

## **CHAPTER I**

### **INTRODUCTION**

This chapter describes about the background of the research, problem formulation of the research, purpose of the research, problem limitation and the benefits of the research.

#### **1.1. Background**

Tourism and traditional foods have a close connection to each other, they can assist the development of destination or objects to be visited. According to Tommy D.Andersson (2017) that food can be motive for travelling, a search for n extraordinary experience and a factor, in combination with other factors, influencing visits to destinations. So, they search for the traditional foods to get new experience in consumption.

One of the place that can be visited to taste the traditional foods is in the traditional market because acording to Sheily (2011), traditional market is place that the sellers and buyers can trade directly to bargaining activities. So the visitors also can socialize with local people there. In Palembang, there are traditional markets including Sekanak market, 16 Ilir market, Gubah market and 26 Ilir market. 16 Ilir market is one of the place that can find traditional foods from Palembang. It is a traditional market that is located near the Musi river and next to the Ampera bridge. This market is one of the biggest traditional market in Palembang city that has a strategic location between the two mainlands separated by the river. 16 Ilir market has a historical value for Palembang's citizen. The historian predicted that this placed started developing from 19th century. The trading activity commonly come from Ulu area (upstream of Musi river) which bring out harvest especially fruit, vegetable, and others by using Kajang boat, a kind of wooden boat with house-like built at the back of the boat as resting place.

Today, 16 Ilir Market is an important trading center in Palembang that sells any products such as cloths, jewelry, furniture, food, drink and others. The

market has 4-storey modern buildings. Ground floor for textiles such as imported clothing, songket, imported women's bags and all women's trinkets are all available. Second Floor for Muslim clothing, such as a variety of prayer equipment all of which are quality at an appropriate price of course. Third floor for Muslim fashion, convection, accessories, wedding supplies, shoes and so on. Fourth floor is used as Clothing Center with various types ranging from blankets, curtains, shirts, pants, hats, shoes and various other home needs. Not only in this 4-storey market that is crowded, many sellers along the market 16 that sell various needs with affordable prices, such as cloths, food, drink and others. For the food, this market also provide any traditional foods from Palembang. The spesific location for the sellers who sell the traditional foods from Palembang are near the Musi river and under the Ampera bridge. The name of the place is Food Culinary Market 16 Ilir. In that place, they do not only sell *Pempek* but also the other food such as *Model*, *Tekwan*, *Pindang* *Patin* and others. They need media to promote about their existence. Moreover, trading along the 16 Ilir Market the foods need to be preserved its existence because it can be sold in the tourism industry.

However, the problem comes from the tourists outside the city who need information about traditional foods of Palembang and the sellers also need the media to promote their product. So, there should be one suitable media to promote the culinary to help the visitors get the information about traditional foods of Palembang and also the sellers to promote their product especially about Palembang traditional foods. Throughout the well promote, they will be able to know the cuisine in Food Culinary Market 16 Ilir. Cruz (2005) states that tourism promotion means stimulating sale through the dissemination of information.

Booklet can be the media to inform and promote the culinary because it is easy to understand. Booklet is a presentation of learning media that is packaged in an electronic format and presented through electronic devices. The selection of Booklets are based on advances in information technology, making it easier for users to apply it. Based on the information above, the writer tries to discuss about this problem in the title, "Designing Booklet about Palembang Traditional foods available in Food Culinary Market 16 Ilir" for the final report project.

### **1.2. Problem Formulation**

1. How to design the content of booklet to promote Palembang Traditional foods available in Food Culinary Market 16 Ilir?
2. What are the information that should be in the booklet of the Palembang traditional foods available in Food Culinary Market 16 Ilir?

### **1.3. Problem Limitation**

The writer limits the problem about promoting Palembang traditional foods available in Food Culinary Market 16 Ilir via booklet. The limitation based on some reason. In this paper, the writer focused to discuss about traditional foods of Palembang available in Food Culinary Market 16 Ilir to be content of booklet.

### **1.4. Purpose**

Based on the problem formulation above, the purpose of this report is to give information and to promote the culinary of Palembang available in Food Culinary Market 16 Ilir to the visitors.

### **1.5. The Benefits**

The benefits of the research are:

1. For Government

Government can realize that traditional foods is a good aspect in tourism industry. Through this, government can immediately preserve and restored a variety of traditional foods by festivals culinary, culinary events, fairs, etc.

2. For Visitors

Visitors will get the information about the typical food of Palembang especially in Food Culinary Market 16 Ilir.