

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Both foreign and local tourists come to a tourism destination for certain purposes. The purposes might be because the place has potential interests, in terms of education or the existence of historical values. They come to learn something new or to know more about history of certain things. Moreover, some of them come to a tourism destination for tasting local culinary. This is done because they expect to explore and taste new foods to them as well as experience new cultures that attached to the food. The purposes mentioned above have been great concerns for The Government of Indonesia as well as local governments to develop their tourism industry.

Nowadays, The Government of South Sumatera Province has made some development in tourism sectors by developing tourism potential in education sector, creative economy sector, and culinary sector. Especially for culinary sector, it is developed due to the reasons that tourists come to South Sumatera Province was taste the local food from cities or districts in this province. South Sumatera has 4 cities, namely Lubuk Linggau city, Pagaralam city, Palembang city, Prabumulih city and 13 districts, namely Banyuasin, Empat Lawang, Lahat, MuaraEnim, Musi Banyuasin, Musi Rawas, Musi Rawas Utara, Ogan Ilir, Ogan Komering Ilir, Ogan Komering Ulu, Ogan Komering Ulu Selatan, Ogan Komering Ulu Timur, Penukal Abab Lematang Ilir. Each city and district have their own traditional food. One of tourism destination places that has traditional culinary in South Sumatera is Penukal Abab Lematang Ilir (PALI).

Pali is one of districts in South Sumatera which has natural food resources such as palm, cassava, and petaling. Especially for Petaling, a fruit plant from Pali, is a natural food resource which is processed and good ingredient for local snacks, like dodol, jelly, fries, and cake. However, these traditional snacks from Petaling fruit have not been promoted widely to attract visitors to come to Pali regency. In fact, the promotion has potentials to increase both tourism and economic sectors in Pali itself. Having good promotion of jelly, dodol, fries, and cake from Petaling flour as unique traditional snacks from Pali, will make many visitors come to Pali and also will promote the tourism sector and the economic welfare of the population and the tourist

area. The more tourists come to Pali will promote this regency as a tourism destination place more. Moreover, the traditional snacks sellers will also help the people who work for the snacks as employees and helping to market products that have made traditional snacks.

There are several examples of promotional media, such as newspapers, magazines, booklets, etc. media booklets as all forms of intermediaries used by humans to convey or spread ideas, ideas, or opinions so the ideas, ideas or opinions expressed reach the recipient which was intended. Booklet was chosen to be one of the visual communication media because it has its own advantages such as attractive design, cheap production and easy distribution. By designing a unique booklet with complete information, this booklet is expected to provide enough information about traditional Pali snacks, so that people can recognize and preserve traditional snacks as Pali cultural heritage. In fact, booklets are more practical and easier to read than books or other media (Latuhuru, 1993). It is also expected to make traditional snacks becomes more well-known for local community, domestics and foreigners.

## **1.2 Problem formulation**

The problem formulation of this research is How to designing the booklet dodol Petaling as a traditional snacks from Pali? .

## **1.3 Problem Limitation**

The problems, was limited into two languages : (1) English and (2) Bahasa Indonesia. The choice of the languages in English was expected to help the foreigners to understand and get the information because English is an International language. The Bahasa Indonesia was expected to be understood by local people. It might help people who do not understand English.

## **1.4 Research Purpose**

The purpose of this research was to design snacks made from Petaling flour to increase the value of Petaling fruit and its flour. Looking at the economic aspects of tourism, we will see great opportunities there, with this booklet Pali can get a lot of income from the tourism sector many relater matters can be developed into efforts to gain profits and increase employment for the people of Pali. Tourism sector caused the economy of the local community to increase dramatically. The arrival of tourist to a tourist destination also causes the emergence of foreign business people or encourage someone to be self-employed to provide services and facilities for

tourist during their trips. Also opening jobs for residents around, absorbing a lot of workers in the field of tourism.

### **1.5 Benefits**

The benefit of this report for readers is giving the information and knowledge, getting more references about snacks from Pali, and being a reference for people who will investigate about a similar case study.