

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia has a distinctive culinary wealth. It is just not about the food but also about the location and how to eat it. Serving food in Indonesia also has own uniqueness, one of them is street food. In this modern area, street food has become one thing that cannot be separated from human life, both in urban or rural areas. Street food is expected to increase because the price is cheap and easy to get.

When tourist visit a new place especially Palembang and they arrive at night, they might be confused what they will do. Sometimes, they just stay at the hotel and do not do anything. Actually, there is a lot of activities that tourist can do, for example go to some place near the hotel and visit culinary place in the city. Because every place has a variety of foods and it is different from other places.

But, most of tourist prefer to go to the restaurant because eating in the restaurant has some advantages such as, they did not think about the price because it is their own satisfaction when they can eat in expensive restaurants that has famous brand, sometimes there is live music, and also they can take a picture in the restaurant with a nice background. Even there are still many places that tourists can visit. One of them is street food. This happens because of the lack of information and media promotions about culinary place in Palembang.

In order to get much information, marketing plays an important role for improving visits by the tourist or local community to the culinary place. Street food culinary place can be done in various ways, ranging from printed media such as brochures, booklets, billboards. Electronic media such as pictures and videos. Promotion by using videos is more interesting and eye-catching than photograph or text because it combines images, sounds and also effect. In addition to more attractive, using the video as promotion media is very flexible. It can be viewed in online site like YouTube.

The internet media that is currently booming now is vlog. Vlog is a video blog where each entry is posted as a video instead of text. Vlog is more extensive than individual instructional videos of the type that might be posted on YouTube. So that, some people who uploaded their video to YouTube can be watched by more people and reach out to wider area.

Everyone in this world definitely has a smartphone. From the children until adult. By smartphone people not only can communicate with other people from another place but also they can get a new information that they need just by accessing the internet.

Based on the explanation above, the writer as the students of hospitality industry in English Department feels interested in designing a vlog and is able to fulfill the requirement for the final report with the title “Designing a night culinary vlog of food street in Palembang” So that tourist who come know the information about culinary places that are interesting to visit at night.

1. 2 Problem Formulation

Based on the background above, the focus is formulated as follow “how to design a night culinary vlog of food street in Palembang?”

1.3 Problem Limitation

By seeing the problem above, the writer only focuses on design a night culinary vlog of food street in Palembang.

1.4 Research Purpose

The research purpose of this final report is to design a night culinary vlog of Palembang street food as the way in promoting culinary place in Palembang.

1.5 Benefits

The benefits of this final report are to give knowledge, information, and to be a guidance for English Department students at State Polytechnic of Sriwijaya about how to design a night culinary vlog of Palembang street food.

