

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is a country that has many kinds typical foods from various corners of the archipelago. Almost every region has its own special food. In Indonesia there are a variety of foods from various regions with different tastes and have distinctive characteristics separately from their respective regions.

The city of Palembang, as the capital of South Sumatra Province, is currently one of the destination cities in the country. This is because the condition of the city of Palembang, which in the last 5 years has had rapid in progress, can be seen from the growing growth of infrastructure, urban facilities and infrastructure, and the economy that continues to stretch. At present, the city of Palembang has the status of a city that is a metropolis.

There are many kinds of tradition in Palembang. For example, traditional customs, traditional clothes, traditional dances and traditional food. Each of them has their own uniqueness. One of traditional custom of Palembang people is fishing on the river. In the terms of traditional clothes, they wear them on special days like on weddingday, Aesan Geda and Aesan Pasangko. Besides, Palembang people also have so many kinds of traditional dances. Those traditional dances are usually shown to welcome the guests on particular celebrations. The last one is traditional food. The traditional food of Palembang are pempek, model, tekwan, burgo, lakso, mie celor, pindang tulang, brengkes tempoyak and others. People in Palembang must know these traditions especially for young people, they must know the traditions, cultures and histories of Palembang in order to preserve the existing cultures. Besides, people can use these traditions as a media promotion to be introduced to other areas. From all of those traditions, the most prominent is the food, because the food is the primary needs of human beings. Besides, more often to be trying and enjoyed by visitors.

Kayuagung is one of the districts in South Sumatra, where there is the traditional food which is served during Eid al-Fitr, the typical food such as Nasi samin (minyak), Bolu selai nanas, ragit, burgo, kerupuk dan kemplang ikan gabus, kue cupu, sambal emping, sambal buncis, etc. Kayuagung is a sub-district and is the capital of Ogan Komering Ilir District, South Sumatra, Indonesia. The city is located on a strategic route, because Kayuagung is one of the transit cities located on the East Sumatra Road, connecting Bandar Lampung to Palembang to Medan. Kayuagung is only 65 km from the capital of South Sumatra Province, Palembang. Moreover, currently the construction of the Palembang-Kayuagung Toll Road is almost complete, so it only takes 35 minutes to get to Kayuagung or around 33 KM.

Eid al-Fitr is always synonymous with a variety of fun things, this tradition has been so inherent in the lives of Indonesian people. Various activities and food have also been prepared to welcome celebrate Eid. One of the things that happened in the city of Kayuagung, a variety of typical foods at Eid Mubarak made the writer interested in discussing it. So the writer is interested in making the final report project with the title

"Designing a Booklet of Kayuagung Traditional Food at Ied al-Fitr".

1.2 Problem Formulation

Based on the explanation from the background above, the problem formulation of this final report is "How to design a booklet of Kayuagung Traditional Food at Ied al-Fitr"?

1.3 Research Purpose

The purpose of this final report is to investigate how to design a booklet of Kayuagung traditional food at Ied al-Fitr

1.4 Research Benefits

a. For writer :

1. Understand how to design a booklet especially about Kayuagung Traditional Food

2. Enlarge the knowledge about Kayuagung Traditional Food

- b. For readers :

1. Giving the information and knowledge to the readers about traditional food kayuagung

2. As a reference for people who will investigate about a similar case study.