

## CHAPTER 1. INTRODUCTION

### 1.1. Background

Indonesian culinary tourism is indeed very diverse. According to Wijaya et al (2016) Data reported by the ministry of tourism and creative economy of the republic of Indonesia showed that 2010, visitors spend about 18-20% of the total tourism consumption on food and beverages, recorded as the second highest expense. As an archipelago with various ethnicities and cultures, Indonesia has an amazing variety of culinary delights. Almost every region has special foods that have delicious flavors. The variety of spices that exist also makes various foods in Indonesia have a distinctive and tempting taste. This makes Indonesian culinary tourism worldwide is favored by foreign people.

Culinary tourism is focus on food as attraction for exploration and destination for tourism. Chambers (2010) state that food has always a part of hospitaly services for tourist, it was not emphasized by the tourism industry until the late 1990s. Culinary tourism focuses on the experience of dining and tasting of new foods as a commercial enterprise.

Kraksaan, a district in Probolinggo, East Javahas several culinary tourism place to eat, such as Soto Pak Koya, Soto Ayam Kampung Pak Timan and Lalapan Pak Sabar. So that the writer choose Soto Pak Koya and Lalapan Pak Sabar for the final project because intresting culinary tourism in Kraksaan. An analysis was conducted to gain further information on culinary tourism in kraksan. The writer did preliminaryinterview to the owner of Soto Pak Koya and Lalapan Pak Sabar culinary tourism in Kraksaan. The owner of Soto Pak Koya and Lalapan Pak Sabar Kraksaan said that they only hadpromotional media in the form of banner and with the name of facebook “*Soto Ayam Kraksaan Pak Koya*“ and “*Warung Pak Sabar Kraksaan*” but the facebook account was notrun well. There were also homepage of Soto Pak Koya and Lalapan Pak Sabar. The homepage were <https://food.detik.com/rumah-makan/d-5308221/soto-pak-koya-probolinggo-sarapan-soto-kraksaan-legendaris-yang-ngengeni> and

<https://vymaps.com/ID/Warung-Ikan-Bakar-Pak-Sabar-Kraksaan-1463760/>.

So, the owner of Soto Pak Koya and Lalapan Pak Sabar was lacking other promotional media that can give more interactive and effective information to their customers. Therefore, Soto Pak Koya and Lalapan Pak Sabar said that a more specific booklet will be better as a promotional media, since booklet easier to deliver and provide more complete information.

Based on the description above, it can be concluded that culinary tourism in Kraksaan need a promotional media. So that, the writer decided to make a booklet as a promotional media for Soto Pak Koya and Lalapan Pak Sabar in Kraksaan to provide complete information about culinary tourism in Kraksaan. The booklet will be translated in bilingual version English and Bahasa Indonesia.

## **1.2 Objective**

The objective of this final project is to make a booklet as a promotional media that can be used by owner of Soto Pak Koya and Lalapan Pak Sabar Culinary tourism Kraksaan to promote their product through information provided about Soto Pak Koya and Lalapan Pak Sabar Culinary tourism in Kraksaan Probolinggo.

## **1.3 Significances**

Based on the objective above, the report and the product of this final project are expected to give benefits for the following parties :

### **1.3.1. For the Writer**

The writer can apply the skill in public speaking and writing the contents of booklet.

### **1.3.2. For the Owner of Culinary Tourism**

The product of this final project can be use as a Promotional Media for the owner of Soto Pak Koya and Lalapan Pak sabar Culinary Tourism in Kraksaan to attract people to visit the place and buy its products.

### **1.3.3. For Tourists or Readers**

Both foreign and local people can get information from the booklet about Soto Pak Koya and Lalapan Pak Sabar Culinary tourism in Kraksaan and its products.

#### 1.3.4. For Student of English Study Program

This final project can be reference for student of English study program who want to conduct a similar final project, especially in making promotional media of booklet.