

CHAPTER 1 INTRODUCTION

1.1 Background

Culinary tourism nowadays become the primary tourism sector in Indonesia because culinary is part of tourism destinations that can not be ignored and is one of the basic human needs. Culinary tourism is a travel activity or a part of that is carried out voluntarily and temporarily to enjoy food or drinks Harsana (2008) in Agustina (2012). Each regency in Indonesia has traditional food with a different taste, one of these regencies is Jember.

Jember is a city that has several types of traditional food. Traditional food is food consumed by the community whose recipes are passed down from generation to generation and have a certain characteristics in each region Guerero (2009). Traditional food that originally from Jember is *suwar-suwir* (sweetmeat) and *prol tape* (fermented cassava cake). This traditional food is always a must-buy food for tourists visiting Jember to be used as souvenirs. There are many shops that sell traditional food in Jember, one of them is "Toko Sumber Madu Oleh-oleh Khas Jember".

"Toko Sumber Madu Oleh Oleh Khas Jember" is located at Jl. Gajah Mada No 103 Kaliwates, Jember. "Toko Sumber Madu Oleh-oleh Khas Jember" has several products such as *prol tape* (fermented cassava cake), *tape bakar* (grilled fermented cassava), *proltape kentang* (potato fermented cassava cake), brownies *tape* (fermented cassava brownies), *suwar-suwir* (sweetmeat) and other. The flagship product from "Toko Sumber Madu Oleh-oleh Khas Jember" is *proltape kentang* (potato fermented cassava cake). *proltape kentang* (potato fermented cassava cake) has their own characteristics that uses basic ingredients of potatoes and *tape* (cassava fermentation). The taste of *prol tape kentang* (potato fermented cassava cake) is savory and soft taste.

Based on the result of a preliminary study that the writer conducted with the owner of "Toko Sumber Madu Oleh-oleh Khas Jember" the writer got the information about promotional media that "Toko Sumber Madu Oleh-oleh Khas Jember" has. In promoting the product, the owner did an offline promotions by

selling her product to "Toko Sumber Madu Oleh-oleh Khas Jember" and several souvenirs shop in Jember, the owner use social media such as, Instagram (sumbermadujember), Facebook (Sumber Madu Oleh-oleh khas Jember), and Tokopedia (Toko Sumber Madu Jember). The owner is difficult to handle social media to promote her products because of a shortage of employees, likewise social media is not active except Whatsapp. "Toko Sumber Madu Oleh-oleh Khas Jember" also has website as a promotional media (<https://toko-sumber-madu.business.site/>). The content of the website need to be improved with more information. The website included a brief description of the shop such as the address, telephone, and photos of the product. Based on this problem, the owner need a video to be uploaded to the website in order to add information to the website. The video contains information about "Toko Sumber Madu Oleh-oleh Khas Jember".

Based on the problem faced by the owner, the writer decided to make a promotional video of "Toko Sumber Madu Oleh-oleh Khas Jember" to help the owner to promote her products. The video consists of the information about the shop, the product of the shop, and the procedure of making a product of the shop. This video was in two languages bahasa Indonesia and English.

1.2 The objective

The objective of this final project was to make a promotional media in the forms of video of "Toko Sumber Madu Oleh-oleh Khas Jember".

1.3 The significances

The significances of my final project are :

1.3.1 For the writer

The writer applied and increased her language skills in writing, speaking and ability in translation and subtitling.

1.3.2 For the owner of “Toko Sumber Madu Oleh-oleh Khas Jember”

“Toko Sumber Madu Oleh-oleh Khas Jember” used the product in the forms of video as their promotional media to promote their products.

1.3.3 For the customers

The customers knows about products of “Toko Sumber Madu Oleh-oleh Khas Jember” from video.

1.3.4 For Student of English Student Study Program

The result of this final project could be used as a reference for the student of English Study Program who want to hold a similar final project in the form of video.