

CHAPTER I

INTRODUCTION

1.1. Background

Tourism is a sector that is growing rapidly at this time in Indonesia. According to Syambudi (2019), Indonesia has been visited by more than 158 million foreign tourists in 2018, an increase of more than two million tourists from the previous year. The drastic increases in the number of tourists and the entry of foreign currencies still seem to continue. It cannot be denied that tourism is the most developed and in demand business sector. Isawara (2018) states that the tourism sector is still the largest foreign exchange contributor in Indonesia, even the highest. To increase tourist visits, we need to improve the development of several aspects such as accommodation, attractions and food.

One of the tourism activities besides seeing the existing tourism destinations is that tourists definitely look for typical food of the region they visit. Usually, they look for different traditional food from the area they have visited before. The food sector can attract the attention of tourists, not only because of the taste but also of the appearance. Hutchings (1997) states that the first impression of a food is usually visual, and a major part of our willingness to accept food depends on its appearance. Appearance of food can increase and decrease a person's appetite.

Every region in Indonesia has its own traditional food that has different taste and appearance, for example Yogyakarta famous with its *gudeg* and Jakarta famous with its *kerak telur*. PALI, one of the regencies in South Sumatra, has a traditional food, that is Sagarurung.

Sagarurung is a traditional food from PALI regency. The basic material for making Sagarurung is fish. The kinds of fish are *gabus*, *toman*, *nila* and *patin*, which is mixed with very simple herbs, those are chili, onion, lime leaves, salt, sugar and all of them are blended, then seasoning smeared on fish that have been cleaned and defrosted. Furthermore, the fish is grilled using firewood until it emits the distinctive aroma of the seasoning of the fish which means that the fish is ready to be served. Sagarurung having a special taste because it is made through the

smoke and little bit spicy. Because of that Sagarurung has a different taste from another processed fish. Sagarurung also has many vitamins that benefited for the human body because made from fish, for example vitamins A, D, B6, and B12. That is why Sagarurung is favored by the local people. People in PALI regency eat Sagarurung with warm rice and serve it in lunch or dinner and also serve the tourist when they come to PALI regency. Sagarurung is one of the sources of income for society in PALI regency. It is only available in PALI, regency so there are many people do not know about Sagarurung. Therefore, Sagarurung is a traditional food that should be preserved to rich the diversity of culture in Indonesia and support the economic sector in PALI regency.

In order to make people know about Sagarurung and interested to come to PALI regency for tasting Sagarurung. We need a media to promote this traditional food. According to Flaminggo (2014), there are three promotion media: printed promotion media, internet promotion media, and electronic promotion media. Printed promotion media are newspapers, magazines, posters, brochures and banners. Internet promotion media such as websites, blog, social media (facebook, youtube, twitter, etc). Electronic promotion media is the common ways to promote something by E-newspaper, E-magazine, E-booklet, etc.

In this final report the writer used E-booklet as media promotion to promote Sagarurung as traditional food from PALI regency. According to Yandri (2016) Booklet is an information media that aims to deliver a message in electronic form, which is aims so that people can understand and obey the message contained in the e-booklet. So, it will give specific information, and society prefers searching for information on electronic media. Because electronic media is more practical, can be accessed more quickly because most of people in Indonesia already have access for internet, and can be read anywhere and anytime by the local society or even international society. Furthermore, it also can economize the costs of making a book and then environmentally friendly because to make e-booklet, paper is not needed so it can support the paperless campaign. Based on the explanation above, the writer is interested in making her final report with title **“The Copywriting of Sagarurung E-Booklet as Traditional Food from PALI Regency”**.

1.2 Problem Formulation

The problem formulation of this final report is how to write E-booklet to promote Sagarurung as a Traditional food in PALI Regency.

1.3 Problem Limitation

The scope of this final report is focused on the introduction of Sagarurung as a traditional food from PALI regency.

1.4 Research Purpose

The purpose of this final report is to know how to copywriting an E-booklet that contains information about traditional food in PALI regency.

1.5 Benefits

Research benefits in this final report are:

- For the readers

The readers can read the e-booklet to get new information about Sagarurung for example the texture of Sagarurung, the taste and also shape of Sagarurung as a traditional food from PALI regency.

- For the writer

The writer can increase knowledge about the process of making Sagarurung as traditional food from PALI regency and how to create a e-booklet as a promoting media.