

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background**

Indonesia has typical culinary wealth. It is not only about the food, location but also the way how to eat. Serving food in Indonesia also has uniqueness, one of them is street food. In modern era, street food has become unsepereted in human life, not only in an urban area but also in an rural area. Street food is expected to increase because the price is cheap and easily to get.

Every province has destinations which is supported by culinary especially Palembang. When a tourist visits a new place and he arrives at morning, he might be confused what they will do. Sometimes they only stay in the hotel and do not do anything. Actually, they can go to some place near the hotel and visit culinary place in the city. Because every place has a varieties food.

Lack of information about morning culinary in Palembang makes tourists only prefer to go to restaurant. Because they think eating in the restaurant has some advantages such as, they can eat delicious food, enjoy a live music, and also they can take a picture in the restaurant with a nice background regardless of the price that can be considered expensive. Whereas, in Palembang there are many traditional foods in the morning, but they are not exposed or poorly known. When it comes to taste, guaranteed no less tasty than those sold in restaurants and the price is certainly more affordable. One of them is street food in Kambang Iwak. This happened because of lack of information and media promotion about culinary place in Palembang.

Nowadays, everything can be accessed easily. To get more information, now people can only search in social media through streaming video instead of spending time reading newspaper or magazine. Promoting by using videos is more interesting and eye-catching than photo or text because it combains images, sounds, and also affects. In addition, using the video as a promotion media is very flexible. It can be viewed in online site like Youtube.

There must be suitable media for promotion to help tourists get information about culinary place in Palembang. One of the internet media that is currently booming is vlog. In vlogs, people immediately know as if they were in a video situation. So, vlog can be media to promote culinary place in Palembang. Therefore, the writer is interested to make a final report with title “Designing a Script of Morning Culinary Vlog in Seberang Ilir Palembang”.

### **1.2. Problem Formulation**

The problem formulation of this final report is how to design a script of vlog of morning culinary in Ilir Palembang?

### **1.3. Problem Limitation**

By seeing the problem above, the writer only focus on design a script of vlog of morning culinary in Ilir Palembang.

### **1.4. Research Purpose**

The research purpose of this final report is the way to promoting culinary place by design a script of vlog of morning culinary in Ilir Palembang.

### **1.5. Benefits**

The benefits of this report are:

1. For the researcher
  - a. To increase information about morning culinary in Palembang
  - b. To increase the knowledge about designing a script of vlog of morning culinary in Ilir Palembang
2. For readers
  - a. Giving information about how to design a script of vlog of morning culinary in Ilir Palembang.
  - b. Giving information about the place that there is a morning culinary in Ilir Palembang
3. For English Department

To fullfil the assigment of final report from English Department in State of Polytechnic of Sriwijaya.