

## CHAPTER I

### INTRODUCTION

In this chapter, the writer would like to describe about the background, the problem formulation, the purpose, and the benefits of this report.

#### 1.1 Background

In Palembang, there are many kinds of traditional snacks. Traditional snacks are snacks that are made using a hereditary recipe & initially sold in traditional market. Erwin (2010:57) states that traditional snacks have been existed since long time ago and at that time there was no cake store, so those traditional snacks were sold in traditional market. Some of traditional snacks are *Dadar Jiwo*, *Kue Gandus*, and *Kue Lumpang*.

Unfortunately, there are some of traditional snacks from Palembang that are not popular anymore. One of them is *Kue Lumpang*. *Kue Lumpang* is a cake that has been existed since 80 years ago. It is named as *Kue Lumpang* because it looks like “Lumpang” or “Lesung” that has a hole holding for pounding rice, coffee, or other grains. It is made from rice flour. *Kue Lumpang* has 3 kinds of colors. They are white, green, and brown. It uses sugar for white lumpang, pandan for green lumpang, and brown sugar for brown lumpang.

However, *Kue Lumpang* is not too familiar by people nowadays. Erdiana (2018:36) states that most of teenagers in this era prefer international foods than traditional foods because international foods have various taste and color. It makes the popularity of traditional foods began to be replaced by international foods. In this chance, the writer would like to use *Bunga Telang* for blue Lumpang in order to create a new color of *Kue Lumpang* to attract people, so that they will know about the existence of *Kue Lumpang*.

*Bunga telang* which has the Latin name *Clitoria ternatea* is a flower species from tropical Asia. It often grows as an ornamental plant in Asia. The color of *Bunga Telang* is blue. Besides it is used as natural dyes, it also has many advantages for our health such as antioxidant, antidiabetic, and antimicrobial.

Based on the explanation above, one of ways that can be done to make society know about the existence of *Kue Lumpang* is by making a video. Nowadays,

in globalization era people are turning more to social media technology and spending in streaming videos on You Tube or scrolling on Instagram rather than reading newspapers or magazine. Social media technology allows people to get and understand information easily. Uploading a video on internet can be an effective way to give information about Kue Lumpang as one of traditional snacks from Palembang because people all over the world can access it anytime and anywhere.

Based on the statements above, the writer would like to make a final report entitled “**Designing a Video Script of *Kue Lumpang* Using *Bunga Telang* as Natural Dye**”.

## **1.2 Problem Formulation**

Based on the background above, the problem formulation of this final report are :

- 1) How to make *kue lumpang* using *bunga telang* as natural dye.
- 2) How to design a video script of *kue lumpang* using *bunga telang* as natural dye.

## **1.3 Purpose**

The purpose of this report are :

- 1) To know how to apply the steps of designing a video script of *Kue Lumpang* using *Bunga Telang* as natural dye.
- 2) To give information about *Kue Lumpang* & *Bunga Telang*.

## **1.4 Benefit**

a. For the writer

- 1) To add the writer’s experience of writing a video script of *Kue Lumpang* using *Bunga Telang* as natural dyes
- 2) To increase knowledge about the use of *Bunga Telang* as natural dyes

b. For the readers

- 1) To give information about *Kue Lumpang* as one of traditional snacks from Palembang
- 2) To give information about making *Kue Lumpang* using *Bunga Telang* as natural dyes.