

CHAPTER I

INTRODUCTION

1.1. Background

Culinary tourism is one aspect that can attract tourists. A tourist attraction is coming to an area to get or hunt for traditional food of that area that is not expensive in enjoying the traditional food. This can be one of the characteristic owned by the area. Culinary tourism is as exploratory eating individuals explore foods new to them and use foods as the basis to explore new cultures and ways of being eaten. (Long, 2003). It can be concluded that culinary tourism is the exploration of tourism experience that reflects about the local culture and becomes the attraction for the tourist to promote and develop food and drink.

Indonesia has so many cities that the tourists often visit for the culinary. The tourist can visit the cities as they want to try the culinary such as Bandung, Yogyakarta, DKI Jakarta, Makassar, Padang, Palembang and other cities. Palembang is one of famous cities for its culinary such as *Pempek*. There are many traditional foods from Palembang. They are *Pempek*, *Laksan*, *Model*, *Tekwan*, *Celimpungan*, *Kemplang* and other traditional food. When people visit a city, it is a must for them to taste the traditional food. The food from one to another city is different in its taste, it has unique and special taste that comes from local ingredients. So tourist can try Palembang traditional food in accordance with their taste.

Setiabudi (2016) defines “*Makanan tradisional adalah sesuatu yang bisa dimakan yang berasal dari suatu kota dan hanya ada di area tersebut*”. It means that, traditional food is a something which is characterizes of a city and is only famous in that area. The famous traditional food from Palembang are *Pempek* and *Kemplang*. Many people only know *pempek* as traditional food from Palembang while “*Kemplang*” is also a special traditional food from Palembang.

Like *pempek*, *kemplang* too has many kinds such as *Kemplang kancing* (*Kemplang Goreng*), *Kerupuk keriting*, *Pilus*, *Getas* and *Kemplang panggang*. They are made from pieces of *Pempel lenjer* and formed in accordance with their kinds, after that they are dried and cooked with twice frying, except *Kemplang panggang*. The difference of *Kemplang panggang* with the other kinds of *Kemplang* is how to cook it because *Kemplang panggang* is roasted on the coals. The color will not be as clean as with other kinds of *Kemplang* because *Kemplang panggang* is identically with dark brown and is usually enjoyed with chili sauce. The tourist can buy *Kemplang panggang* in Palembang traditional food market.

Some tourists usually just visit to Palembang traditional food places like traditional food market to buy or eat many kinds of traditional food from Palembang. They can not see the process of making traditional food. It is interesting if they know about how to make it. They can visit to production places. Whereas if they visit the production places of traditional food, they can see the process to make the traditional food. It will be expected as a trigger to invite tourists visiting Palembang to learn more about *Kemplang* cooking process. In a sub-district of Palembang city, there are several residents producing *Kemplang panggang* as a traditional food, namely Gandus sub-district. In Gandus sub-district, there are some production places of *Kemplang panggang*. Many people from Palembang do not know about these places and the process production of *Kemplang panggang*. So the writer will explain about the process of making *Kemplang panggang* in form of media information.

There are two kinds of media information to help the tourists find the production places of *Kemplang panggang* in Gandus sub-district and the process of making *Kemplang panggang*. The tourist can find the media information in the electronic media and printed media. Electronic media has different types such as radio, television, and internet. In this modern era, internet will be the first choice to find all kinds of information. But in fact, internet has some weaknesses. Because the information from internet is sometimes incorrect, incomplete, or

misleading. So, it will be difficult for the tourist to find the detail information such as the production places address of *Kemplang panggang*.

Tourist usually find the information both them, the electronic media and printed media. There are many kinds of printed media and one of them is booklet. Booklet is one of media that can guide the tourist in finding the detailed information about production places of *Kemplang panggang* as Palembang traditional food. There are many advantages of the booklet such as offering more space to the information of the products showcase, the address of production places, the process production of *Kemplang panggang* as Palembang traditional food. It is expected to help the tourists who want to find the production places of *Kemplang panggang* in Palembang especially in Gandus sub-district.

The booklet is chosen as a medium for *Kemplang panggang* information because booklet is more simple, more practical, and more interesting. Booklet is written in a style that is easy to understand by many readers. It contains many articles and interesting pictures for public, the content is more complete than other forms media infomation. It can disseminate information in a relatively short time. The structure of booklet generally consists introduction, contents, and closing but the writing method is shorter than the book. So booklet are the best media information to inform *Kemplang panggang* as Palembang traditional food. But there is no booklet becoming information media to inform about *Kemplang panggang* in Palembang, whereas *Kemplang panggang* is one of famous traditional food that is often brought by tourist who came to Palembang. Concerning the explanation about the reason why booklet is chosen by the writer, the writer is interested in designing a booklet of *Kemplang panggang* as Palembang traditional food. So, the writer took the title “**Designing a booklet of *Kemplang panggang (Kemplang Tunu) as Palembang traditional food***”.

1.2. Problem Formulation

The problem formulation of this final report is how to design a booklet about *Kemplang panggang (Kemplang Tunu)* as Palembang traditional food?

1.3. Research Purpose

The research purpose of this report is know the steps of booklet designing about *Kemplang panggang (Kemplang Tunu)* and the process production of *Kemplang panggang (Kemplang Tunu)*.

1.4. Problem Limitation

The writer only focuses on designing booklet about *Kemplang panggang (Kemplang Tunu)* as Palembang traditional food using English language.

1.5. Research benefits

The benefits of this report are:

1. For the writer

The writer can increase knowledge about the process production of *Kemplang panggang (Kemplang Tunu)* as Palembang traditional food and make a design in a booklet of *Kemplang panggang (Kemplang Tunu)*.

2. For students

To Increase the infomation about the process production of *Kemplang panggang (Kemplang Tunu)* and the production places of *Kemplang panggang* as Palembang traditional food.

3. For home Industries of *Kemplang panggang (Kemplang Tunu)* in Gandus

a) To promote their products to the public.

b) To increase the profits of home industries of *Kemplang panggang (Kemplang Tunu)* in Gandus sub-district.