

CHAPTER II

LITERATUR REVIEW

2.1 Traditional Food

Traditional food plays an important role in local identity, consumer behavior, the transfer of cultural heritage for future generations, and the interaction of this heritage with the rest of the world. According to Langford (2015) stated that traditional foods are those whole and ancient foods that your great-great-great-great-great grandmother and grandfather would have eaten. They are simple, naturally grown or raised, nutrient-dense, though fully prepared. They are not fads (in fact, they tend to go in direct opposition to most conventional nutritional advice these days). While Ernayati (2003) states that *makanan tradisional di Indonesia memiliki nilai budaya, tradisi, serta kepercayaan yang bersumber pada budaya local (local indigenous). Makanan tradisional suatu daerah bias menjadi cermin peradaban dan budaya suatu daerah, akan tetap disuguhkan serta dinikmati oleh masyarakat setempat pula.* In other opinion, according to Nurdianyansyah (2014), “*makanan adalah tradisi, yang menarik dari makanan adalah proses dan peran makanan pada berbagai ritual maupun upacara adat, secara turun-menurun, resep-resep kuno dalam mengelolah makanan terus diturunkan dari generasi ke generasi*”. From the definitions that stated above, it can be concluded that traditional food is the food that come during the generations that give the feeling of authenticity and usually different from one area to another. It became one of the culture in that area.

2.2 Promotion

Promotion, from the Latin *promotio* is action and the effect of promote (promote a process or thing, take the initiative to do something, raise someone to a most important/prestigious position). Promotion is one of the 7Ps in service marketing mix. Kotler Armstrong (1989) defines promotion means activities that communicate the merits of the product and persuade target customers to buy it. While according to Saladin (2011), promotion is one element in marketing of the company that used to inform, persuade, and remind consumers about the company's products or services. While Rangkuti (2009) states promotion is one of the variables used by a company or institution which make a communication with the market, with the aim of informing

that a product exists, introduce products and provide confidence to the customers. Meanwhile, Alma as cited in Nugroho (2016) defines promotion as a kind of communication about the goods and services in order to gain attention, educate, remind and convince potential customers.

From this definition about, the writer concludes that promotion is one of the elements in marketing mix that uses communication or promotion mix to promote ideas and to sell by persuade the target market about the product value.

2.3 Video

According to MacFarland (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 people can simply use a smart-phone, 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 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% in
4. crease 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.

According to Business Dictionary, video is visual multimedia source that combines a sequence of images to form a moving picture. The video transmits a signal to a screen and processes the order in which the screen capture should be shown. Videos usually have audio components that correspond with the pictures being shown on the screen. While Ciampa and Moore (2016) states there are four components that make a good video. They are:

1. Good lighting

Good lighting (as opposed to merely adequate lighting) need to bathe the subject in flattering ways, 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 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 shot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display does not shake or move too much. Therefore, using of a tripod is highly recommended.

4. Shot structure

A good video displays 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 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 is impossible for the potential tourists to know the traditional food of one of the tourism object before they go there.

In conclusion, video has many advantages and a powerful tool as media promotion. By watching videos on YouTube, tourist can know and get information easily so, they do not have to be confused when they do the culinary tourism in that local area.

2.4 Design

In creating something, people need to design and based on the definition of design stated from expert, “Design is a plan or arranging elements in such a way as to best accomplish a particular purpose” (Eames, 1989). This definition from Eames means that design is used as a plan to arrange everything needed for the specific purpose. Elements in his statement is in line with the opinion of Hardt (2006), design is the planned and innovative use of available knowledge to form processes, environment, products and services with point of departure in user needs.

2.4.1 Elements of Design

Lovett (1998) classified designs with the elements and principles. And these are the elements of design:

1. Line

Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet.

2. Shape

A shape is a self-contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.

3. Direction

All lines have direction -horizontal, vertical or oblique. Horizontal suggest calmness, stability and tranquility. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action see notes on direction.

4. Size

Size is simply the relationship of the area occupied by one shape to that of another.

5. Texture

Texture is the surface quality of a shape – rough, smooth, soft, hard, glossy etc. texture can be physical (tactile) or visual.

6. Color

Color is one of the most obvious elements of design, for both the user and the designer. It can stand alone, as a background, or be applied to other elements, like lines, shapes, textures or typography.

7. Value

Value is the lightness or darkness of a color. Value is also called Tone.

2.4.2 Principles of Design

Design process can run well when it follows some principle. Lovett (1998) states that principles will guide a designer to create something. There are 4 principles such as balance, gradation, repetition and unity.

1. Balance

Balance in design is similar to balance in physics. A large shape close to the center can be balanced by a small shape to the edge. A large light toned shape will be balanced by a small dark toned shape (the darker the shape the heavier it appears to be).

2. Gradation

Gradation of size and direction produce linear perspective. Gradation of color from warm to cool and tone from dark to light produce aerial perspective. Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along the shape.

3. Repetition

Repetition with variation is interesting, without variation repetition can become monotonous.

4. Unity

Relating the design elements to the idea being expressed in a painting reinforces the principal of unity e.g. a painting with an active aggressive subject would work better with a dominant oblique direction, course, rough texture, angular lines etc. whereas a quiet passive subject would benefit from horizontal lines, soft texture and less tonal contrast.

From explanation above, the writer concludes that design is a plan to arrange a concept before starting to create something with the specific elements and principles.