CHAPTER I
INTRODUCTION

1.1 Background

Tourism is an activity where people do a travel for fun in certain of time from one place to another place but not for working. Many people visit the places that they have never been to for their attraction, culture, nature, and culinary of its place. Moreover, people go and stay in some new places for a short time to get to know about the uniqueness of the places then they will go back to their home town. Hornby (2001, p. 8) defined tourism is a journey in which a short stays are made at a number of places, and traveler finally returns to his or her own place.

Cooper as cited in Malik (2017) said that there are four major elements that support the tourism activity; **attraction**, **accessibility**, **ancillary service** and **amenities**. First, attraction is something that can attract people in a place. It can be a show or spectacle about the history or culture of its place. The attraction can also be man made attraction or natural attraction. Second, accessebility or transportation is needed in tourism to take tourists to the tourism destination. Third, ancillary service is an organization that provides tourism services and information that can help the tourists in a place where they travel. The last, amenities are the facilities that tourists need in a place such as accomodation and food. Accomodation provides place to stay or a temporary residence for people who are traveling. Food is one of the most important element in travelling because people need to eat whenever they travel and usually will look for the traditional or famous food of its place.

People usually look and try the traditional foods from the new place they have never been just to know how they taste. Sastroamidjojo (1995) cited in Priyatnomo, Salimi, & Khasanah (2017, p. 341) says that traditional food is a food that is commonly eaten for generations, consisting of dishes that match tastes, do not conflict with religion, trust the local community, and are made from food ingredients and spices available locally. We can say that traditional food is typical food from an area.

Indonesia is famous for its tasty traditional foods that come from every city such as Rendang from Padang, Sate from Madura, Kerak Telor from Jakarta, Pempek from Palembang and so on.

Palembang as the capital city of South Sumatra Province provides a variety of traditional foods such as Pempek, Model, Pindang and so on. Even though this city is famous for its Pempek but there are other tasty traditional foods that the tourists can try to taste. Some of Palembang traditional foods are served in the form of gravy like Lakso, Pindang, Model and so on. Some of it available in the form of cake such as Bolu 8 Jam, Bolu Kojo, Bolu Maksuba, etc. There are many places sell a variety of Palembang traditional foods in Palembang such as in Pasar 26 Ilir, Dempo, Lorong Basah Night, etc that makes tourists confuse to choose what and where to eat.

There are many ways to inform people about the famous traditional foods in Palembang. People can find such information through internet media in the form of article, blog, even video. Nowadays, people tend to watch video instead of reading articles because in a video people can see the situation of the place and hear the sound of the narrator and it makes us easily remember the information presented in the video. It is in line with Drucker's opinion (2012). He says that movies are more tangible, visual, and compact than written works, and are therefore easier to remember.

One of the procedures in producing video is designing. Booker (1964) states the idea of design is simulating what we want to make (or do), before we make (or do) it as many times as may be necessary to feel confident in the final result. The writer concludes that design is a comprehensive and systematic simulation to guide and organize our work to turn ideas into concrete solution .In this report the writer wants to design a video about the famous traditional foods in Palembang. This video gives a description of Palembang traditional foods like prices, main ingredients, looks and where to find them.

Based on the explanation above, the writer is interested to write the final report with the title **Designing a Video of Famous Palembang Traditional Foods**.

1.2 Problem Formulation

Based on the statements above, the problem is formulated as follows "How to design a video of famous Palembang traditional foods?"

1.3 Problem Limitation

The writer needs to make research limitation in this final report to focus on the problem, purpose, benefits, and places of reseacrh. So, the writer explains and only focuses on designing a video of famous Palembang tradiotional foods to help the tourist know about the information of famous Palembang traditional foods via video.

1.4 Research Purpose

Based on the above problem formulation, the research purpose of the final report is to design a video of famous traditional foods 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 of Sriwijaya State Polytechnic about how to design a video of famous traditional foods in Palembang.