

CHAPTER II

LITERATURE REVIEW

2.1 Tourism Culinary

Tourism Culinary is a travel activity by enjoying food, drinks, and the atmosphere provided by a traveler. According to Prayogi (2017, p:2), tourism culinary is a trip that utilizes the cuisine and the atmosphere of the environment as a tourist destination. Meanwhile, according to International Culinary Tourism Association / ICTA in Besra (2012, p:82) Tourism culinary is a unique eating and drinking activity carried out by every traveler. It can be concluded that tourism culinary is an activity to enjoy food and drinks, as well as the atmosphere carried out by a traveler.

Kusairi (2017, p:1) Tourism culinary needs attention and development from parties related to this field. Both in terms of facilities, services, development, and especially its promotion for the community.

2.2 Promotion

Promotion is a communication activity to the target market in order to accept the products offered. According to Bahar (2002, p:103) in Andhyta (2015, p:3) Promotion is any marketing effort whose function is to provide information or convince potential consumers about the usefulness of a product or service with the aim of encouraging consumers to either continue or start purchases at a certain price. Meanwhile, according to Tjiptono (2001, p:219) in Manafe et al. (2016, p:104) Promotion is a marketing communication, meaning marketing activities that try to disseminate information, influence / persuade, and / or remind the target market for their products to be willing to accept, buy and be loyal to the products offered by the company concerned. It can be concluded that promotion is a marketing communication effort by providing information about a product / service so that it can be accepted by the target market and encourages consumers to purchase the product. According to Wave Design Studio (2018), promotional activities require promotional media.

2.3 Promotion Media

Promotion media is a tool used to promote a product so that the product can compete with other products. According to Amaliah et al. (2015, p:3), promotion media is a tool or means used for promotion. Promotion media is divided into several categories including conventional print media, print media advertising, outdoor media, online media and electronic media. According to Guntoro et al. (2018, p:2), promotional media is needed to compete with other product so that the desire to compete in a bigger market and introduce the brand to the public. From this opinion, it can be concluded that promotional media is a tool divided into conventional print media, print advertising media, outdoor media, online media and electronic media used to promote a product so that the product can compete with other products.

According to the Sindikat Otak Kanan (2018), one of the most widely used promotional media to introduce businesses and products to the public is an e-booklet.

2.4 e-Booklet

According to Andikaningrum (2014) in Mentari et al. (2018, p:131) an e-book is a publication consisting of text, images and sound and is published in digital form that can be read on computers or other electronic devices such as androids or tablets. Booklet According to Rustan (2009) in Putra (2016, p:5) is a publication media consisting of several sheets and pages, but not as thick as a book. One of the applications for making e-booklets is electronic publication (EPUB), which is one of the digital book formats agreed upon by the International Digital Publishing Forum (IDPF) in October 2011 Mentari (2018, p:131). It can be concluded that e-booklet is a Publication Media in the EPUB format which consists of several sheets and pages not as thick as a book and consists of text, images and sound and is published in digital form which can be read on a computer or other electronic device like android or tablet. According to its purpose, the booklet can also contain additional offers, descriptions for additional information on where to buy or order a product. Meanwhile, Simamora (2009) in Gustaning (2014, p:22) stated that

booklet is a small, thin 5,38”x8,27” (A5) book, no more than 30 alternating sheets containing writing and pictures.

According to French (2013: 12-19), the preparation of a “how-to make” booklet uses the following steps.

1. Choose the best titles and subtitles

The choice of headings and subtitles is very important to help define the content of the booklet and help stay on topic. The title of the booklet is recommended to choose a narrow and specific topic and pay attention to the goals, wants, and needs of the prospective reader.

2. Using a logical structure and concrete format.

- a. Follows a process and choice guideline subject.

Basically, “how-to” booklet aims to show readers how to prepare for and carry out specific activities and tasks. So there is at least one or more processes that must be followed. Therefore, it is necessary to make choice guidelines for people who carry out the process. By doing so, it can help map out the process of compiling the content of the booklet.

- b. Using A5 size paper for the printed edition.

The use of A5 paper size is recommended to make it easier for readers to use the booklet as a reference when carrying out activities. In addition, a booklet with A5 size will still look great as an e-booklet, its size is familiar to readers and reduces production costs.

- c. Use consistent style guides and patterns.

The use of consistent styles and patterns will make it easier for readers to understand the contents of the booklet and as an indicator of the process at each point. The application of consistency of writing in booklet can be done by paying attention to the use of headers (use of numbering), typeface (using one typeface for each section), use of numbering / bullets, emphasis (for example, consistency in using italics for statements in the booklet).

- d. Planning the definition section well.

Generally, using a pattern of what is needed before starting an activity, how to start an activity, the steps for the activity process and completion.

- e. Use of numbered sections and paragraphs.

The use of numbered sections and paragraphs becomes more valuable when there are no page numbers. Numbered paragraphs can be used to mark processes during an activity, numbering especially hierarchical ones can give context, helps readers find content and provides a psychological effect on readers so that the material becomes easier to learn.

- f. Using the main sentence at the beginning of the paragraph in the form of questions or instructions.
- g. Write the contents of the paragraph after the initial main sentence with a brief.
- h. Prepare a table of contents that is clear and relevant to the contents of the booklet.
- i. Use consistent pictures and diagrams.

In the booklet, pictures and diagrams can clarify the content, but can also confuse the reader. The steps for using images and diagrams in the booklet can be done in the following way.

1. Number the image so that it can be easily linked to the content of the text.
 2. Provide information on the image.
 3. In the diagram using consistent notation, letters and sizes.
 4. Use consistent placement.
 5. Use consistent image proportions.
 6. Use good quality images.
- 3. Adopt a suitable writing method.

Booklet preparation cannot be done if you are just writing. Booklet writing has a larger and wider audience scale so it must be carefully thought out and planned. The contents of the booklet are arranged in a systematic way, namely compiling the title, subject matter, compiling a table of contents, preparing a step-by-step activity plan.

After the booklet has been created, all that needs to be done is to reread and check from start to finish, ask someone who is more skilled and trustworthy to provide suggestions and input, revise the booklet according to suggestions, complete the format required for production, prepare covers, make preview copies, final revision as suggested from preview copy, and production.

4. Use of a good cover.

Many readers judge a book by its cover. A good cover can attract readers to read and buy a booklet. The cover as a means of promotion and sales serves to attract attention, generates interest, gives the effect that the booklet looks appropriate for the reader and the problem at hand.

According to Muslich (2010, p:24-25) in Gustaning (2014, p:26), pay attention to 4 aspects, namely those related to material or content, presentation of material or content, language rules or illustrations to be used, and graphic aspects of a booklet.

1. Content aspects of the booklet. The material or content of the booklet must be following the educational goals which are used as the basis for writing booklets because the material is expected to help achieve educational goals, keep up with developments in science, technology, and art (science and technology), develop reasoning skills, booklet material can encourage readers to reason or think. Things that must be considered in the booklet, namely:
 - a. Relevance, a good booklet contains material that is relevant to the applicable curriculum guidance, relevant to the competencies that graduates of certain educational levels must possess. Apart from that, it is relevant to the level of the development and characteristics of students who will use the booklet.
 - b. Adequacy, it has meant that booklet contains material indicating to achieve the expected competencies.

- c. Accuracy means that the content of the material presented in the booklet is scientifically up to date, beneficial to life, and the packaging of the material is following the nature of knowledge.
 - d. Proportionality means that the description of the booklet material meets a balance of completeness, depth, and balance between subject matter and material supporter.
2. Presentation aspect, a good booklet presents the material in a complete, systematic manner, based on the consideration of the order of time, space, and distance that is presented regularly, to direct to the mind frame of the reader through a logical and systematic presentation of material. The presentation of the booklet is easy to understand and familiar to the reader, the presentation of the material can create a pleasant atmosphere, the presentation of the material can also be equipped with illustrations to stimulate the development of creativity.
 3. Language and legibility aspects, understanding of the language or illustrations increase the reader's understanding of language and illustration. The writer must use language and illustrations that are following the development of the reader's cognition, using clear illustrations and complete descriptions. Accurate use of language such as using spelling, words, and terms correctly, sentences properly, paragraphs that are harmonious and compact.
 4. Graphic aspects. Graphics are part of the booklet that deals with the physical booklet such as booklet size, paper type, print, font size, color, and illustration. The accuracy of using images, photos, or illustrations following the size and shape, the appropriate color of the image, and functional.

According to Warna (2020), design in promotional media such as e-booklet will be important things that must be known so that the promotional goals can be achieved.

2.5 Design

Design is the pattern and plan that forms the basis of making an object. According to Malahayati and Hayati (2019, p:23) the definition of design in general is a plan that is carried out before the creation of an object, system, component, or construction. Meanwhile according to Ruyattman (2013, p:2) Design is a pattern that is the basis for making an object. From this statement, design is the patterns and plans that form the basis for the manufacture of an object, system, component, or construction and are carried out before the manufacture of the object.

According to Wijaya (2004, p:48), what must be considered in the design is the observer's perception and clarity of information. A design can be said to be successful if the idea, story, or information to be conveyed by the work can be accepted by the community (observer) appropriately. Wijaya (2004, p:51) claimss that there are four main typographic principles that greatly influence the success of a design, namely legibility, clarity, visibility, and readability.

1. Legibility

Legibility is the quality of a letter that makes it legible. Letters should not be too blurry and too small.

2. Clarity

Clarity is the ability of the letters used in design work to be read and understood by the intended target observer. For a design work to communicate with the observer, the information conveyed must be understood by the intended observer.

3. Visibility

Visibility is the ability of a letter, word, or sentence in a visual communication design work to be read within a certain reading distance.

4. Readability

Readability is the use of letters by paying attention to their relationship with other letters so that they look clear and harmonious.

The design required in this Final Report is a design regarding an e-Booklet about Tepian Musi Floating Restaurants.

2.6 Tepian Musi Floating Restaurants

Tepian Musi Floating Restaurants are one of the culinary tourism destinations in the city of Palembang. This place is a choice of culinary tours for local and national tourists who want to taste typical South Sumatra food that is *Pindang*. According to Pratama (2021, p:37) *Pindang* is a typical South Sumatran soup made from fish or meat with a distinctive taste, namely sour, salty and sweet.

Tepian Musi Floating Restaurants are located in the 16 Ilir area, Palembang City. To get here, visitors can use a private vehicle parked in the courtyard of the Musi river pier, then walk about 500 meters to the Tepian Musi Floating Restaurants location. Tourists will immediately recognize this floating restaurants from the structure which is shaped like a boat. In this area there are several floating restaurants such as Mbok War Restaurants, Mbok Cik Restaurant, Mbok Yah Restaurants, and Mbok Sri Restaurants. All the floating restaurants here sell almost the same food, but with different regional flavors.

The uniqueness of this place is the shape of the restaurants building and the sensation of shaking from the waves of the Musi River. According to Iskandar and Lahji (2010, p:38), this Floating Restaurant was once a residence that was originally a Chinese settlement. This is due to regulations that do not allow foreigners to live on the mainland. Foreigners (Chinese) generally make a living as traders, so the raft house also functions as a floating trade, warehouse, and even lodging. The shape of the restaurants building in the form of a raft boat is an attraction for visiting tourists because it is relatively rare. Apart from the shape of the building, another uniqueness is the sensation of rocking the waves of the Musi River that you can feel when you are inside this floating restaurants. This sensation is a unique experience for visiting tourists.

With this uniqueness, Tepian Musi Floating Restaurants can become a mainstay culinary tourism destination for the city of Palembang, both locally and nationally. It can be increased by promoting Tepian Musi Floating Restaurants. One way that this can be done is through e-booklet media.