

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Tourism is a travel activity undertaken by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of tourism attraction that visit in the temporary period. Tourism is associated with culinary, cultural, historical, and natural resources owned by a state or region. In some countries, they use the potential of culinary, culture, history, and natural wealth as a tourist attraction to bring tourists to their country (UUD Pariwisata RI Tahun 2009).

Nowdays, culinary tourism is being highly developed. According to the International Culinary Tourism Association (ICTA), Culinary tourism is growing exponentially every year with the steady increase in interest of food channels, travel shows featuring local and regional cuisine, food documentaries and online culinary travel shows, more consumers are traveling to various destinations just to enjoy a new food and wine experience. Culinary connoisseurs are sometimes willing to spend money to go to a region just to taste food in tourism destinations. Tourists travel all over the world to seek different types of cuisine and create memorable experiences through them (Long, 2004). Besides that, Vice President for F & B Operations Asia Pacific Hilton Worldwide, Markus Schueller in Press conference in Kompas.com on February, 2<sup>nd</sup>2014 once said that culinary typical of a country or city can clearly determine where the tourists choose to vacation. So that tourists nowadays not only do traveling to visit tourism destination but they also want to taste some typical food in a region that they visit.

Palembang is one of the cities in Indonesia that has many destinations for culinary tourism. There are many kinds of local food such as pempek, model, laksan, burgo, ragit and many others, and the price of the most local food

in Palembang is very cheap, so all of the circles of people can consume the local food. Those local foodscan be found in the Palembang traditional markets such as Pasar 16 ilir, Pasar 26 ilir, and Pasarcinde. In Palembang people may not only find the local foods, but they also can find durian in the newest traditional market, the Durian Traditional Market.

The Durian Traditional market is located inIlirTimur II, KutoBatu. The distance from the Center of Palembang city is approximately 3.5 kilometers and takes about 15 minutes by motorcycle. The Durian traditional market is officially opened as a culinary tourism destination. It is hoped that it can increase the number of tourists to Palembang, this durian traditional market will increase the number of recommendation places for travelers who are visiting Palembang.

The durians in this market are from many cities in South Sumatera Province like LubukLinggau, Lahat, Tebing Tinggi, TanjungEnim, MuaraEnim, and others. Besides that, the durians are also from out of Palembang such as from Medan, Padang, Aceh, Bengkulu, Jambi, and others.

To make this durian traditional market popular or to be known by people, it needs a medium to introduce and promote as one of culinary tourism destination. The appropriate use of the media can influence the success in the promotion of a product. There are many kinds of media that can be used such as brochure, catalog, pamphlet, booklet, and video.

A video can be a good way to promote durian traditional market. According to MacFarland (2014) a video is a powerful tool for promotion, because the video is being watched online more and more every year including 80% increase in online video consumption over the past six years, 55% of the majority of video news viewers among internet users and 2 billion video views per weeks are shown on YouTube. Video can be a powerful medium for promotion and can be used effectively.

Based on the explanation above, the writer is interested to write this final report entitled "Designing a Video To Promote Durian Traditional Market As a Culinary Tourism Destination In Palembang".

### **1.2 Problem Formulation**

Problem formulation of this research is how to design a video to promote a durian traditional market as a culinary tourism destination in Palembang?

### **1.3 Problem Limitation**

By seeing the problem above, the writer only focuses on designing a video to promote durian traditional market as a culinary tourism destination in Palembang.

### **1.4 Research Purpose**

The research purpose of this final report to know how to design video to promote a durian traditional market as a culinary tourism destination in Palembang.

### **1.5 Benefit**

The benefit of this final report is to give knowledge to the students of the English Department at State Polytechnic of Sriwijaya about how to design video to promote durian traditional market as a culinary tourism destination in Palembang.