

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1. Traditional Food

According to Langford (2015) stated that traditional foods are those whole and ancient foods that your great grandmother and grandfather would have eaten. They are simple, naturally grown or raised, nutrient-dense, though fully prepared. They are not fads (in fact, they tend to go in direct opposition to most conventional nutritional advice these days). Meanwhile, Traditional food is processed food from local products, with processes that have been controlled by the community and the result is product which has taste, shape and way of eating are known, liked, missed, and even become the character of certain groups of people. In some societies, traditional food is also the pride of the birth area, the place where blood spills (Gardjito, 2015). In addition , according to Nurdiyansyah (2014), traditional foods are foods that have an important role when performing rituals and traditional ceremonies, from generation to generation ancient recipes in managing traditional foods continue to be passed down from generation to generation.

#### 2.2. Kinds Palembang Traditional Foods

According Aryanti (2010) stated there are four Palembang traditional foods such as, *pempek*, *model*, *tekwan*, *kelicok* :

1. *Pempek*

*Mpek-mpek* or *empek- empek* is a delicacy from Palembang made o fish and sago. Because of the famous unique taste of empek-empek, Palembang is also known as “*kota pempek*”. *Pempek* is served together with a dark, rich sause called *cuka* (vinegar). *Cuka* is produced by adding brown sugar, chili pepper, garlic, vinegar, and salt to boiling water. *Cuko* is purposely made in hot and sweet taste to add eating appetite. but there are some people who don't like spicy can prefer a less hot and but sweeter *cuko*. *Pempek* has some

varieties such as, *pempek kapal telok (kapal selam)* , *pempek lenjer* and *pempek tahu*.

### 2. *Model*

*Model* is one of Palembang's favorite foods that looks like boiled pempek. It is served in slices with its broth. That like Tekwan. The different is that pempek dough pinched in smallshaped while *Model* is tofu wrapped in pempek dough. *Model* has 2 kinds is first *model ikan* ( *model* that is made from fish) and *model gandum* (*model* that is made of wheat)

### 3. *Tekwan*

*Tekwan* is traditional food from Palembang made of fish and sago in the small shapped. It is served with its special broth completed by vermcelly and mushroom. This dish is one of specialties of the Palembang.

### 4. *Kelicok*

*Kelicok* is a food that is made of combination of banana and wheat, then it is will be packed with banana leaf. This taste is sweet and smells naturally.

## 2.3. Promotion

About products or service and to influence them to buy goods or service that include publicity, personal sales, and advertising. While Rambat lupiyoadi (2006) promotion is one of the variables in the marketing mix that is very important to be carried out by companies in marketing service products. Promotional activities not only function as a communication tool between the company and consumers, but also as a tool influence consumers in purchasing or using services by their desires and needs. Furthermore, sistaningrum (2002), Promotion is an effort or activity of a company in influencing actual and potencial consumers so that they want to purchase a product that is offered now ir in the future.

## 2.4. the purposes of promotion

According to ( Tjiptono, 2000) the purpose of the promotion there are :

- a. To grow the customer's perception of a need (category need).

- b. To introduces and provides an understanding of a product to the consumer (brand awareness)
- c. To encourage the selection of a product (brand attitude.
- d. To persuade the customer to buy a product (brand purchase intention)
- e. To compensate for the weakness of the other elements of the marketing mix (purchase facilitation)
- f. To embed the image of the product and the company (positioning)

According to Ari, Jusup, and Efendi (2015), the promotion goals are generally as follows:

a. Inform

An informative promotion seeks to change existing needs into desires or stimulate interest in a new product.

b. Persuade

Promotional activities that are persuading customers more to buy certain brand products, rather than buying competing brands. At that time, the promotional news emphasized real superiority or what perceived about the product. This is done well by meeting the emotional needs of consumers such as love of products, self-esteem, and satisfaction of ego.

c. Remainscent

This reminiscent of promotion activities are carried out to maintain the product brand in the heart of the community and maintain buyers who will make purchase transactions continuously.

## 2.5. Media

According to Soyfriend (2014), the media as all forms and channels are used to convey messages and information. Meanwhile, Afrizal (2012) media is a means of communication, both in printed and audiovisual form. Includes software technology and hardware. Furthermore, Leslie j. briggs (1977), media is a tool physically used to convey content. It can be in the form of books, video recorders, tape recorders, tapes, video cameras, pictures, graphics, television, or computers.

## 2.6. Video

Video is a digital form that people usually use as media marketing. It is a recording of visual images which are shown on television or viewed on a screen

Video is a digitally recorded content that has sound and motions that can be stored or delivered live, and can be streamed to a variety of devices. It may or may not have the lecturer visible and can include an animated film, or a demonstration (Woolfitt, 2015).

Major (2015) describes three crucial elements to creating a successful video.

### a) Interviews

that Tell a Story Your video's narration should be told by multiple individuals that can provide different angles of the story. Before interview, think about what you would like your interviewees to say, and ask the kinds of questions that would elicit the kind of answers you are looking for.

### b) Good Music Choices

Effective marketing videos are supported by music that matches the pace and mood of the video. Music is something that cannot overlooked or forgotten, because of the energy and emotion it adds to the video and emotion is key. For example, when you are showing clips of athletic games, use upbeat music.

### c) Quick,

Engaging Visuals One major mistake most marketers can make is by keeping a clip playing in a video for too long. Quick, engaging visuals keep the viewer interested because they are seeing something new every few seconds. A general rule of thumb is that each video clip you should not last more than five seconds unless it is showing extremely valuable, or you cannot understand what's happening unless something is shown for longer

In addition, based on state Ciampa et al (2016), there are four components that make a good video, they are:

### 1. Good lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It does not matter if using a sophisticated light kit or depending on the sun, as long as long the final product looks good.

2. Top quality audio

The better a video sound, the better it looks, visual can easily be accepted when the sound is clear.

3. Steady camera

Steady camera will produce a steady shoot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display did not shake or move to much. Therefore, using a tripod is highly recommended

4. Short structure

A good video displayed the object in different shot types and angles The editor should strive for nice selection of shot types angles in order to keep the viewers engaged

### **2.5.1. The Processes of Editing Video**

In the editing process, it is not just a matter of combination pictures. There are lost of variables to know the editing process. Multimedia club (2015) stated that there are terms of editing video which must be known by an editor as follows:

a. Motivation

In movies, pictures such as city streets, mountain, sea, clouds, etc. are often shown before the main image (subject/object). The purpose of the drawings is taken as a guide and explanation of the next picture. In addition to images, motivation can also be raised in the dorm of audio. For example, telephone voice, water, door knock, footsteps, and so on. Motivation can also be a mix of images and audio.

b. Information

Understanding information on editing refers to the meaning of an image. The images selected by an editor must provide a purpose or inform something.

c. Composition

One important aspect for editors is the understanding of good image compositions. Good here means meeting standards agreed upon or by camerawork's.

d. Continuity

Continuity is a state in which there is continuity between the first picture and the previous image. While the function of the continuity is to avoid the jumping ( a scene that feels jumping), be it on the picture or audio.

e. Titling

All the letters needed to add image information, for example: the main title, the name of the cast and the creative team.

f. Sound

Sound in editing is divided according to its function, as follows:

1. Original sound

All original audio/sound of subject/object.

2. Atmosphere

All background sounds/backgrounds around the subject/object.

3. Sound effect

All sound produced/added when editing, can be from the original sound or the atmosphere.

4. Music illustration

All kinds of sounds, either acoustically or electrically generated to illustrate/impress the emotion/mood of the audience.

## **2.7. Video Copywriting**

Video copywriting was created with several objectives including strengthening branding, accelerating the buying process through Frequently Asked Questions (FAQs), improving customer service, increasing conversions through sales and promotions, building vocals along with social media. Market relationship with targeted greetings, increase e-commerce sales with product demos/info, and others. Copywriting written in video form is called a video copywriter. His job is to write scripts for various videos related to business,

including advertisements, product announcements, feature demos, instruction, and education. These videos can be posted online, posted to media outlets, included with market materials, or company (sakti, 2018). Moreover, Prayoga (2018) states that video copywriting is a process to write content for a video which is related to a product, commercial, service and so on.

### **2.8. AIDA Model of Copywriting**

Copywriting is the creative process of writing advertising promotional text that are used by any brand. It is about persuading people to accept the offers of commodities or service Albrighton, (2013). Furthermore, according to widjono (2012) effective sentences are short, concise, clear, complete, and can convey the information precisely, etc. because ineffective sentences will affect the perfect writing. To build positive and attractive qualities which help in making the brand attractive copywriters use words to create concept and content for memorable messages. Specifically, they write the words, phrases, or sentences for broadcasting and printing materials that helps in the development of an identity for product and advertisers.

Advertising or promotion aims to provide information, persuade or remind target customers, advertisement are designed for creating attention or awareness, interest, desire, and action (Kotler, 2010). The AIDA is the acronym that refers to Attention, Interest, Desire, and Action. AIDA formulation of “think feel do” from the “know” stage to the “feel” stage and finally to the “do” stage was used to construct a copy. This theory describes the four physiological phases experienced by a viewer upon receipt of information or a new idea about a product or service (Michaelson and Stacks 2011). The AIDA model is a basic framework in structuring an advertisement based on perception .

The four stages of AIDA:

#### 1. Attention

The advertiser has to raise customers awareness of a brand, prouct, or specific service involved. This first step focuses on ways to attract attention.

2. Interest

The advertiser draws the attention to convey the benefits of the product by providing a solution or a certain problem. Explaining the feature and benefits to better their interest is the best way.

3. Desire

This stage suggests that a marketer seduces the customers to purchase a product by providing a breakthrough to their consumers. Some consumers may doubt the product so an outcome should be offered.

4. Action

Action is the final step of the process which is eventually driving the purchase of the product or service involved.



