

CHAPTER I

INTRODUCTION

1.1. Background

Tourism in Indonesia continues to grow. The growth can be seen from the number of tourists coming to Indonesia from year to year. According to data from the BPS (Central Bureau of Statistics), the number of foreign tourist arrivals in 2018 was 10 (million) and it became 15.8 (million) in 2019. The natural, cultural, historical, and culinary tourism that appear in this country can be the reason for tourists to come (Twitter, 2019). Culinary tourism is one of the growing tourism sectors. Prajogo (2017), Director of Good Indonesia Food says that one of the reasons for tourists coming is to taste foods that are different from their own foods. Moreover she states that tourists are very interested in traditional Indonesian food because they want to see the true face of Indonesia.

Culinary tourism in South Sumatra is currently very popular. The most famous traditional food from South Sumatra is *Pempek* from Palembang city. There are also other cities in South Sumatra that have famous traditional foods, such as *Hehancang Tehung* from Lahat, *Kopi Durian* from Baturaja, *Kelicuk* from Empat Lawang, and *Bolu Nanas* or Pineapple Cake from Prabumulih. Prabumulih as one of cities in South Sumatra has made some progress in the tourism sector especially culinary tourism. Prabumulih is known as “*Kota Nanas*” or Pineapple City. The pineapple from Prabumulih is famous because it tastes delicious and sweet. Because there are so many pineapples in Prabumulih, the people of Prabumulih take action to make the Pineapple become many kinds of interesting foods and one of them is Bolu Nanas or Pineapple Cake. This pineapple cake is a cake that is made of flour and pineapples that already processed. The taste of the pineapple cake is very tasty with a very fresh aroma. Besides having a fresh aroma, this pineapple cake also has a very moist texture so it is easy to chew.

Pineapple Cake is very famous in Prabumulih. But, only people who visit Prabumulih know this cake. This cake is not known more widely out of this city. So by promoting it, it is expected that Pineapple Cake could reach a wider area out of Prabumulih.

A video is a good medium to promote this Pineapple Cake. Mr. Arief Yahya, the Minister of Tourism and Creative Economy (2015) stated that there are three of the most demanding tourism promotions; they are video, image or photograph, and text or writing. Promotions by using videos are also considered more interesting and eye-catching than photograph or text because it combines images, sounds and also effects. It can be viewed offline (Without an Internet connection) and can also be uploaded to online sites like YouTube, Instagram and can be watched by more people and reach out to wider area.

Based on the statements above, the writer is interested to write this final report project with the title **“Designing a Video to Promote Pineapple Cake as The Typical Food From Prabumulih Palembang”**.

1.2. Problem Formulation

Based on the statement above, the problem is formulated as follow “how to design a video to promote pineapple cake as the typical food from Prabumulih Palembang?”.

1.3. Problem Limitation

The writer focuses on designing the video promotion of pineapple cake as a typical food from Prabumulih Palembang.

1.4. Purpose

Based on the problem formulation above, the purpose of the final report is to know how to design a video to promote pineapple cake as a typical food from Prabumulih Palembang.

1.5. Benefit

The benefit of this final report is to give knowledge to the English Department students of State Polytechnic of Sriwijaya about how to design video to promote Pineapple Cakes as the typical food from Prabumulih Palembang.