

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Definition of Traditional Food**

Food helps shape and define cultures around the world. Learn about the historical and traditional dishes that have fed civilizations both past and present. Every country have their peculiarities that can definitely make a country different from other countries. According to Soekarto (1990) these food is grown at this place and called the traditional food. Traditional foods are foods (including snacks) and drinks as well as a mixture of materials (ingredients) that are traditional has been used and developed in the area or local community.

Traditional foods that have a wide range of herbs and spices can be expected to be potential difficult to emulate other countries. Also according to Lestari (2014:7) traditional foods are foods and beverages commonly consumed by a particular community, with a distinctive flavor that is accepted by the community

#### **2.2 Definition Tourism Culinary**

Tourism culinary is one aspect that can attract tourists. With tourism culinary tourist can inflict the uniqueness of each other countries. This can be one of the characteristic owned by the state. According to Leheup (2011:8) Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques. It is also proved that with tourism culinary tourist will learn to appreciate and consume that culinary.

According to Suryadana (2009:20) Torism culinary is facilities that provide a variety of services and culinary activities are integrated to fill necessary of tourists who are built for recreation, relaxation, education and health. Therefore, tourists who come can enjoy nature tourism and at the same time we can present the tourism culinary. After that it also can help promote our tourism to tourists.

According to Virna (2007:2) Tourism culinary put food as well as the subject and the media, as a destination and a tool for tourism development

### **2.2.1 Potential Tourism Culinary in Palembang**

Culture owned by Indonesia is different. This is become one of the wealth assets owned by Indonesia. A variety of tourism attractions such as nature tourism, marine tourism, health tourism, education tourism, historical tourism, arts tourism and culinary tourism. According to Cooper (1995:81) states that the potential of tourism object influenced by 4 approachs. It is well known as 4 A, namely :

#### 1. Attraction

Attraction is the things that make the tourist interested to visit the tourism object. Attraction consists of :

- 1) Natura attraction
- 2) Cultural attraction
- 3) Man made attraction

#### 2. Accessibility

The facilities that provide the convenience of reaching a tourism destination. The place is easy to reach, the facility is easy to find the tourists. For instance, the transportation to the destination, the road will be impassable safe and comfortable. It should be considered by the profound because it gives the convenience for the tourists.

#### 3. Amenity

The tourism object should be supported by the facilities such as lodging, restaurants, entertainment, local transportation, tools transportation, banking facilities, health facilities and others

#### 4. Activity

Activity is activities that can be carried by the tourists in tourism object. This is teh factor that can affect the interest of tourists.

Culinary tourism is one of the potential tourism that must be preserved. According to the interview conducted the writer to Mr. Mardho as cake maker and

has experienced to make Kue Delapan Jam said Palembang has the potential to improve their tourism culinary because Palembang has many traditional food. According to Amelia (2011:1) Palembang government realized that the peculiarity and wealthy of culinary region is a potential tourist asset for the economic life of the region as well as a form of cultural preservation in the midst of global competition. Therefore, the government began to develop culinary tourism in Palembang. Such Pempek stores are now easily encountered and design modern for the place. The government also made a restaurant on the side of the Musi River. So tourists who visited Musi river as nature tourism in Palembang can also enjoy culinary tourism. Kue Basah also had the potential to be one of the culinary souvenirs for tourists.

### **2.2.2 Potential of Kue Delapan Jam as tourism Culinary in Palembang**

Kue delapan jam include in traditional food of Palembang. Kue delapan jam is one of the type of Kue Basah. In general, people in Palembang are less interested in this cake to be consumed every day. According to Mardho as cake maker said that “these cakes are consumed when Eid or special events. So this cake will rarely be seen in a typical day. Only in certain areas we can find kue delapan jam such as in cinde market or stores that are specialized in selling a variety of cakes.”

According to Reni as a cake maker of Kue Delapan Jam said that people have less interest to Kue Delapan Jam after that there are still not to many foreign tourists visit Palembang, this is one of the factors affecting the promotion of Kue Delapan Jam in markets.” So that we need to more develop and promote this cake to tourists. As we know that Palembang is famous for trademark pempek as traditional food. If we can promote kue delapan jam so this cake have potential to be recognized by the domestic tourists and international tourists. After that we can attract the attention of tourists to try this cake and serve as a souvenirs traditional food of Palembang.

## **2.3 Definition of Promotion**

The first things that we must do to start a business is promotion. Promotion is very important because with the promotion we can introduce our products to consumers. Ridwan (2009:1) promotion is the most important activity, which plays an active role in introducing, inform and remind the benefits of a product in order to encourage consumers to buy the promoted product. With the promotion consumer will get know that products we will sell and we can also give them knowledge about the advantages of our products. Also according to Tjiptono (2000:219) promotion is a form of marketing communication".

According to Yoeti (2006:237), promotion is a way to inform or notify the prospective buyer of the products offered by notifying the places where people can view or make a purchase "in the right place and the right time". Another promotion is not how we communicate the products offered at the right media, so that it can be seen, known or compared with other products. Yoeti (2006:241) says the promotion is a way of informing the existence of a product, especially concerning:

- Type, kind, quality and price of products offered
- The benefits of the products offered
- A variety of discounts can be given
- Conditions or lightening or easy for prospective customers
- Place, shop or office where products can be purchased or obtain information about the products offered.

### **2.3.1 The Kinds of Promotions**

The various kinds of promotions do to be able to introduce our products to the consumers. Therefore we need the right media to promoteit. Yoeti (2006:242) The forms of promotion can be done by:

1. Advertising are either through print media or electronic media, colored or black and white and Inside or outside the country
2. Sales Promotion is providing discounted

3. Personal selling: do a presentation through such sales counters at the exhibition or branch offices
4. Display conducted in the offices of sales by displaying photos, images, related to the appeal. Outdoors, namely sales at fairs or festivals
5. Brochures: provides a variety of maca, leaflets relating to the products to be offered
6. Direct Mail: send leaflets about the products that are offered to people who are considered potential to do buy some product

In addition (Tjiptono, 2000:222) that the types of promotions are personal selling, mass selling, sale promotion and public relations.

#### **a. Personal selling**

Personal selling is a direct communication (face to face) between seller and prospective customers to introduce a product to prospective customers and establish customer understanding of the product so that they will then try and buy it. Personal selling properties include:

- 1) *Personal confrontation*, namely the relationship alive, directly, and interactive between 2 people or more.
- 2) *Cultivation*, is properties that allow the development of all kinds of relationships, from simply buying and selling relationship to a more intimate relationship.
- 3) *Response*, which is a situation that seems to require customers to hear, observe, and respond.

This method has advantages such as the operation more flexible because the seller can observe customer reactions and adjust his approach, a wasted effort can be minimized, usually if customers have interested they directly buy, and sellers can establish long-term relationships with customers. However, because it uses a relatively large fleet of sellers, then this method is usually expensive. In addition, the specification of the desired vending company may be difficult to find. However, personal selling remains important and is usually used to support other promotional methods.

## **b. Mass selling**

*Mass selling* is an approach that uses a media communication to tell information to the public at a time . This method is not as flexible as personal selling, but a cheaper alternative to convey information to the audience (target market) are huge numbers and widespread .There are two main forms of mass selling, namely advertising and publicity .

### 1. Advertising

Advertising is one of the most widely used promotional companies in promoting their products. Advertising is indirect communication, based on information about the advantages or benefits of a product, which is arranged so as to create a sense of fun that will change someone's mind to make a purchase. Advertising is the whole process that includes the preparation, planning, implementation , and oversight advertising . Advertising has four main functions, namely to inform the audience about the ins and outs of the product (informative), affects the audience to buy (persuading), and refreshing the information that has been received audience (Remin-ding), and make a pleasant atmosphere while audiences receive and digest information (entertainment). Advertising has the following properties :

- a. Public Presentation. Advertising allows everyone receives the same message about the product being advertised.
- b. Pervasiveness. The same advertising message can be repeated to establish receipt of the information
- c. Amplified Expressiveness. Advertising is able to dramatize the company and its products through images and sounds to inspire and influence the feelings of the audience.
- d. Impersonality. Advertising are not forcing the audience to pay attention and respond to it, because it is a monologue communication (one-way).

## 2. Publicity

Publicity is a form of presentation and dissemination of ideas , products and services are non-personal , in which people or organizations who benefit do not pay for it . Publicity is the utilization of news values contained in a product to form the image of the product in question . Compared to advertising, publicity has better credibility, because the justification (either directly or indirectly) performed by anyone other than the advertiser. In addition, because of the publicity messages included in the articles on newspapers, tabloids , magazines , radio, and television, the audience does not see it as a promotional communication. Publicity can also provide more information and more detailed than the advertising . However, because there is no treaty relationship between the beneficiary and the provider then the beneficiary can not be set when the publicity it will be presented or how the publicity presented . Additionally publicity may not be repeated as advertising. Therefore, now usually part of the publicity department of public relations firms.

### **c. Sales Promotion**

Sales promotion is a direct form of persuasion through the use of the various incentives that can be set up to stimulate the purchase of products with immediate and/or increasing the amount of goods purchased the customer. The purpose of sales promotion is very diverse. Through sales promotion, the company can attract new customers, influence customers to try new products, encouraging customers to buy more, to attack a competitor promotional activity, increase impulse buying (purchasing without previous plan), or seek closer cooperation with retailers . In general, these objectives can be generalized into :

- 1.Increasing demand from industrial users and / or the final consumer.
- 2.Improve the performance of marketing intermediaries.
- 3.Support and coordinate activities of personal selling and advertising.

The characteristics of sales promotion, which are communication, incentives, and the invitation (invitation ). The characteristic of communication means that the sales promotion to attract attention and give information that

introduces customers to the product. The nature give feature and incentives that provide valuable stimuli for customers. While the nature of the invitation is to invite the audience to buy right then and there . Sales promotion do by the seller can be grouped based on the objectives to be achieved . Groupings are as follows :

1. Customer promotion , sales promotion which aims to stimulate / encourage customers to buy.
2. Trade promotion , sales promotion which aims to encourage / stimulate wholesalers , retailers , exporters , and importers to deepen trade in goods / services from sponsors
3. Sales -force promotion , sales promotion which aims to motivate sellers fleet .
4. Business promotion , sales promotion that is aimed at acquiring new customers , maintain contact with customers , introducing new products sell more to existing customers , and ' educate ' customers .

The techniques of sales promotion is a marketing tactic that affects the very short term. Sales increased only occasionally during ongoing sales promotion activities. Sales promotions are also not able to undermine customer loyalty to other products, even sales promotions too frequently can actually degrade the image quality of the goods/services, because customers could interpret that the goods/services are of low quality or cheap category. Nevertheless it is recognized that sales promotion produces a faster response than an advertising.

#### **d. Public relations**

Public relations is an overall communications efforts of a company to influence the perceptions, opinions, beliefs, and attitudes of various groups toward the company. The definition of these groups are those who are involved , have an interest, and may affect the company's ability to achieve its objectives. The groups can consist of employees and their families, shareholders, customers, audience / the people who live around the organization, suppliers, intermediaries, government, and the media. In the implementation of public relations can be done by the individual key of an enterprise and can also be done by a formal institution



in the form of agency, department, or section of public relations in the organizational structure. Public relations activities include the following :

- 1) Press Relations, the purpose of the relationship with the press is to provide information that is appropriate / feasible published in newspapers in order to attract public attention to a person , product, service , or organization .
- 2) Product Publicity, These activities include efforts to publicize specific products.
- 3) Corporate Communication, This includes internal and external communications, as well as promoting an understanding of the organization
- 4) Lobbying is an attempt to work with legislators and government officials so that the company gets important information valuable . Even sometimes also intended to influence a decision to be taken
- 5) Counseling. This activity is done by giving advice and opinions to management on matters relating to the public and on the position and image of the company .

### **2.3.2 The Purposes of Promotion**

We do activities of promotion must have a purpose To be achieved. The main purpose we do promotion is rather the products we offer can be in demand by consumers. According to Tjiptono (2000:222) the purpose of the promotion are:

- a. Grow the customers' perception of a need (category need).
- b. Introduces and provides an understanding of a product to the consumer (brand awareness).
- c. Encourage the selection of a product (brand attitude).
- d. Persuade the customer to buy a product (brand purchase intention).
- e. Compensate for the weakness of the other elements of the marketing mix (purchase facilitation).
- f. Embed the image of the product and the company (positioning).

According to Effendi (1982:235) There are several purposes contained in the promotion are:

1. Inform , meaning inform the market about a new product , suggests a new use of a product , inform market price change , explain how the product works , describe the services provided, fix the impression wrong, reduce fear buyer, building a corporate image .
2. Persuade , meaning changing the perception of product attributes in order to be accepted buyer .
3. Remind , that in order to keep the product in mind all-time buyers , awareness product will most attention.