

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the writer will discuss about the background of research, problem formulation and its limitation, purpose and benefits in conducting this research.

#### **1.1. Background**

Culinary has an important role in the tourism industry, because most tourists spend their money on culinary when they travel in a country. In addition, culinary becomes a strong attraction to bring tourists to visit a destination. That was said by Kardono at the 2019 Trendwatch Unilever Food Solutions (UFS) at the Ramayana resort, Bali, Friday (10/25). Moreover, he said that culinary tourism in the country has extraordinary potential.

The diversity of traditional food that comes from different region in Indonesia is the wealth that must be preserved. Ministry of tourism has given attention to the traditional food since last five years. If ministry of tourism had not given much attention to the traditional food, the traditional food would have been extinct by the time and lifestyle of Indonesian people, (Kardono : 2019). In that context, the government continues to strengthen the culinary tourism sector, such as starting to set regions in Indonesia as a leading culinary tourism destination. "The five regions that have been designated as culinary tourism destination are Bali, Yogyakarta, Bandung, Solo and Semarang. The number of regions is expected to continue to increase along with the increasing readiness and commitment of local governments in developing the potential of culinary tourism in their respective regions" (Kardono : 2019).

Palembang which also has a lot of traditional foods and drinks is potential to be developed in the tourism sector but Palembang is not included as a region designated as culinary tourism destination. Therefore, the culinary promotion in Palembang must also be increased to support the development of culinary in Palembang and also to introduce the traditional culinary of Palembang to the tourism sector.

Although the government of Palembang city has conducted the promotional culinary efforts to attract tourists such as holding events, making promotional videos of culinary in Palembang, making booklets of Palembang traditional food, and so on, but the way that is needed to promote the culinary in Palembang must be improved in order to attract tourists to know the traditional culinary in the city of Palembang. According to Indonesia Chef Association (as cited in Widodo, 2018), in Indonesia, there are many young generation that are not familiar with traditional food. It means that the promotion of traditional food has not been better yet. It is also proven by Andriani, Mudassir, and Zania (2018), that nowadays the promotion of traditional food is not as extensive as Thailand, Vietnam, South Korea, Japan, and India.

Today almost everyone is inseparable from mobile phone, and tourists are no exception. Therefore, the use of mobile phone seems very helpful in daily activities even in traveling. With the mobile phone, tourists can easily find information. This is evident from the research reports conducted by Independent Research agency Ipsos (as cited in Poerwanto, 2015), which mentions Indonesia and Brazil have the third and fourth highest number of connected smartphone users with 59% of the countries surveyed by Trip Barometer.

Nowadays there are many tourists only using mobile phone for travelling. Thus, a Mobile phone can also be one of the good tourism promotion media to attract tourists. By creating mobile phone application in the field of culinary tourism, the tourists can use it as a guide to buy and taste the culinary of Palembang. Moreover, this application also gives detailed information needed by tourists including culinary history information and the steps of making the Palembang traditional food.

This application is simple to use because many people have a smartphone to access this application. And then, the purpose of this application is to help introducing culinary in South Sumatera to all of generation, including young people who do not know Palembang traditional food.

Based on the background that the author has described above, the writer is interested to write this final report with the title "Designing The Mobile Phone Application Of Palembang Traditional Food To Introduce Culinary In Palembang."

### **1.2. Formulation of the problem**

The problem formulation of this final report is how to design the mobile phone application of Palembang traditional food to introduce culinary in Palembang.

### **1.3. Problem Limitation**

To prevent this final report out of topic, the writer limits the problems of this final report. The writer designs a mobile phone application to introduce culinary in Palembang.

### **1.4. Purpose and benefits**

The purpose and the benefit of this final report are :

To know how to design the mobile phone application of Palembang traditional food to introduce culinary in Palembang and to give knowledge / Information to the students of the English Department about how to design the mobile phone application of Palembang Traditional Food to introduce culinary in Palembang.