

CHAPTER I

INTRODUCTION

1.1 Background

According to *Undang-Undang Pariwisata RI tahun 2009*, Tourism is a travel activity undertaken by a person or group of people by visiting a certain place for recreational purposes, personal development or studying the uniqueness of tourism attraction that visit in temporary period. Tourism is also associated with culinary, cultural, historical, and natural resources owned by a state or region. In some countries, they use the potential of culinary, culture, history, and natural wealth as a tourist attraction to bring tourists to their country.

One kind of tourism experiencing rapid development is culinary tourism. One of the tourists' trends now is not only coming to tourism attractions but also to try and look for any traditional snacks that become the uniqueness of the region. They do not hesitate to pay a premium price to enjoy the dish. They eat for not only feeling the stomach but also enjoying the taste that could feel different from they usually eat. Many travellers hunt traditional food at their tourism destination in their travelling activities, especially traditional snacks for their food souvenirs for instance. "Culinary tourism is a kind of tourism where most of the activities at the destination are food-related, and becoming reason influencing his travel behaviour" (Shenov, 2005).

Based on the writer's interview with *Dinas Pariwisata Kota Palembang*, traditional snacks in Palembang have rarely been known by the local community nowadays. In which, traditional snacks is one of the characteristics of a region. Therefore, traditional snacks are necessary to be known by tourists so that they will know more about the traditional snacks by the appearance, shape, colour, how to make it, and the descriptive of each snacks. Not only for the local community, but the domestic must know it as well in order to promote this kind of Palembang culinary tourism. By knowing some kinds of Palembang traditional snacks, the writer expected that traditional snacks in Palembang will preserve continuously.

Some kinds of Palembang traditional snacks are *Bluder*, *Dadar Jiwo*, *Engkak Ketan*, *Engkak Medok*, *Kojo*, *Srikaya* and *Manan Sahmin*. There are some stores and traditional markets in Palembang that provide Palembang traditional snacks. Therefore, tourists need some references to find out about the traditional market or store where sold the traditional snacks so they will know about Palembang traditional snacks. The writer's got this information by interviewing the tourist from Malaysia. Since tourists get trouble in identifying Palembang traditional snacks, so a guide is needed to help tourists to identify the food by media to promote traditional snacks. In order to promote these Palembang traditional snacks, there are many ways to do it. One of them is by using media; printed media, electronic media and internet media. The examples of the printed media are brochure, leaflet, folder, direct mail, guide book, booklet, display material, magazines, and banner. The examples of electronic media are television and radio. While, the example of internet media are social media and internet. In social media there are Facebook, Instagram, and Youtube. In internet there are Blog, Wordpress, Website, and so on.

In this paper, the writer applied Blog to promote traditional snacks. Blog is an online journal/diary that is available on the Internet (Evans, 2017). The latest data released by the United Nations (UN) records that there are currently 3.9 billion people or more than half of the world's population using internet. In this case, blog is an alternative way to promote Palembang traditional snacks. People would be easier to search about Palembang traditional snacks by using internet. Blog (shortening of "weblog") is an online journal or informational website displaying information in the reverse chronological order, with latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject (Djuraskovic, 2018). In recent times, blog has become famous for some reasons. The design of blog is attractively interested and it promotes perfect reader engagement. Readers get a chance to comment under the blog posts in order to start some conversations with the viewers or the bloggers. Blog can be the main purpose for tourists and visitors to find the information about the popular traditional snacks in Palembang.

By those explanations above, the writer is interested to discuss this problem in this final report entitled “Using Blog to Promote Palembang Traditional Snacks” as her research.

1.2 Problem Formulation

From the background that already described the problem formulation that the writer going to discuss is about:

How to use blog to promote Palembang traditional snacks?

1.3 Research Purpose

The purpose of this final report is the steps of using blog about Palembang traditional snacks.

1.4 Limitation

The problem of this research is limited on how to use blog to promote Palembang traditional snacks. The blog contains 7 (seven) traditional snacks including the name, description and recipes of each snacks and pictures.

1.5 Benefits

- 1) For writer:
 - a. Enlarge the knowledge about Palembang traditional snacks;
 - b. Understand how to use blog.
- 2) For students of English Department:
 - a. Enlarge the knowledge about Palembang traditional snacks;
 - b. To get more reference about Palembang traditional snacks.
- 3) For tourists:
 - a. Helping tourist to explore Palembang traditional snacks;
 - b. Enlarge the knowledge about Palembang traditional snacks;
 - c. References in choosing the snacks and where to find it.
- 4) For government: As input of the promotion Palembang traditional snacks.