

CHAPTER II

LITERATURE REVIEW

2.1 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 has their peculiarities that can definitely make a country different from other countries. Traditional food refers to foods and dishes that are passed through generations and also refers to foods consumed over the long-term duration of civilization that have been passed through generations. Based on Ernayanti (2003), *“makanan tradisional di Indonesia memiliki nilai budaya, tradisi, serta kepercayaan yang bersumber pada budaya lokal (local indigenous). Makanan tradisional suatu daerah bisa menjadi cermin peradaban dan budaya suatu daerah, akan tepat disuguhkan serta dinikmati oleh masyarakat setempat pula”*. Nurdiyansah (2014) *“makanan adalah tradisi, yang menarik dari makanan adalah proses dan peran makanan pada berbagai ritual maupun upacara adat, secara turun temurun, resep-resep kuno dalam mengolah makanan terus diturunkan dari generasi ke generasi”*. So, it can be concluded that traditional food is food that has been 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. Traditional foods of a region also 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. Traditional food could be significant components of overall tourist spend because food has therefore developed from being a basic necessity for tourist consumption to being regarded as an essential element of regional culture.

2.2 Culinary Tourism

Culinary tourism goes well beyond the dining experience. Culinary tourism brings people to your community. It includes a variety of culinary, agri-tourism

and agri-food activities, developed expressly for tourists, that showcase food and beverages and provide an opportunity for visitors to discover dishes indigenous to each region while learning about the talent and creativity of artisans. Culinary tourism is a kind of tourism where most of the activities at the destination are food-related, and becoming reason influencing his travel behavior (Shenoy, 2005). Meanwhile, Long (2004) states that another way to look at culinary tourism is as exploratory eating: individuals explore foods new to them and use foods as the basis to explore new cultures and ways of being. Tourism element comes to the fold when individuals or groups use food and drink to construct marketable and publicly attractive identities to 'sell' other individuals.

Culinary tourists are travelers seeking the authenticity of the places they visit through food. Culinary tourists are concerned about origin of products, means of socializing and exchanging experiences with others, higher-than average expenditure, demanding and appreciative, high level of loyalty, revisit destinations due to gastronomy.

Wolf (2006, p.19) states that "nearly 100% of tourists dine out while travelling, and food and beverage consistently rank first in visitor spending". So, it can be concluded that the government should be develop culinary tourism in Palembang.

2.3 Vlog

Vlog has advantages over blog, obvious ones. There is a more personal connection the viewer, instead of just words. Most of a blogger though like writing more. But when people do vlog to give the information easier to relate life experiences through video. According to Davidson (2016) vlog also known as video blog. Usually, they are a series of videos released regularly. The creator normally has a specific subject they talks about. If the topic is something people enjoy, they can build a decent list of subscribers. Vlog help to increase the value of the content of the video that involved information, people often learn better when they are given a visual.

According to Ciampa et al (2016) there are four components that make a good video, they are :

1. Good lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It doesn't matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good.

2. Top quality audio

The better a video sounds, the better it looks. visual elements can easily be accepted when the sound is clear.

3. Steady camera

Steady camera will produce a steady shots as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display do not shake or move too much. Therefore, using of a tripod is highly recommended.

4. Shot Structure

A good video display the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

According to Matthias on Vlognation (2017) the few vlogging tips to start vlogging on YouTube that every vlogger should follow.

- a. Look into the Lens When Speaking

When you film yourself, pretend that you're talking to an old friend. Look at the camera lens as if you're looking into your friend's eyes. This will increase your engagement with your viewers in each video, and it avoids a lot of awkward shots and filming errors.

- b. Film Extra Vlog Footage

When in doubt, vlog it. For example, you may not show yourself curling every lock of your hair in a beauty vlog, but if you don't film it, you won't be able to edit and show time-lapse footage of the process.

If you're uncertain of one angle, do another take from a different angle and see which one you like better or if you want to go back and forth between them for the final product.

Also, it's good to have more than less. You won't know how good the footage will be until you start editing. By having extra vlog footage, you'll be prepared for any edits or unexpected turnouts.

c. It's Okay if You Mess Up

On that note, don't be afraid to mess up. Just take a breath and start over or pick up from where you were before you missed a line or made a mistake. That's what editing is for!

d. Find Your "Vlog Speaking" Voice

Practice speaking clearly and slowly with your vlogging camera. You'll notice that it's much different trying to speak while engaging with a camera lens when you first start vlogging. Don't worry, practice makes perfect! Record yourself speaking at your normal rate and then record yourself speaking at a slightly slower rate and with more emphasis. Listen to the difference and practice using your best speaking voice on camera.

e. Have Fun and Let Your Personality Shine

Remember, your viewers have thousands (and sometimes millions) of choices for videos on fitness advice, cooking tips, styling their hair, or movie reviews. Your personality will set you apart and make your vlogs stand out.

f. Create a Vlogging Schedule and Make it Known

And, last but certainly not least, consistency is key in the world of vlogging. Set up a schedule for your vlogs and make sure that your audience knows it. Post it in your YouTube profile and in all of your profiles on social media. Include it in your outro. Just saying, "Look for a new video every Wednesday morning!" will get this schedule in your viewers' thoughts and increase your return viewership.

It can be concluded that the vlog is usually systematic; it consists of name and address, brief history, the service, the product details, and show the details. Vlog also can be like story telling or experience sharing by visual. Vlog viewers can

know the trends of the present, vlog can know the hangout places which are good, cool or in the present arguably hitz to hang out and so forth, vlog viewers can gain new inspirations and also gain the interest to do the activity such as, culinary tourism, visit new tourism object, etc. People should create vlogs because they like to do so. Not because they desire to become famous or rich.

2.4 Promotion Media

To become a culinary tourist, tourists should know some information related to the culinary tourism in one region. Suryana (2001), *“promosi adalah cara mengkomunikasikan barang dan jasa yang di tawarkan supaya konsumen mengenal dan membeli”*. According to McFarland (2014) video is a powerful tool for promotion, he mentions several advantages of video. They are:

1. Video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.
2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.
3. Video is being watched online more and more every year including an 800% increase in online video consumption over the past six years, a 55% majority of video news viewers among Internet users and 2 billion video views per week are monetized on YouTube.

Based on the definition above, writer conclude that promotion is communication that done by one person to another person in order to influence them, so they are attracted with the offer that provided.

According to Owings (2017) youtube is a video-sharing community. The site makes it easy for almost anyone to show video to the world. About one-third of all people on the internet are youtube users. As people known, that it is impossible for the potential tourists to know the traditional food of one of the tourism object before they go there.

At last, writer concluded that promotion media has a very important role in making the potential tourist decides to go to tourism object and do the culinary tourism of the traditional food. By watching a vlog as one of a kind video on Youtube, tourist can know and get the information easily So, they do not have to be confused when they do the tourism culinary in that local area.