

CHAPTER I

INTRODUCTION

1.1. Background

Palembang City as one of Indonesia's famous tourism destinations has culinary tourism potential. Culinary tourism potential of Palembang is there are many a unique food especially made of fish. The taste of food itself are difficult to find in other city. Palembang City has excellent culinary tourism potential to be developed so it can attract domestic and international tourists to visit. It will be a perfection when tourists visiting the city can also taste Palembang special traditional food. If the food is delicious, the visitors will come to that place again and again. Delicious food can make someone happy and longing the food. That's why special food is important in an area. Selwood (2003) states "Food is one of the most important attractions sought out by tourists in their craving for new and unforgettable experiences".

Food has been the identity of an area for a long time, because food can also reflect the culture of the area. Food characteristics in a region can be known starting from the dominant taste, way of serving, until the spices involved in it will be presented in the momentum of the people themselves (Aristia, 2010). Palembang's special food is divided into 2, they are traditional salty food and sweet traditional food. Palembang has a lot of salty traditional food such as *Pempek, Gandus, Laksan, Model, Burgo, Mie Celor, Lenggang*, etc. While, the examples of traditional sweet food are *Srikaya, Kojo cake, Lumpang cake, Maksuba, Bolu lapis, Bluder*, etc. That is why, the city of Palembang was dubbed as the "City of a Million Culinary". Many traditional Palembang specialties are unknown to residents and tourists. For example, *Engkak Medok, Engkak Kicut, Gulo Puan, Sambal Lingkung, Fish Dumplings, and Telok Ukan*.

Telok Ukan is one of Palembang's traditional food that is almost considered as a rare food. Telok Ukan (in Indonesian means "*TelurBukan*"), is made of duck eggs and some are made of chicken eggs. The process is fairly

complicated. This is because duck eggs are perforated with needles in advance to remove the contents. Then the contents are mixed with coconut milk and various other seasonings. After that, it is put back into the egg and steamed. This Telok Ukan is barely found every day. It can be found in Romadhon and during the celebration of Indonesia's Independence Day on 17 August. Telok Ukan is almost extinct because of the lack of sellers. Even Palembang residents themselves do not know much about the existence of Telok Ukan. Telok Ukan is considered unique because it looks like an egg outside but when we cut in half, we can find food with green color instead of egg white and yolk. Since Telok Ukan is difficult to find, it is considered as one of traditional rare food, so the writer wants Telok Ukan can be known widely not only by Palembang residents but also other visitors or tourist. Therefore Telok Ukan can be found easily because they have known where they can find Telok Ukan every day based on the video of Telok Ukan.

In order to get much information about Telok Ukan, marketing plays an important role for introducing a special traditional food in Palembang. It can be done in various ways, ranging from printed media such as brochures, booklets, billboards. Electronic media such as pictures and videos. Promotion by using videos is more interesting and eye-catching than photograph or text because it combines images, sounds and also effect. Besides being more attractive, using the video as a promotion media is very flexible. A video can be good a way to promote Palembang traditional food. MacFarland (2014) says that video is a powerful tool for promotion, because video is being watched online more and more every year. It is including 80% increase in online video consumption over the past six years, 55% of majority of video news viewers among in term users and 2 billion video views per week are show on Youtube. Videos can be a powerful medium for promotion and can be used effectively.

Based on the explanation above, the writer wants to introduce it in a way making a video copywriting to promote Telok Ukan as a special traditional food in Palembang. The script is about making Telok Ukan and to introduce Telok Ukan as a Traditional food in Palembang. Therefore, the writer is interested to

make her final report with title "The Video Copywriting of Telok Ukan as a traditional food in Palembang".

1.2 Problem Formulation

Based on the title and background of this report, the writer take a problem formulation how to write a video copywriting of Telok Ukan as a traditional food in Palembang?

1.3 Purpose

The purpose of this report is to give information about Telok Ukan as a traditional food in Palembang to keep traditional food not becoming extinct.

1.4 Benefit

The benefits of this reports is to get the writer and reader knowledge about what are interesting of Telok Ukan as a traditional food in Palembang

