonesian province outside Java, with over 13.5 million inhabitants in 2014. North Sumatra is a multi-ethnic province, because of that there are a lot of ethnic groups who live in Medan and other towns of North Sumatra, there are Malay, Chinese and Indian who being naturalized Indonesian citizens. Then, Acehnese, Nias, Minangkabau and the last is Batak tribe. The Batak Tribe is divided into 6 parts of ethnic, there are Batak Toba, Batak Karo, Batak Pakpak, Batak Simalungun, Batak Angkola, and Batak Mandailing. All of ethnic have a different characteristic native ethnicity from North Sumatra and with a various of traditional foods that can be found in here. Culinary in North Sumatra is based on traditional recipe from Batak. Batak cuisine is famous with their unique and exotic dishes. Because today majority of Batak tribes are Christian, so pork and dog meats are commonly consumed. Dog meat is usually *called* B1, derived from *biang* batak's word to refer a dog, while pork is often called B2. Pork (B2) or dog meat (B1) are usually cooked in its own blood, spiced and seasoned as *saksang*, or grilled as *Babi Panggang Toba / Babi Panggang Karo* (karo roast pork) they usually tasted different, because it uses different spices and techniques, and there are also batak cuisines from pork (B2) that do not use their own blood such as *Arsik Babi*, and *Sop Babi* (Pork Soup). Another common meat consumed in the Batak cuisine is chicken. One of Chicken dish from batak is *Manuk Napinadar*, which is a grilled chicken smothered in chicken blood itself spiced with andaliman and garlic powder. One characteristic of Batak cuisines it is preference to *andaliman* (*Zanthoxylum acanthopodium*) as the main spice, that is why andaliman in Indonesia is dubbed as Batak pepper. There is also Muslim Batak tribes, such as Mandailing Batak tribe.

They apply Islamic dietary law which only allows halal food and forbids consumption of pork, dog meat, and blood, like *Ikan arsik*.

A Batak cuisine is not only available in North Sumatra, but also it is in anyplace in Indonesia such as in Palembang, South Sumatra. There are a lot of Batak people that afloat in Palembang with a lot of clans. They usually bought their traditional foods, and started trading the Batak Cuisine. All of the Batak cuisine basically can be found at *Lapo*. *Lapo* is the kind of homely restaurant serving Batak foods. In Palembang there are a lot of *Lapo's* serving the Batak cuisine, such as *BPK Majuah-juah*, *Rumah Makan Laponta*, and *Lapo Mora*. However, there are many Batak cuisines which is still unfamiliar especially in Palembang. Whereas the ingredients of Batak cuisines are rich of herbs and spices, taking only a little dose can provide nutrients, antioxidants, anti-inflammatory agents, cancer-fighting constituents, vitamins, minerals, and more, which are very good for human bodies. It is caused the people think that Batak cuisine it is only made from pork and dog meat. So, people especially muslim, they don't want to eat this. Because of that, the writer wants to break their mindset, because there's a lot of Batak cuisine that made from fish, beef, and chicken. Besides that, the lack of promotions are from the owner of Batak restaurants to expose Batak cuisine by using social media.

Nowadays, the use of internet is very familiar and everyone could access the internet many times in many different places. People use it as a medium to connect with other people, share files, information, communication, and lots of other activities that are useful in many terms. Giving the information and entertaining people at the same time into the video and upload it to internet would be a great way to share the information. Almost everyone in the world has had a contact with computers. Some of them are very useful to find a job, foods, do shopping and do some promotions. There are so many parts of the internet, such as Instagram, Google, Facebook, Twitter and Youtube. Youtube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site (Anonim).

YouTube CEO reveals 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).

Youtube has given people the ability to express themselves in a new way by *vlogging*.

Based on the explanation above, the writer is interested in designing a vlog script in order to introduce the people about the Batak Cuisines, and also give the references to people about different foods, instead of the Palembang foods, that already knows and almost eat this everyday, and wants the viewer to be aware of eating traditional foods that must be preserved better than choosing the fast food. Moreover, the writer also use it to promote Batak Cuisine from North Sumatra and uploads the vlog to the internet, with the title “Designing Vlog to Promote The Batak Cuisine in Palembang” In this case, the writer chooses Youtube.

1.2 Problem Formulation

The problem of this final report is formulated as how to design a *vlog* script as media to promote The Batak Cuisine In Palembang

1.3 Purpose

The purpose of this final report is to find out how to design *vlog* script as media to promote the Batak Cuisine in Palembang

1.4 Research Benefit

The benefits of this final report are :

1. For State Polytechnic of Sriwijaya: this report is expected to be one of the scientific collections in the library that can be a reference for the students.
2. For the writers is to enrich and increase the knowledge about Batak Cuisine.
3. For the readers is to get information, know and learn more about an culinary from North Sumatra in Palembang and also how to design a vlog script.
4. For the viewers, the video review is to give the reference on youtube, gain the information more about Batak Cuisine in Palembang.