

CHAPTER I INTRODUCTION

1.1. Background

Indonesia has thousands of islands. Each island has different tribes and different language. Therefore, Indonesia is famous for having a rich culture, ethnicity and language. Through its culture, language and traditional foods, which make Indonesia a must-visit for foreign countries. Each region has its own uniqueness and characteristics that make each tribe different.

On the island of Sumatra, there are many tribes that distinguish them from the others, are their customs and language. The island of Sumatra is divided into three parts, are North Sumatra, West Sumatra and South Sumatra in 1948. North Sumatra itself has several indigenous tribes; there are the Melayu, Batak Karo, Simalungun, Pak-pak/Dairi, Batak Toba, Mandailing, Pesisir and Nias. That distinguishes one tribe from another, among others; regional language, customs, kinship system, regional art, place of origin and their traditional foods. From these data there are many Indonesian culinary delights in Indonesia, especially in the Batak Toba.

The Batak Toba itself has a unique characteristic, are in its food which is rarely found in other places such as; Saksang, Ikan Mas Arsik, Babi Pnggang Karo, Sambal Batak, Manuk Napinadar, Dengke Mas na Niura, Dali ni Horbo, Sambal Tuktuk, and various snacks such as; Itak Gur-gur, Kue Pohul-pohul, Kue Ombus-ombus, Kue Lampet, Tipatipa, Sasagun and cimpa. From the data above it is not much different than other Indonesian culinary delights.

The foods above are served in certain events such as thanksgiving or formal events. They are highly respected and needed in every traditional ceremony. There are also certain events or sacred events such as wedding parties that really need this food, especially Ikan Mas Arsik. However, these foods are not well-known. Many people still do not know about these foods. On the Batak Toba Tourism Department's social media page, there is no video that informs or explains about Toba Batak traditional foods. Therefore, based on the above, this

study is focused on making of an informational video of traditional foods in Batak Toba to visitors from outside (tourism).

1.2 Formulation of the Study

The formulation of the problem was formulated into “How are the Processes of the Making an Informational Video of Traditional Foods in Batak Toba?”

1.3 Limitation of the Study

There are many traditional foods in Batak Toba such as Saksang, Arsik, Sambal Batak, Manuk, Napinadar, Dengke Mas na Niura, Dali ni Horbo, Sambal Tuktuk, and various snacks such as; Itak Gurgur, Kue Pohulpohul, Kue Ombusombus, Kue Lampet, Tipatipa, Sasagun and Cimpa. However, in this study, the foods chosen are only Itak Gur-gur, Ikan Mas Arsik and Manuk Napinadar because many people still don't know these foods. The reason for choosing this food is because this food is only made on certain days, such as traditional feast days, blessing days and other holidays.

1.4 Purpose of the Study

The purpose of this study was to make an informational video of traditional foods in Batak Toba.

1.5 Significances of Study

1.5.1 Significance for Batak Toba

Through this product, the traditional Batak Toba foods will be known by outsiders and can increase the number of visitors in Indonesia, especially on the island of North Sumatra.

1.5.2 Significance for the Viewers

Through this video viewers will know the existence, beauty and uniqueness of the island of Sumatra. Therefore, most likely they will come to visit to enjoy the island of Sumatra, especially its unique culinary delights.

1.5.3 Significances for the Research

This study can actually apply the knowledge that has been obtained from college and can broaden research insight.