

CHAPTER I

INTRODUCTION

This chapter describes the research background, problem formulation, objective, and benefits.

1.1 Background

Indonesia is a country with diverse and rich foods. From Sumatra's spicy dishes to Java's aromatic curries. Indonesian cuisine offers a wide range of flavors and textures. Some of the most popular dishes include *nasi goreng*, satay, and *rendang*, which locals and tourists enjoy. Indonesian cuisine is known for its use of fresh herbs and spices, such as turmeric, lemongrass, and galangal, which give the dishes their distinct aroma and flavor. Additionally, Indonesia's position as a maritime country provides access to a vast array of seafood, such as prawns, squid, and crab, which are incorporated into many dishes. Indonesian cuisine is a culinary treasure trove with various dishes showcasing the country's cultural heritage and culinary expertise.

Unfortunately, traditional Indonesian foods are almost eliminated because of foreign foods that have spread widely in our country. According to Arifin, (2017), nowadays many people have abandoned traditional foods sold in local markets and they prefer snacks sold in supermarkets or luxurious malls, as well as fast food products from foreign countries. Another study shows that the food consumed by Indonesian people has become more like Western food, and there are now many instant food options that have replaced traditional Indonesian cuisine with Western-style food (Adiasih & Brahmana, 2017). According to Adiasih & Brahmana (2017), young people admit that they are very interested in food from other countries, including Japanese food (Sushi, Ramen), Korean food, and European food (Pizza, Steak). This is based on the young people's perspective that traditional food is less prestigious. The low prestige value of traditional food causes it to be less popular. Regarding this matter, traditional food is endangered among young people, causing some traditional foods almost disappear. According

to Mojok.co, five traditional foods from Surabaya are almost extinct: *sate karak*, *pecel semanggi*, *kompyang*, *getas ketan*, and *lontong kupang*. Furthermore, according to idntimes.com, ten foods almost endangered, namely *growol*, *grontol*, *wedang tahu*, *besengek tempe benguk*, *getuk lindri*, *getas*, *lepet jagung*, *sate karak*, *pecel semanggi*, and *bongko mentho*. In addition, according to Nibble.id, ten foods that almost endangered are *kipo*, *lemet*, *getuklindri*, *gatot dan tiwul*, *cenil*, *sengkulan*, *wajik*, *madu mongso*, *kue putri mandi*, dan *carabikang*.

Related to this case, it is feared that traditional foods will become increasingly endangered in the community and need to be preserved. In this case, efforts to preserve and develop traditional Indonesian cuisine are important and very strategic (Oda, 2012). Preserving traditional foods can be done by creating a booklet that documents the food. Through this booklet, it is hoped that the foods can continue to be recognized and not forgotten by future generations.

There are two types of booklets, namely conventional booklets and electronic booklets, also known as e-booklets. Each type of booklet has its advantages. Conventional booklets are produced and distributed through printing. The advantage of conventional booklets is that they do not require the use of gadgets, which can cause eye strain from blue light. On the other hand, e-booklets are created as digital documents and distributed through the Internet. The advantage of e-booklets is that they are practical and easy to access. They can be accessed through a gadget connected to the internet. Moreover, based on data from BPS (Central Statistics Agency), 77 percent or around $\frac{3}{4}$ of Indonesia's total population have accessed the internet. Therefore, e-booklets are more relevant to use because of their ease of access.

1.2 Problem Formulation

Based on the background, the formulation of the problem in this final report is “How to design the E-Booklet of Javanese Traditional Foods?”

1.3 Research Objective

The objective of this research is to find a way to design the E-Booklet of Javanese Traditional Foods.

1.4 Benefits

This research provides some benefits for three parties: the writers, readers, and the State Polytechnic of Sriwijaya. Firstly, designing the e-booklet enhances the writer’s understanding of traditional foods and improves the writer’s skill in designing the e-booklet. On the other hand, the reader of this E-Booklet will be introduced to Javanese traditional foods and will learn about the foods that are almost endangered. Additionally, the E-Booklet will aid in increasing public awareness about traditional foods that are almost endangered. Moreover, the State Polytechnic of Sriwijaya will benefit from this initiative as it will enhance literacy about designing the E-Booklets. Overall, this E-Booklet aims to promote traditional foods and provide valuable information to readers while improving the writer's knowledge and skills.