

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is a trip that is carried out by a persons in a certain period of time from one place to another by planning ahead, the purpose is for recreation or for an interest so that his or her desires can be fulfilled. In Palembang, there are many tourisms such as Pulo Kemaro, Benteng Kuto Besak, Ampera Bridge and others. They also certainly interest with industries in Palembang like clothing, bag , jewelry, and food industries.

It is clear that food is very important because, every region has a variety of foods and flavors that might not have been imagined before. Like serving noodles in Vietnam will certainly be different from Chinese-made noodles. Because each region has its own characteristics that are influenced by culture to the availability of spices. Of course, culinary tours are fun because not only trying new foods, but also increase knowledge about the traditions of a place, that is why culinary is an important part when on vacation, for example, brekkie or breakfast.

Brekkie or Breakfast is a mealtime rich in benefits that cannot be obtained from further food items such as lunch and dinner. This is because breakfast is not just filling an empty stomach after fasting for about 7-9 hours but replaces nutrients absorbed by the body when sleeping at night. Palembang is one of the cities in South Sumatera that has much traditional foods on there, especially *Brekkie* or Breakfast. Palembang have many types of traditional breakfast food, for example, Celimpungan, Burgo, Lakso, and other.

According to Khomsan (2010), breakfast is very beneficial for health, one of them for school children. Breakfast can help improve brain performance. Once the importance of breakfast, especially for children not only because children are still in a period of growth and development, therefore the need for nutrition at

breakfast for children greatly affects the concentration of learning in order to actualize children in school.

A good *Brekkie* or breakfast should contain lots of carbohydrates because of the glucose and micronutrients in the brain that can produce energy, in addition, it can take place to stimulate the brain to help focus the mind to learn and facilitate the absorption of lessons. Humans need breakfast because breakfast is expected to occur the availability of energy used for the first hour of activity, But the facts many people skip *brekkie* or morning food because of late, in a hurry, and oversleep and other. Palembang is typical breakfast, which is identical to the raw ingredients of fish, is a characteristic of the city itself, of course, becoming one of the attractions of visitors to taste the typical breakfast itself at affordable prices.

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. Meanwhile, Promotional activities are done to disseminate information about Brekkie or Breakfast in Palembang and attract are visitors to visit and taste the breakfast of Palembang. The number of visits from outside and inside can affect the economy of citizens. Brekkie or Breakfast promotion can be done in various ways, ranging from printed media such as brochures, booklets, billboards to electronic media such as pictures and videos.

Video is a technology that is used to capture, record, process, transmit and rearrange moving images. Which usually uses celluloid film, electronic signals, or digital media. Digital video itself is a type of video recording system that works using a digital system compared to analog in terms of video representation. Video writing also as a liaison between potential customers with the act of buying.

Copywriting is one of the most responsive techniques for getting responses from readers. Media in copywriting is not only in written form, but can use images or in the form of videos. Copywriters are required to be able to arouse, attract, move, identify, mobilize togetherness, and communicate messages with comparative value to the public, this video is expected to provide sufficient information about breakfast Palembang.

Based on the explanation above, the writer is interested to finding out how to create promotion video as the title in this final report as a promotion media to promote Breakfast food, so the writer would like to choose **“The Video Copy Writing of Palembang Breakfast Variety”**

1.2. Problem Formulation

The problem of this final report is formulated as the following: How to make the video copywriting of Palembang breakfast variety?

1.3 Purpose

The purpose of this final report is to describe how to make the video copy writing of Palembang breakfast variety.

1.4 Benefits

The benefits of this report are:

1. For Writer

This final report can be used to increase the knowledge in creating a media to promote Breakfast food in Palembang.

2. For Students of English Department

This final report can be used to provide more information about Breakfast in Palembang.