CHAPTER II
LITERATURE REVIEW

2.1 The Definition of Traditional Food

Based on Ernayanti (2003) stated in the Encyclopedia of Traditional Foods in Java and Madura Island gives the meaning of traditional foods that foods have cultural values, traditions, and beliefs are rooted in the local culture (local indigenous). It influence on the pattern of food tribes in Indonesia, including the selection of raw materials, style and tradition of eating, eating habits and manner of presentation. Traditional foods of a region can be a mirror of civilization and culture of an area. It will be presented as well as the right enjoyed by the local community also.

It can be concluded that traditional food is food that has existed since ancient times resulting from acculturation and has become the hallmark of a region or city, and still maintained the authenticity of flavors, shapes, and colors until now.

2.2 The History of "Pempek"- Palembang Traditional Food

In Palembang tourist will be spoiled by various types of traditional food such as *tekwan, model, pempek, celimpungan, laksan, burgo, pindang*, *malbi,* and so on, but the most known food of this city is *"Pempek"*. *Pempek* is made of fish meat which is eaten with a special sauce is called *"Cuko"*.

The history of *Pempek* quoted from an interview with Mr. Yudhy Syarofie, humanist city of Palembang. He said that in general, there was an awful lot of fish as well as many sago palms in Palembang previously. *Pempek* was the food resulted by marriage culture between the Palembang Malay with Chinese at time of Sriwijaya period. There was cultural theory which states that any person or a group of culture when he moved to another place there was a tendency to maintain the culture of origin. One of food that was brounght by Chinese is *"Bakso". Bak* means pig in Chinese language. Post Sriwijaya era, Islam had entered to Palembang, although there are many religions that exist in Palembang at that time but, Islam was a religion that most inclined there.

At that time, Muslims in Palembang thought that here had a lot of sago palms but, *bakso* forbidden eating because it used pig meat. They thought why not useing beef, chicken, or buffalo. Then, they looked Musi River very rich with fish. Therefore, there was a marriage culture. *Bakso* were originally using pig replaced with fish meat.

Formerly, to sublimate fish meat was still using *"pirikan"* and covered with a board called *"Kelesan"*. Therefore, before known as name *Pempek* formerly called as "*Kelesan*". Name of *Pempek* appeared around 1920 when Chinese people and Palembang people started to sell pempek. They tried to peddle it on a boat in the river and also on land. Around the Agung mosque or 19 ilir, there was one old Chinese trader who often sold *pempek*. He was often called Apek. Apek is the call for the Chinese elderly. People often abbreviate become *"pekpek"*. Thus, the food was known as *"Pempek",* but the old Palembang is still familiar with the name *"kelesan"* than *Pempek*. Therefore, the name *"kelesan"* used to be the name of one type of *pempek*, or people often called with *"Pempek Kerupuk"*. After that, *pempek* began to develop a wide variety of content and shape. There are containing of unbiased eggs, tofu, and sautéed papaya, and etc. The name of *Pempek* also began variety. There are *pempek adaan or bulet, pempek telur, pempek kerupuk, pempek lenjer, pempek tahu, pempek pistel, pempek lenggang, pempek otak-otak and pempek kapal selam.*

2.3 Promotion Media

Promotion is a process of informing, persuading and influencing a consumer to make choice of the product to be bought (Kotler, 2000). Moreover he mentions that promotion is done through means of personal selling, advertising, publicity and sales promotion. Next, he argues that it is done mainly with a view to provide information to prospective consumers about the availability, characteristics and uses of a product. Finally, he states that it arouses potential consumer's interest in the product, compare it with competitors' product and make his choice.

One of promotion media is a brochure. The brochure is created to attract the holiday makers/travelers in order to sell tourist products, such as flights,

package holidays, hotel accommodation, and so on (Gotti, 2006). Moreover, he mentions that although these materials are also highly informative, the main aim is persuasive.

Morgan and Pritchard (1998) mention that it is impossible for the potential tourists to know the quality of the tourist object before they go there. The decision to go to the tourist object is only based on the promotion given and it is often in the form of brochure. Therefore, it can be concluded that brochure as one of promotion media has a very important role in making the potential tourist decides to go to tourism object.

2.4 The Definition of Brochure

Brochure is one of media used in promotion. Based on Wahana Komputer (2008) besides being a promotion media, brochure also serves as a media of communication to prospective customers. The uniqueness of the brochure is depends on how creative in pouring information so it can attract the interest of others. Hart and Stapleton (2005) said that brochure is a stapled booklet usually having eight or more pages, and often having the connotation of prestige. Yoeti (1985) stated that brochure is a printed publication that relatively uses good paper, interesting lay-out, with all the potential to be promoted. Brochure can be said as one of the media in promotion and it contains brief information about something or company to make others know more about the object.

Brochure is very simple media, but it will have advantages and also disadvantages. Kotler (2000) said that the advantages of brochures are flexible, highly controllable, interactive opportunities, relatively low cost. While, the disadvantages of brochure is in production because excessive production can lead cost flow in vain. Wahana komputer (2008) also said a brochure design is carelessly and not organized in a professional manner will certainly invite the reader doubt about the products offered. Submission of brochure content is very important because it represents the company. Brochure have some elements in the content, Sobri (2005) has same argument that the publication of brochures always contains a brief description and include as a whole, then the contents of the brochure is systematic consists of: 1) The name and address of the organization or

company publishing brochures, 2) a brief history of the organization / company, 3) the service units are owned,4) collection is administered / products produced, 5) personnel, 6) product publications issued, 7) if the organization provides a public service, unloading service hours also, the requirements to become a member and regulations. It can be concluded that the brochure is usually systematic; it consists of name and address, brief history, the service, the product details, and the regulations.
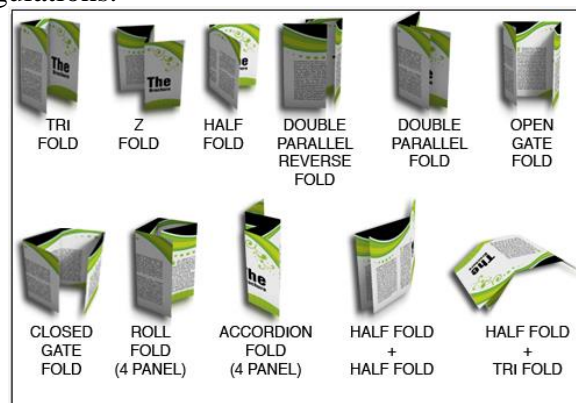
Picture 2.1 brochures folding type

Source: http://mirprint.com/brochures.html

2.5 The Definition of Design

The design based on Hart and Stapleton (2005) the word or phrase is used as a general term which includes all kinds of visual works, such as typography, graphics, sketches, drawings, illustrations, and also used for all types of advertising needs such as exhibitions, printing, design and construction of residential. However, the word designing / engineering or design, which is often akin to the word design, seems not able to interpret design more broadly. Sachari (1986) design is a blend of art, science and technology. Thus a designer must have the ability and knowledge as well the experience of the three disciplines in order to produce qualified designs that are aesthetic, ethical, communicative or operational and economical. From some definition above it can be concluded that design is all kinds of visual works that blends the art, science and technology into once.

Design usually use in designing the brochure is graphic design. Hendi (2008) said that graphic design is the process of thinking embodied in the image.

Whereas, Resnick (2003) argued that graphic design is a kind of art that is most widely / commonly seen among other types of art, because graphic design can be found anywhere and anytime.

2.6 The Materials and Tools Needed of Designing The Brochure

Designing the brochures need some material and tools. Based on Oxford learner's pocket Dictionary Material is the substance or ingredient that things can be made from. Whereas, Webster (2004) material is the elements, constituents, substances of which something is composed or can be made. To design the brochure needs some materials. The materials are software for designing and a book as a guideline. The software is CorelDraw, so it needs a book about CorelDraw also.

2.6.1 CorelDraw

Corel Draw software is design software issued by Corel Corporation. Cheria and Hapsari (2002) said that this software is based on the vector system, commonly used in the manufacture of an object (image making) so, CorelDraw orientation is actually addressed in the manufacturing process from zero, for example in the manufacture of logos, brochures, illustrations, and etc.

Based on Wahana Komputer (2008), Coreldraw has the following advantages:

1. Working based on the concept of vector graphics, so the results are more compatible.

2. Having a more complete feature coloring.

3. Tracing sketch can be done with the system nodes smoothly.

4. Having layer system more easily than the previous versions, making it easier to edit the object.

5. Objects size produced more solid than the bitmap object.

2.6.2 Book about CorelDraw

Based on wikipedia (http://en.wikipedia.org/wiki/Book) that the book is a collection of writings, prints, illustrations, blank paper or other material bound together at one end. Each sheet of paper from a book called the sheet and each

side of the sheet called pages. So, the book is a medium of communication that is generally known in the community. Book is much-loved by the public because it is practical, can be taken anywhere, can be read at any time, and the advantage is that it can be read over and over again. The book is an effective means to express opinions or ideas. In addition, the book can also distribute knowledge from one person to another without having to meet. So, book about coreldraw is a book that the content how to design brochure, poster, and etc.

Tool is instrument that you hold in your hand and use for working on something. Webster (2004) said that something (as an instrument or apparatus) used in performing an operation or necessary in the practice of a vacation or profession. The tools need to design the brochure are Laptop or Notebook as a place to design and printer as a tools to print the result.

2.6.3 Notebook or Laptop.

Based on Tambun (2010) notebook is another term for the laptop. Laptop or notebook itself is actually a variant of Portable PC to refer to computers that can be carried. In its development, the term seems to be more popular laptops referred to as notebooks. Laptop is a combination of two words, the first "Lap" and "Top" which means the device is placed on the lap. So, notebook is device that usually use above the table. Differences terms notebook and laptop itself is a result of shift in the meaning of the placement of the use of such devices, but actually has the same meaning and function.

Advantages of Laptop based on Hendrick (2011) (http://id.shvoong.com), including:

- Productivity, an advantage cannot be obtained with a regular computer. With a laptop one can easily work anywhere, even in transit or other public places, so that the productivity of the work can be maintained.

- Information is always updating and easy of data access, in which a person with a laptop can easily exchange information and data anywhere and anytime.

- Internet connection that can be obtained with current wifi network already installed in many public places and could also use a broadband service through a modem media.

- The smaller size of the computer makes it easy for someone to take him anywhere.

- Save electricity when compared to a computer. Computers can spend 100-800 watts of power, while laptops only 20-90 watts. Laptops can also save electricity with its battery, so it can be taken anywhere, or can still be used when the power goes out.

- Not noisy, resulting in a quieter use.

- Designed as a computer equipped with a keyboard, screen, speakers, and mouse.

2.6.4 Printer

Puja, at all (2012), Printer is a tool that displays the data in printed form, either in the form of text and pictures / graphics, on paper. Printer is usually divided into several parts, picker as a means of taking the paper from the tray. Tray is a place to put the paper. Ink or toner printer is a real tool, because there is something called ink or toner used for writing / printing on paper. Its function is to print text, images and other display media from computer to paper or similar.

### 2.7 The Procedure of Designing The Brochure

In every job of course there will be the implementation of procedure, as well as designing the brochures. There will be steps of working that can be called as procedure to guide the designer about how to make it more creative and interested. First, we should know what the definition of procedure itself from the experts. Ali (2000) said that the procedure is working guidelines or how to run a job. Meanwhile, based on Masya (1994) says that "The procedure is a series of tasks that are interconnected sequences according to the time and manner specified to perform a job that is executed repeatedly". Then, Kamaruddin (1992) stated that procedure is basically a regular arrangement of activities that relate to each other and the procedures related conduct and facilitate the main activities of

an organization. It can be concluded that the procedure is defined as a procedure for work or activity to complete the work by the time sequence. It has a fixed pattern of work that has been determined.

2.7.1 The steps of designing the brochure

This is the procedure how to design the brochure using CorelDraw X3 based on Rahmadi (http://cara-apapun.blogspot.com). Theme of this brochure is about cake promotion. These are the steps:

1. Open CorelDraw (for files *. Cdr in this tutorial he saved in version X3). No matter if you are still using the version below, you can create your own design by following the steps, without having to download the result file *. cdr.

2. Before making the design, first setting the page size used 30cm x 20 cm.

3. Make a box with the "rectangle tool". For the first time make it, make it any size, then we set the again through the property bar.
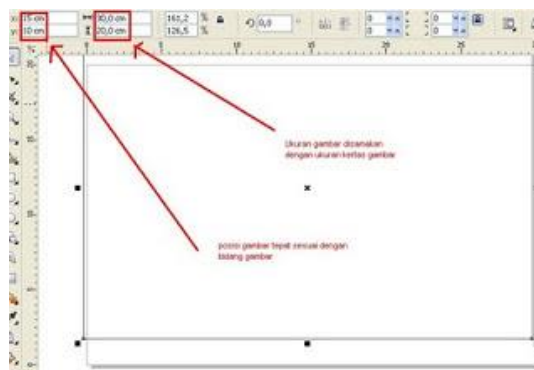
Picture 2.2 Setting the size

Source : http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

4. Later give the basis for the background color, the color is up to what you like.

5. Then make box with a rather small size, place it on the top right corner, then, we will make a little design with the help of this box, see picture below:
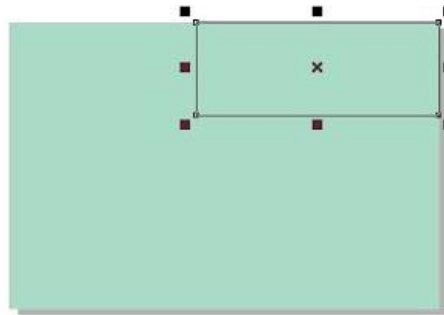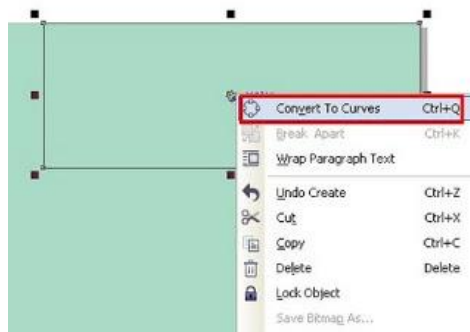
Picture 2.3 Making box

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

6. The box can be modified into another form, right click on the box, then select "convert to curves":

Picture 2.4 modifying the box into another form

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

7. After that you can change the shape of the image with the "shape tool" to take in the tool box, usually located under the pick tool. For example, into a form like this:
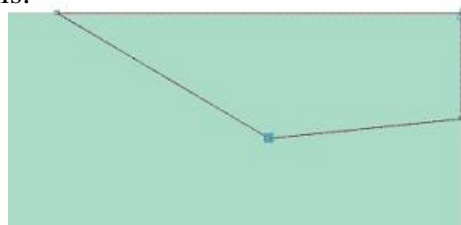
Picture 2.5 changing the shape of the image

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

8. Then, change into a curved shape corresponding your creations, how to right click on the line that will be made with a curved "shape tool" and then choose "to curve"
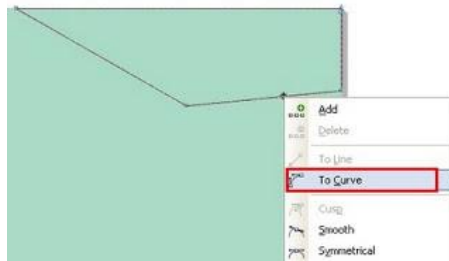
Picture 2.6 changing into a curved shape corresponding the creation

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

9. After that, make a curved shape as shown below, for example, do you click on the line with the shape tool, then drag it towards where you want the arch.
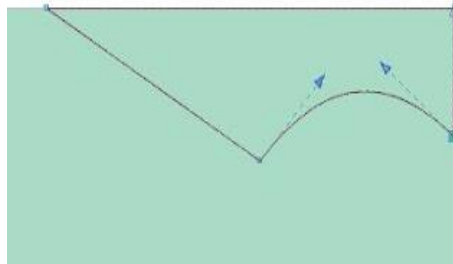
Picture 2.7 making curved shape

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

10. Set another line like this:
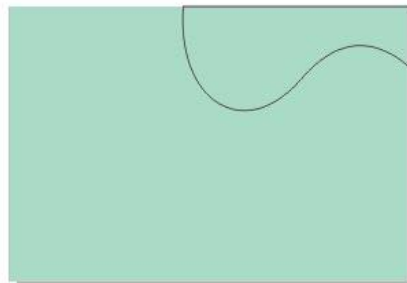
Picture 2.8 Setting other line

*Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html*

11. Then, give the appropriate color. For example, give green color. Add a bit of new design. We use another tool, this time using the "bezier tool".

Picture 2.9 giving the color using bezier tool

*Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html*

12. Use bezier tool and click on a point, then click on another spot and so on, again click on the starting point if you want a closed wake. In this example we make it like this:
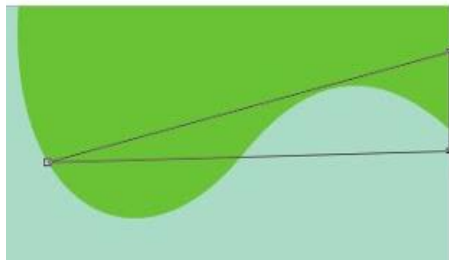
Picture 2.10 Making layer

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

13. Using the shape tool and set it into a form like this:
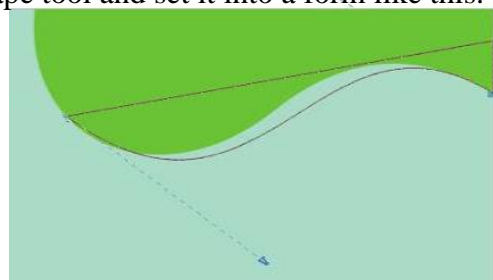
Picture 2.11setting the form of curve

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

14. After that give a different color, such as orange. It will automatically cover the earlier design before, moved to the back of the layer, how to press the "Ctrl + Page Down". So, it looks like this:

Picture 2.12 giving color to second layer

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

15. Next, we will insert a picture of cake, to the earlier design, prepare an appropriate image, with roughly the size a little bigger

Picture 2.13 importing the image

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

16. In order to have a better impression, set transparency to transparency tool:

Picture 2.14 tranparency the image

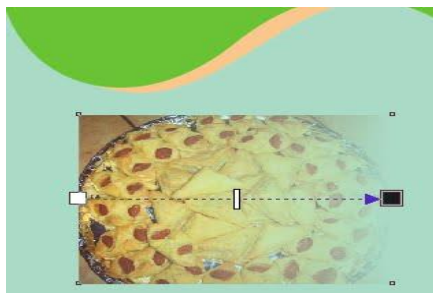*Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html*

17. Choose an appropriate transparent mode, e.g linear:

Picture 2.15 choosing transparancy mode

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

18. This is the results:

Picture 2.15 the result after transparancy

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

19. After that, we are entering a picture that has us set transparency into green design. Click the image to be inserted (image transparent cake), and then click the "effect", select "Powerclip", select "place inside container". Then click on the area of green design.
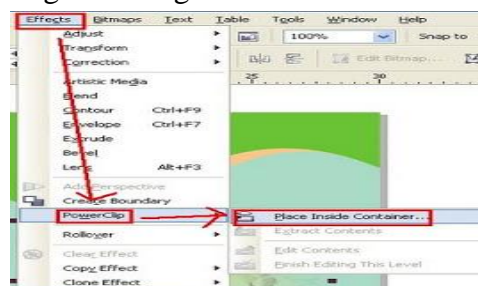
Picture 2.17 inserting the picture to the layer

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

20. The result is this possibility:

Picture 2.18 the result of inserting the picture

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

- To improve the position, click on menu-effect-Powerclip edit content. After that the position will like this:
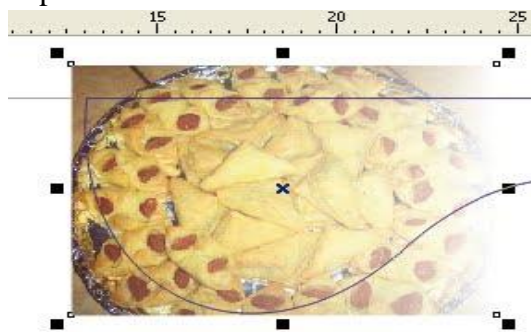
Picture 2.19 Arranging the position

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

- If it is already finished, then click "Finish editing object" that was at the bottom of the screen:

Picture 2.20 finishing edit the object

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

- Now look at the picture below, it is more beautiful than the first one was right after we dress?

Picture 2.21 the result of inserting to layer

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

21. Add the design to the bottom

Picture 2.22 adding the design

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

22. Then, begin to fill in the content of what will be included

Picture 2.23 preparing to add the content

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

23. Finally, fill the contents according to the needs and concepts that you have.

Picture 2.24 Final Result

Source: http://cara-apapun.blogspot.com/2011/05/desain-brosur-dengan-corel-draw.html

Those are the procedure of designing the brochure from the expert.