

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of the development sectors being promoted by the government. This is because tourism has a very important role in Indonesia's development, especially as a foreign exchange earner besides the oil and gas sector. In addition, tourism is also considered to have advantages because the majority of its activities are in the service sector.

The Indonesian tourism sector is very promising. This sector is the core business of Indonesia. According to Wahab (1975: 55) in (Namichan, 2015), tourism is one type of new industry that is able to accelerate economic growth and provide employment, increase income and living standards and stimulate other productive sectors. Furthermore, as a complex sector, tourism also realizes classical industries such as the handicraft and souvenir industries, lodging and transportation.

As a tourist attraction for visiting Indonesia, the development of tourist attractions is carried out including natural, cultural and artificial tourist attractions. Palembang city as the capital of South Sumatra is known as Venice of the East because of Musi River flowing around it. Behind its history and uniqueness, Palembang city keeps a very diverse tourism potential and of course interesting to visit. Not only religious tourism sites and historic tourist attractions, but also culinary tourism.

Palembang is rich in culinary especially the food that is made of fish such as tekwan, celimpungan, and pempek. Those food can be found in many places, at traditional markets or modern markets, from the cheapest one to the most expensive one that depends on the quality of ingredient.

Fish as the main ingredient of some Palembang's traditional food contains a lot of protein, vitamin and mineral which are good for growth, especially growth

of children's brain and bones, preventing heart disease, reducing the risk of Alzheimer disease, and reducing the risk of depression.

Nowadays most people know pempek as Palembang's traditional food. But, actually there are so many potential food to be known by tourists beside pempek. There are many ways to promote traditional food to attract tourists through media. The media used to promote culinary such as printing media (newspaper, booklet, brochure, leaflet, and magazine), while electronic media such as television and radio.

Booklet is one type of graphic media, namely media picture or photo. According to Roymond (2009: 71), Booklet is small (half quarto) and thin, nothing more from 30 sheets of back and forth containing writing and drawing. According to FitriRoza (2012: 6), there are two advantages of the booklet compared to other media which can be studied at any time, because it is designed similar to a book and can contain relative information more than posters.

Based on the explanation above, the writer is interested in developing a final report about **“Designing a booklet of Fish as The Main Ingredient of Palembang's traditional food made of fish”**.

1.2 Problem Formulation

Based on background above, the final report is focused on designing a booklet of Palembang's traditional food made of fish.

1.3 Research Purposes

The research purpose of this final report is to design a booklet of Palembang's traditional food made of fish.

1.4 Benefits

The benefit of this report are :

1. For writer
 - a. To give information about Palembang's traditional food.
 - b. To promote Palembang's traditional food using booklet.

- c. To increase vocabulary, writing skill by writing article on booklet.

- 2. For readers

- a. To increase knowledge and information about Palembang's traditional food.

- b. To raise the motivation to try Palembang's traditional food.

- 3. For tourists

- a. To be used as a guidance for Palembang's traditional food.