

CHAPTER II

LITERATURE REVIEW

A. Information

According to Susanto (2004:46) information is the result of processing data that gives meaning and benefits. Meanwhile, Jogianto (2004:8) argues that the information is data that is processed into a form that is more useful for those who receive. McFadden and friends (1999) in Abdul kadir (2002:31) defines information as data that has been processed in such a way that increases knowledge of someone who uses such data. Furthermore, Bodnar (2000:1) states that information is processing data that can be used as a basis for taking the right decision.

According to Ruslan, (2005:116)

Input – Data	Processed	Output - Information/ Purposes
-Primary	Collected	Saved / file / Documentation
-Secondary	Classified	Processed
	Analyzed	Reference
	Concluded	Be used

In general, information can be defined as a result of processing data in a form that is more useful and can be used by anyone who needs such data as knowledge or can be used in making decision.

B. Promotion

Understanding the promotion according to Saladin and Marty (2002), Promotion is information of communication sellers and buyers aims to change attitudes and behavior of buyers, who previously not know becoming familiar so that it becomes a buyer and remembering product. While understanding the

promotion according to Alma (2006, p.179) is: "Promotion is a kind of communication which gives explanations and convince potential customers of the goods and services with the aim of attention, educate, remind and convince potential customers." Saladin (2004:172) divides promotion into 5 types.

They are Advertising, Personal selling, Publicity, Sales promotion, and direct Marketing.

1. Advertising is a form of non-personal promotion by using various media that intended to stimulate the purchase.
2. Personal selling is a form of personal promotion with an oral presentation in a conversation with a prospective buyer who intended to stimulate the purchase.
3. Publicity is a form of non-person promotion of the service or specific business entity with reviewing the information or news about it.
4. Sales promotion is a form of promotion besides the three forms above that intended to stimulate the purchase.
5. Direct marketing is a form of individual sales directly intended to influence the consumer purchase.

Promotion is essentially a marketing communication, meaning that marketing activities that tries to spread information, influence or persuade, or remind the target market for the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned, Tjiptono (2001 : 219).

Here are definitions of some media promotion by Kusrianto (2007: 330):

1. Leaflet (flyer): The sheets of print paper folded into two pages or more.
2. Folder: Sheet molding material that is folded in half like a map or a book to be easily carried.
3. Brochure (booklet): Printed materials consisting of multiple pages bound so it is similar with a book.

4. Catalog: A kind of brochure that contains details on the types of products / services and sometimes equipped with pictures. The size can vary, from of pocket until the phone book, depending on the needs of business.
5. Stationery Set: namely, envelopes, letterhead and pens are usually placed in a hotel room. It has function not only as a service from the hotel, but excluding postal material because there is the name of a product or service, complete with addresses and phone numbers.
6. Inserts (Stufler): Leaflets inserted or placed in the box a product. Usually a description of use of the product, or other products that are manufactured by the same company.
7. Hanging Mobile: A tool moving displays when exposed to wind, the placement is hanged.
8. Wobler: Tool displays a way of placing a wall-mounted or on shelves using plastic or similar material so that the image becomes supple and moving. Usually in the form of two-dimensional.
9. Self Talker: The print media to promote a product by placing it directly on the rack.
10. Flag Chain: The series of small flags to display an image product, brand, slogan, or a combination of all of them.
11. Poster: Poster display and full color is usually used as a decoration of the room with a stick on walls, shop windows, or walls of the showroom.
12. Sticker: Promotional material most widely and frequently used by companies to promote their products because it is very flexible.
13. Box Dispenser: Having regard to leaflet or brochure as it is used to put those goods.
14. Model: The model here is more likely to serve as decoration or decoration, and usually in the form of miniature. Other forms, merchandise/souvenirs, clocks, ashtrays, lighters, chains, locks, calendars, t-shirts, hats, umbrellas, etc.

The 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 (Yoeti, 2006:237).

Promotional purposes according to Lamb, Hair, McDaniel (2001:157) as follow:

1. Provide Information (Informing)
 - a. Increase awareness of the new product, class of products, or product attributes.
 - b. Explain how the product works.
 - c. Suggest a new use of a product.
 - d. Building the image of a company.
2. Persuade target customers (persuasive)
 - a. To encourage brand switching.
 - b. Changing the customers' perception of product attributes.
 - c. Influencing customers to buy now.
 - d. Enticing customers to come.
3. Reminds (reminding) consists of :
 - a. Remind consumers that the product may be required in the near future.
 - b. Remind consumers where to buy the product.
 - c. Maintain awareness of consumers.

In short, Promotion is a way to inform people about product or service. It can be to persuade them to do the purchase and becoming a buyer.

C. Traditional Food

According to Winarno (1994), Traditional food is a food that most has characteristic which a person is born and grows. (Lestari, 2014:7) said that

traditional foods are foods and beverages commonly consumed by a particular community, with a distinctive flavor that is accepted by the community.

Kinds of traditional food of Palembang:

1.Pempek



picture:www.resepsedapku.com

Pempek is a typical food of Palembang that has been well-known throughout Indonesia. The main ingredient in making pempek is fish meat and sago. There are various types of Pempek contained Pempek Kapal Selam, Pempek Lenjer, Pempek Keriting, Pempek Adaan, pempek kulit, Pempek Tahu, Pempek Pistel, Pempek Udang, Pempek Lenggang, Pempek Panggang, Pempek belah and Pempek otak-otak. Pempek is served with vinegar sauce (cuko) which is a black-colored creamy sauce made from boiled brown sugar, chili and dried shrimp.

2.Tekwan



picture:www.money.id

Tekwan is a typical food made of fish meat and sago as pempek. However, it has a different look with pempek because Tekwan formed small – similar with

small meatball then, added shrimp broth as a soup, soun and mushroom as a garnish also can be added with fried onions.

3. Model



picture:indonesiakaya.com

Model is similar to Tekwan but the basic ingredients is fish meat and sago shaped like Pempek Tahu then cut to small and plus shrimp broth as a soup as well as a complementary soun. There are two types of models, namely Fish Model (Model Iwak) and Wheat Model (Model Gendum).

4. Laksan



picture: masakandapurku.com

Laksan has the same main ingredient with pempek lenjer, it is cut crosswise and then it is mixed with a spicy coconut milk sauce (Kuah Santan).

5. Celimpungan



picture: kuliner.ilmci.com

Celimpungan is like Laksan, but the dough made like tekwan which is bigger and it is eaten with coconut milk sauce.

6. Kue Maksuba



Picture: nailandra.blogspot.com

Maksuba cake is made of duck eggs and sweetened condensed milk. It needs about 28 grains eggs. The dough processed like a layer cake batter. It tastes good, sweet and sticky. This cake is often served at the feast.

7. Mie Celor



Picture: selerasa.com

Mie Celor itself much like boiled noodles, but the sauce is thick. It is a mix of shrimp, bean sprouts, coconut milk, sprinkled with chopped celery and eggs. The size of noodle is big and straight as spaghetti and served with pieces of shrimp, pieces of boiled egg and fried onions. It tastes salty and savory.

8. Kemplang



Picture: abrorzaman.blogspot.com

Kemplang is one type of crackers made from basic ingredients of fish. Kemplang is typical of the city of Palembang crackers or some other place in South Sumatra . Kemplang made from basic materials such as tapioca, white fish meat , and other seasoning ingredients . To make it, Finely, ground fish meat then, mixed with a little water and seasoning flavoring. Then stir until well blended and smooth. Then the dough is printed , steamed and dried in the sun to dry, then baked.

Based on some definition above, we can conclude that local cuisines or traditional food is food that exist in an area which is the characteristic of the area and consumed by particular community.

D. Culinary Tourism

The term “culinary tourism” was developed by Lucy Long in 1998 (Wolf, 2002). Long (2004) stated that “culinary tourism is about food; exploring and discovering culture and history through food and food related activities in the

creation of memorable experiences.” Long (2004) emphasized that savoring the food of others is the way which one can really experience and accept different culture without reluctance. Meanwhile, Hall and Mitchell (2001, p. 308) defined food tourism as, “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food and tasting and/ or experiencing the attributes of a specialist food production region are the primary motivating factors for travel”.

Based on some explanations above, it can be concluded that culinary tourism becomes one of the tourist attractions that can add tourist experience of the culinary or simply tasting the uniqueness of the food when travel.

USA Today [Travel Tips in Parmar \(2015\)](#) states "culinary tourism became prominent in 2001 when Erik Wolf, President of the International Culinary Tourism Association (ICTA), presented a white paper about culinary tourism to his organization. Sharples (2003) said that the growth of culinary tourism is seen as an outcome of a trend where people spend much less time cooking, but choose to pursue their interest in food as a part of a leisure experience such as watching cooking shows, dining out and the like. In Mitchell & Hall (2003) opinion, such developments have spurred an interest in experiencing the unique and indigenous food, food products and cuisines of a destination, so much so that people are often traveling to a destination specifically to experience the local cuisines or to taste the dishes of its ‘celebrity chef’. In conclusion, in this era, the development of the culinary tourism growing rapidly than before, a lot of tourists come to a place just to spend their traveling by enjoying the experience in culinary.

E. Booklet

According to Utami (2012:1), booklet is a small book which has some information about products, events, brands, and so on. A booklet has more capacity in space for some information than other promotion media such as poster, flyer, brochure, etc. Hanggara and friends (2012) define booklet as a mass

communication media that aims to give messages such as promotion, advice, prohibitions to the mass, and the goal is to make the society as the object understand and keep the message contained in the booklet. Rustan (2009:114) says that a booklet as publication medium that can accommodate and share some information because it has many pages. It is suitable to promote company information, event information, internal media companies, newsletter, etc. Yudita (2013:5) states that a booklet is mass communication medium which is more communicative and clear to deliver a message such as promotion, advice, prohibition to the mass, etc. The purpose is to make a society as a target that will understand and obey the message contained in the medium. Rustan (2009) states booklet has function to share the information in the form of stories, knowledge, report, and so on.

In conclusion, booklet is a small book that contain of brief messages aim to informing and promoting products to the society.