

CHAPTER I

INTRODUCTION

1.1 Background

Culinary tourism is one aspect that can attract tourist. A tourist attraction is coming to an area to get or hunt for traditional food of that area is not expensive in enjoying the traditional food. This can be one of characteristic owned by the area. Culinary tourism is as exploratory eating individuals explore foods new them and use foods as the basis to explore new cultures and ways of being eaten. (Long, 1998:181). It can be concluded that culinary tourism is the exploration of tourism experience that reflects about the local culture and becomes the attraction for the tourist to promote and develop food and drink.

Every region in Indonesia has its own diversities, especially the typical foods. Indonesian people should be proud of the diversities, especially food diversity that spread 34 provinces. Each region has its own characteristic in flavors, it can be sweet, sour, salty, and spicy. Food that is available in every region is usually food that has been existing for a long time from the ancestors and later known as the typical food region.

Local specialties are one of the preferred by tourists. These tourists mentioned that culinary is also a plan of their tour that we now know as Culinary Tourism. Food has been the identity of an area for a long time, because food can also reflect the culture of the area. Distinctive regional food in a region can be known starting from the dominant taste, way of serving, until the spices involved in it will be served in the momentum of the people of the region itself.

Many regional dishes in Indonesia that we can know, but there are also many types of regional cuisine that we do not know yet. One typical food that has slowly disappeared is "Tahok Tutok". Tahok Tutok is a type of food made from cassava leaves which is crushed and cooked with spices. Tahok Tutok is a traditional food from Prabumulih city.

This Tutok Tahok is a food consumed by the Prabumulih city villagers because of the material that is easily found and planted. So that the city of Prabumulih villagers makes this Tutok Tahok as a traditional food to become a Prabumulih specialties.

As progress and modernization, Prabumulih city develop and advance. Not only that many people who began to arrive and reside in the city prabumulih. So that not a few of those

who know about the traditional food from Prabumulih city is tutok tutok. But Tahok Tutok is still often encountered and consumed by indigenous people in the villages of Prabumulih city. And this food is not only consumed daily but this tutok also served at traditional ceremonies or weddings.

In order to make this traditional food popular or to be known by people, it needs a medium to introduce and promote as one of tourism culinary. The sophistication of technology now can be used as a promotional media to introduce Prabumulih traditional food. In this modern era, printed media begin to be rarely used. People are now turning to social media technology and spending in streaming videos on *YouTube* rather than reading newspaper or magazines. The social phenomena of electronic media in cyberspace allows people to get and understand information easily.

A good promoting video can be useless if the creators of promotion cannot find proper place that can be accessed by many people, the place from the writer's perspective is internet. Internet is the best place to put the video promoting because people all over the world can access it in anytime and anywhere. With the internet, all information needed by human can be fulfilled .

Google, Firefox, social media as Facebook, Instagram, and Twitter, until YouTube are parts of the internet. *YouTube* is currently the most popular video streaming platform of the internet in the world. The contents of video on *YouTube* are diverse. There are music video, video blogger, tutorial and etc. Recently, *YouTube Chief Executive Officer (CEO)* reveals there are 1.8 billions registered *YouTube* users who watch video on the platform every month. This number does not include viewers watching video on *YouTube* without creating an account and the number increases compare to the previous data in mid mid 2017 of 1,5 billion viewers who logged in *YouTube* accounts per month (wojcicki, 2018:2)

Therefore, the writer is interested in using video script to introduce regional identity and offered a forum of information for people in the form of culinary videos, namely traditional food in my final report entitled “**Writing Video Script Of Tahok Tutok to Promote Prabumulih Traditional Food**”

1.2 Problem Formulation

Based on the background above, the problem formulation of this final report is “how to write video script of Tahok Tutok to promote Prabumulih traditional food”?

1.3 Purpose

Based on the problem formulation above, the writers would like to know the steps of writing video script to promote Prabumulih traditional food, make Prabumulih traditional food to be more popular and well known by both domestic and foreigners.

1.4 Research Benefits

a. For writer:

1. Enlarge the knowledge about culinary tourism and food products in Prabumulih
2. Understand how to writing video about Tahok Tutok to promote Prabumulih traditional food

b. For readers:

1. As input to create the promotion for culinary tourism in Prabumulih
2. Giving information about how to writing video script about Tahok Tutok to promote Prabumulih traditional food.

c. For students of English Department:

1. To enlarge the infoerxrmation about Tahok Tutok as traditional food products of Prabumulih
2. To get more reference about food products in Prabumulih