

CHAPTER I

INTRODUCTION

In this chapter, the writer discussed about the background of research, problem formulation and its limitation, purpose and benefits in conducting this research.

1.1 Background

Indonesia is known as a unique country because it has many islands, approximately 13,466 islands (Simatupang & Khomsin, 2014) which constitute 34 provinces (Salamadian, 2018) and 98 cities (Kementrian Dalam Negeri Republik Indonesia , 2016). As a part of its uniqueness, each province and city has its own culture that is different from one another. The diversity of these cultures creates a huge cultural variation in Indonesia, i.e.: language, culinary, and dance. This diversity also becomes the biggest attraction for tourism development in Indonesia.

For example, in South Sumatera province, there are 5 cities and 12 regencies. The cities are Palembang, Pagar Alam, Ogan Ilir, Prabumulih, Lubuk Linggau. The regencies are Ogan Komering Ulu, Ogan Komering Ilir, Ogan Komering Ulu Timur, Ogan Komering Ulu Selatan, Muara Enim, Musi Rawas, Lahat, Musi Banyuasin, Banyuasin, Empat Lawang, Panukal Abab Lematang Ilir (PALI) (Badan Pengawasan Keuangan dan Pembangunan, 2019). Each city and regency has different culture, language and also traditional food. South Sumatera province, with Palembang as its capital city, is also famous for its tourism heritage and sport facilities. The tourism activities in this city is supported by the good facilities and also the unique and delicious culinary it offers. For instance, in Palembang there are also some unique and delicious culinary like Pempek, Tekwan and etc. Moreover, this province is often trusted to host sport events both nationally and internationally, to be held especially in Palembang City. For example, Asian Games 2018, Islamic Solidarity Games 2013, AFF Cup U-16

2018, Indonesia Open 2018, International *Musabaqah Tilawatil Qur'an* 2014 and etc.

Regarding Palembang traditional food, people know that the most famous traditional food from Palembang is pempek. However, not many people know that there are still many kinds of traditional food in Palembang such as dadarjiwo, duduanam, kuementu. In fact, traditional food or traditional culinary as a part of specific place culture is a media to promote the culture itself.

The promotion of certain traditional food obviously would promote the culture as well which in turn will increase the tourism business in that place.

Nowadays, not many Palembang people, especially the young ones understand and familiar with some traditional food as they prefer to foreign food, and this statement is in line with the statement from Santoso, Janeta, & Kristiani (2019) which stated that most of teenagers in this era loves to hangout in a restaurant which sell an international food just like Pizza, Sushi and etc. The feeling of modernisation and curiosity leads them to try new food and eventually starting to leave and forget the traditional food. Hence, the promotion will leverage the preservation the culture itself because the culture needs to be preserved and promoted in order to keep its existence. As a consequence, the next generation of Palembang will be not unfamiliar with their own treasure (culture, language and culinary). So, it is important to preserve the existence of this heritage, since it is the identity of Palembang.

There are a lot of media to preserve and promote those wealth (culture, language and culinary) especially in culinary, such as book, video, leaflet, booklet and etc. The reason why the writers choose to issue a book is because it is the best way to preserve and promote the traditional food of Palembang, the book can be read by all ages because they do not need a special skill to operate some technological equipment if they want to get the information. A book is regarded as the most powerful promotion media because it survives the test of times and always apprehended (Umutesi, 2012). Promoting traditional culinary as a part of culture

via a book will help to keep the existence of the information about the food, because the book can survive for a long time and still can be a trusted reference about the food (Umutesi, 2012).

For these reasons, this research focused on designing a book as a promotion media of Palembang traditional culinary. This book was written in two languages versions: English and also Bahasa Indonesia. The reason for these two languages to be accupied is that the book is expected to be read by both by local and international readers.

1.2 Problem Formulation

Based on the background information above, this report discussed about how to design Palembang Culinary book as a media of culture preservation and promotion?

1.3 Problem Limitation

The scopes of this research was limited by the steps of making Palembang Culinary book in English and Bahasa Indonesia versions, and also to promote Palembang cultural heritage. The culinary is chosen because culinary is something that really need to be preserved because in this era the youths love modern food more than the traditional one and it becomes the threat for the existence of traditional food. The limitation of two language version is based on the reasons that Bahasa Indonesia version will be useful for all Indonesian who have less mastery in English to understand the whole book. In addition, the English version will be useful for the international tourists to understand the whole book.

1.4 Research Question

This research was expected to answer the following question: how to design Palembang culinary book?

1.5 Research Purpose

Based on the problems mentioned above, the purpose of this research is to know how to design Palembang culinary book

1.6 Benefit

The benefits of this final report are intended:

For the Readers

This final report could give more knowledge and information about the philosophy and recipe of Palembang Culinary for the local people and for foreign tourists in Palembang. Since the book was written in English and *Bahasa Indonesia*, it was expected to help overseas and domestics' tourist, and even local people to understand and comprehend the contents of the book that introduces about Palembang Culinary as the way to preserve and promote Palembang cultural heritage. The use of *Bahasa Indonesia* explanation was expected to help local communities to understand and learn more about the philosophy and recipe of Palembang Culinary.

For the Government

This final report could help the government to introduce Palembang Culinary for domestic and international tourists who come to Palembang. In addition, it helped to developed the tourism sector in Palembang by preserving and promoting the richness of Palembang cultural heritage.

For the Writer

The writer will had information about the steps in designing Palembang culinary book to preserve and promote Palembang cultural heritage, and improve and practice the writing skills from the process of the designing the book. The writer also got more knowledge and information about Palembang cultural heritage regarding Palembang culinary.