

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Indonesia is a rich country, it is rich with its nature and culture. There are numerous interesting destinations and attractions for the tourists. Indonesian food is one of the richest culinary in the world, with strong flavours. Almost all Indonesian food is rich with spices derived from spices such as chilli, ginger, turmeric, coconut, plam sugar, followed by the use of cooking technique according to the ingredients, and influence of local tradition.

Siak Sri Indrapura is a regency in Riau Province. It is about 8.566 km², in area with 415.128 population on 2017. Until now, many Malay traditional food and drinks are still preserved, in this regency. There are variety Malay food and drinks which are still exist until today. Food such as *Cencaluk*, *Roti Jala Kari Ayam*, *Asidah*, *Gulai Sipot Sedot*, *Tempoyak*, *Gulai Siak Barungge*(*Gulai Pedas Daun Kelor*),and drinks such as *Laksamana Mengamok*, *Jus Telaga Warna*, *Es Lancang Kuning* and many more.

The wealth of traditional food and drinks in Siak is a potential for tourism attention that can attract visitors from both domestic and intered to come to Siak Sri Indrapura. Here the tourists do not only enjoy the natural tourism, but they both can also enjoy the traditional food and drinks. The traditional food and drinks of Siak Sri Indrapura rich in flavour and characteristics. Unfortunetly, these wealth of Malay culture is still less known by the people. Both national or international, since there is no such written information especially in English that can promote that the international tourist.

Based on the problem above, the writer is interested in making profile book about traditional food and drinks of Siak Sri Indrapura in bingual(*Bahasa Indonesia and English*)

1.2. Formulation of the Problem

The problem can be formulated into” How are the processes in *Making of a Profile Book about Traditonal Food and Drinks of Siak Indrapura?*”

1.3. Limitation of the Problem

Based on the problem, this study discusses only about a Profile book about traditional food and drinks of Siak and the book will be written in bingual(*Bahasa Indonesia and English*), for the need of local and international viewers.

1.4. Purpose of the Study

The purpose of this study is to make a profile book about Malay Traditional food and drinks of Siak Sri Indrapura. The book will be written in two languages Bahasa and English.

1.5. Significance of the Study

This profile books hoped to be one of promotional items that can be used by the Department of Tourism of Siak Sri Indrapura in promoting their traditional food and drinks for both national and international tourist.

