

CHAPTER I : INTRODUCTION

This chapter discusses the background, the problem formulation and its limitation, and the question of the research. It also informs the operational definition, the purpose, and the benefits in conducting this research.

1.1 Background

In this modern era, people try to develop some culinary because they want to offer new taste as an innovation by utilizing alternative materials as the base of food. Food innovation provides advantages for the innovator and the consumers. The advantages for the innovator are to minimize the risk of a scarce material, and to know alternative material of making food. For the consumers, they could taste a new variation of food. Tourists as consumers who come to a tourism destination place would also try to find new variation of food during their visit. These typical consumers could even bring new variation local food as gifts when they are back to their hometown or homecountry. Most tourists who visit cities, like: Bandung, Garut, Solo, Yogyakarta, Lahat, and Palembang would bring *dodol* to their relatives, families or friends as souvenir in order to introduce them the taste of *dodol*. The reasons why tourists like to bring *dodol* are because the relatively cheap price, the sweet taste, and the small, unique and easy to bring shape.

In Indonesia, especially the cities of *dodol* like, Bandung, Garut, Solo, Yogyakarta, Lahat, and Palembang, the typical materials of making *dodol* are durian, strawberry, ginger, soursop, etc. In fact, there are another material for *dodol*, such as corn. Making the new variation of *dodol* is same as the food diversification. According to Riyadi (2003), food diversification is a process of choosing a food that does not depends on one kind of food, but also has variations (alternatives) towards the base materials of foods. Therefore, food diversification does not only focus on decreasing the over use of certain material as basic ingredients, but also to optimal the nutrition of various ingredient.

Corn could be alternative base material of making a *dodol*. It will not only offer a new taste of *dodol*, but also healthier because of its nutrition. In addition, corn contains energy, protein, carbohydrate, fiber, and calcium, which are good for cell growth, decreasing the cholesterol, and good for teeth and bones. Moreover, corn are easy to find. We could find corn in the traditional market or supermarket in South Sumatera, especially in Palembang. these material is one of local corps in South Sumatera. Some farmers grow corn plants in some regions in South Sumatera, like Banyuasin, Pagaram, Muara Enim, Musi Banyuasin, Ogan Ilir, and Lubuk Linggau.

Based on the explanation above, the writer innovated a new taste of *dodol* by utilizing corn as a support for food diversification in South Sumatera, by having a new taste, which is made from healthier ingredient. This new *dodol* is expected to enrich the variation of *dodol* itself, it is also expected to promote and converse traditional Indonesian snack using the alternatives ingredient. Furthermore, the process of the corn *dodol* was written in a booklet. The reasons why the writer intended to design the booklet of *dodol* was to encourage people to realize that the cultural heritage of food should be preserve. The writer also would like to promote the process of making *dodol* itself as a valuable information by reading the booklet.

This booklet was printed in Bahasa Indonesia and English versions. The use of Bahasa Indonesia for local home industries and domestic tourists was expected to contribute to the process of how to make new variant of *dodol*, so that they will able to understand and produce it. For the foreigners, the English version will introduce *dodol* and its recipe. Indeed, for international tourists which never eat *dodol* before, they could have the information by reading this booklet. Moreover, the writer also intended to promote *dodol* as one of cultural heritage food from Indonesia and as a mean of food diversification using local ingredients.

1.2 Problem Formulation

Based on the background above, this report discusses how to design a booklet of a new variant of *dodol*.

1.3 Problem Limitation

The scopes of this report are limited by designing a booklet in Bahasa Indonesia and English versions, and making a variation of *dodol* from corn as a food diversification.

1.4 Research Question

This report is expected to answer the following question: how to design a booklet of *dodol* from corn

1.5 Operational Definitions

There are five important variables to give the clear description about this research. The variables are:

1. Designing

Designing could be translated as a design of information from lines, shapes, sizes, colours, value, and things that are made based on the design principles in producing a booklet. It is a shape of management process which means the designed things in *dodol* booklet has function and useful, and has aesthetics value. Therefore, designing means shape of formulations process, considerations, and calculation through the words in order to make people understand.

2. Booklet

Generally, booklet could be translated as a small book or similar to magazine which contains the company profile or product details. Booklet is also like an envoy that brings the important messages. Appearance and design are a representation of illustration of the company itself. Booklet is an ideal solution to improve a business, because the booklet itself explains everything about the products by using pictures.

3. New Variant of *Dodol*

In this report, the new variant of *dodol* is made from basic material. The definition of the basic material itself is the material that could process into material for producing and consumption which could be identified directly, followed, or an integral of certain products. The basic material is gaining from the nature sources, for example corn.

4. Corn

Corn is one of food plants that produce the most important carbohydrate in the world, after oat and rice. Corn is an annual plant. The life cycle of corn is finished in 80-150 days. The first half cycle is the cycle of vegetative growing and the second half is the cycle of generative growing.

1.6 Research Purpose

The purpose of this research is to design a booklet to promote corn *dodol*.

1.7 Research Benefits

The benefits of this research are devoted to both the writer and the readers. Since the booklet was printed in Bahasa Indonesia and English, it will be beneficial for local and international readers. For local readers, it benefited for local home industry to produce the product of the new variant of *dodol* using corn. It also benefited for domestic tourists who want to make the new variant of *dodol* by themselves.

For international readers, the English version would make them understand the process of making the new variant of *dodol*. These two benefits ,finally, contribute to preserve the cultural heritage food, as their reference of making the food, and to promote Indonesian culinary in International world. For the writer, by conducting this research the writer could improve the ability of cooking by making the new variant of *dodol*, and to improve the ability in writing by designing a booklet.