

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Riau Province is one of the provinces in Indonesia that is known for its distinctive Malay culture. Due to its close proximity to Malaysia and Singapore, which are bordered by the Melaka Strait, Riau is culturally dominated by the Malay culture. This can be seen in the use of language and dialect by the Riau people, the architectural art of buildings with the theme of Malay culture, dances and songs typical of Malay culture, and traditional Malay food.

Riau, as a Malay cultural center, had a very rich Malay food variety. Riau Province consists of 10 districts (Kuantan Singingi, Indragiri Hulu, Indragiri Hilir, Pelalawan, Siak, Kampar, Rokan Hulu, Rokan Hilir, Bengkalis and Meranti Islands) and 2 cities, namely Pekanbaru City and Dumai City. Each regency has a variety of traditional food characteristics.

Traditional food is one aspect that characterizes or defines the identity of a region. According to Marwanti (2000) defines Traditional food is daily folk food, whether it takes the shape of a main meal, a side dish, or a specific recipe that has been handed down through the generations. Traditional food differs from region to area since the preparation method and flavor are typically inherited.

Riau Malay traditional food is famous for mixing salty, sour, and spicy characteristic. Some examples of traditional Riau Malay food are *Asam Pedas*, *Sempolet*, *Mi Sagu*, *Roti Jala*, and *Ikan Selais Asap Balado*. For the Malay traditional cake dishes, there are *Asidah*, *Bolu Kemojo*, *Kue Bangkit*, *Lempok Durian* and many other traditional food that are typical of Malay culture.

The intermingling with food from other regions and the invasion of global tastes from outside make authentic Malay food not always easy to find. Moreover, with the rapid flow of globalization, modern foods such as fast food are quickly starting to replace the existence of traditional foods that have existed since long ago. It is undeniable that foreign culture, which is now increasing endemic, has

begun to shift the existence of local culture, which is full of meaning and value. In an effort to preserve local culture, such as traditional food, there is a need for the reintroduction of knowledge of Riau Malay traditional food to the community.

Based on the above, the author is interested in making a website about traditional Malay food in Riau Province. Website is one of the effective electronic media in terms of a number of factors, including a variety of designs, the efficacy of target markets, and the breadth of content that can reach any internet user anywhere in the globe. The making of this website was presented in two languages, English and Indonesia, with the aim of reintroducing and providing information about traditional Riau Malay food so that it is better known to the public, both nationally and internationally.

## **1.2 Formulation of the Problem**

The problem was formulated into "How were the processes of making a website of Riau Malay traditional Food?"

## **1.3 Limitation of the Problem**

This study was focused on making of website of Riau Malay traditional food.

## **1.4 Purpose of the Study**

The purpose of this study was to make a website of Riau Malay traditional food.

## **1.5 Significance of the Study**

### **1.5.1 Significance for the Public**

The making of this website was expected to be helpful and useful for people, especially foreigners, in finding information about Malay traditional food in Riau Province.

### **1.5.2 Significance for the Government**

This website was expected to support Riau to be better known in national and international through Malay traditional food.