

CHAPTER I

INTRODUCTION

1.1 . Background of the Study

Rupat Island is one of the outer islands in Bengkalis Regency, Riau Province. Its position is on the stretch of the Malacca Strait. Rupert Island has a natural sceneries that spoils the eye. Rupert Island has even been designated as a National Tourism Strategic Area since 2011. It can be seen beautiful beaches that surround it. There are Ketapang Beach, several beaches their visitors can enjoy such as which beautiful panorama combined with the roar of the waves and the breeze.

There is also Tanjung Lapin Beach and Pesona Beach which has white sand. Moreover, Tanjung Daya Beach which is the famous for its clear sea and lighthouse that stands firmly on the shore. In addition, there is also Beting Aceh Island. This small island has a unique whispering sand that sounds when touched.

In addition, Rupert Island also has unique attraction called Zapin Api which an Indonesian intangible cultural heritage that comes from one of the traditional dance arts of Teluk Rhu Village. This dance contains a lot of mystical knowledge accompanied by the strains of Riau Malay music.

As the way to attract more visitors, Rupert Island also has delighted culinary which visitors can enjoy while on vacation at Rupert Island, these culinary can rarely be found outside of Rupert Island, because culinary from Rupert Island are typical and rare.

There are various types of culinary found on the Rupert Island, Ikan Salai, Dodol Labu, Dodol Singkong, Asam Paye, Madu Kelulut, and Jongkong Sagu. However, many visitors are unfamiliar with these culinary. They do not know where to find the place to get these tasty food.

In addition, culinary is one of the complements when traveling in Rupert Island, with various types of culinary that can enjoy when visiting Rupert Island on vacation with family or friends.

Those tourism places and attraction which can attract many visitors to visit Rupert Island, there are also a great way to promote this tourism sector. Such as by introducing the best culinary that Rupert Island had, visitors can find this culinary in various tourist attractions in Rupert Island and can bring this culinary as a gift for friends or relative at home.

Based on the description above, this study aims to make an informational book about Rupert Culinary distinctive characteristics, as well as to develop the distinctive qualities of Rupert Island to advance and become known to many people.

1.2. Limitation of the Problem

Limitation of the problem is: This study only focuses on making Rupert culinary book by describing several delight food and famous in this island.

1.3. Formulation of the Problem

The problem is formulated into “How are the processes of making Rupert culinary informational book”.

1.4. Purpose of the Study

The purpose of the study is to know the processes of making a informational book about culinary in Rupert Island.

1.5. Significance of the Study

1.5.1 Significance for Visitor

The product is expected as one of informative media to unveil Rupert Island as tourism places. Which has many delighted meals.

1.5.2 Significance for Culinary Entrepreneur

The product is expected to be one of to promote informational book and introduce this culinary to society.

1.5.3 Significance for Researcher

This research was made as a reference material for other researchers and makes it easier to make informational culinary book from Rupert Island.

