

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia has many kinds of typical foods of the archipelago, or what we often call culinary specialties. The diversity of ethnic groups with different cultures, languages, religions, and customs creates a variety of dishes, foods, and drinks that are characteristic of each region. One of the main attractions in this country is culinary. Our country consists of several islands and several provinces. Where every province has its regional specialties in which culinary food makes one of the identities of an area. In every region in the country has traditional food, which has so many types that are spread throughout the archipelago.

However, not all typical foods in Indonesia are known by many people. Along with the development of the times, traditional foods are increasingly less known by many people. Even at this time, many people do not know about traditional food in their area because of the influence of globalization people are affected by foreign cultures.

South Sumatra is one of the provinces in Indonesia and has many districts. Each district has famous and favorite specialties. However, some typical foods are still untouched and unexposed. One of the typical food that is untouched and unexposed in South Sumatra is *Ikan Segarurung* from Penukal Abab Lematang Ilir Regency.

*Ikan Segarurung* is a traditional food from Tanjung Kurung Village Penukal Abab Lematang Ilir Regency. It is made from *toman* fish, tilapia, and catfish which is smoked for 2 hours and given some spices to add flavor. In PALI Regency, *Ikan Segarurung* is usually eaten as side dishes. Due to POPULARITY OF *Segarurung* is increasingly unknown by many people, the writer would like to introduce and promote *Ikan Segarurung* as typical food from Penukal Abab Lematang Ilir Regency.

Promotional activities require media, and there are many promotional media that can be used, such as electronic media, outdoor promotional media, and print media. In this case, the promotion is carried out to introduce and promote traditional foods in an area. Electronic media is an advertising media whose work processes are based on electronic and electromagnetic principles. For example using television, radio, and video to do promotions. Outdoor promotional media are promotional media placed outdoors such as on the road. Examples are billboards, banners, etc. Print media are static media and prioritize visual messages that result from the printing process of basic materials and facilities for sending messages using paper. Examples are newspapers, magazines, leaflets, and booklets.

On this occasion, the writer chose video as a media advertisement. The lack of explanation in Indonesia and English about Ikan Segarurung, the writer would like to share a promotional video with the explanation or narration to make other people interested in it. Based on the explanation above, the writer would like to make a final report entitled "**Writing Video Script To Endorse Ikan Segarurung As Traditional Food Of Penukal Abab Lematang Ilir Regency**".

## **1.2 Problem Formulation**

Based on the explanation above, the problem that would be discussed is formulated in the following : How to write an informative video script of *Ikan Segarurung*.

## **1.3 Purpose**

The purpose of this final report is to apply the steps of writing script of *Ikan Segarurung* video as traditional food from Penukal Abab Lematang Ilir Regency. The focus is on applying seven simple steps to writing a video script by Lydia Cockerham, 2016 in the article entitled "How to Write a Corporate Video Script in 7 Steps"

## **1.4 Benefits**

The benefits of this final report are :

1. For the institution, this report is beneficial to give information about *Ikan Segarurung* to the students of State Polytechnic of Sriwijaya especially for English Department.
2. For the readers, this report is beneficial to be a source of information to know more about traditional food from Penukal Abab Lematang Ilir Regency especially *Ikan Segarurung*.
3. For the government, this report is beneficial to attract lots of people to get to know about traditional food from Penukal Abab Lematang Ilir Regency especially *Ikan Segarurung*.