CHAPTER IV FINDINGS AND DISCUSSIONS

This chapter contains the findings which focus on answering the research question of this final project: the steps in designing Palembang culinary book in order to preserve and promote Palembang cultural heritage. It was emphasized on the design comments and suggestions. The answer is also explored in a discussion about comments and suggestions from the experts of book as the participants of this final project.

4.1 Findings

This section explores the steps in developing the book pertaining Palembang culinary in order to preserve and promote Palembang cultural heritage to answer the research question of this final project. Having the data from literature study, observation, and interviews, the steps in designing the book are started from development steps. The steps are chronologically mentioned as follows.

4.1.1 Planning

There were 5 steps in planning the design of Palembang culinary book before sending the booklet to a printing center.

1. Size

The first step was choosing the size of book. The writer used Adobe Photoshop 7.0 application. The media chosen was A4 paper size (21 x 29,7 cm), and then it was folded into two, so the paper could have four pages at a time, two pages on the front side and the other two on the back side.

2. Color

The color of the books were white to make the script can be read clearly and became the main focus of the reader when they read the book.

3. Layout

For layout, the writer used the same layout on each pages for the philosophy and recipe of ten culinary. It used the same editing style to give the simple impressions but highlight the main focus of the book which is the content.

4. Font

This book used some fonts. The title of booklet in the cover used *Times New Roman* size 36. For the title of content in each pages the writer used *Calibri* size 20. Meanwhile, the font of each philosophy used *Calibri* size 12 and for the recipe used *Calibri* size 10 was used.

5. Image

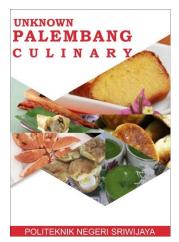
In this book, images were placed in the center on each page. The image on each page in this book is not too large, because the paper size is small.

4.1.2 Developing the Product

After the writer has completed the digital design using Adobe Photoshop 7.0 application, the writer printed the Palembang culinary book to proceed to the next steps. The trial version had 2 books, one in Bahasa Indonesia and one in English with 10 pages each. To get the best result, the writer printed the book in a professional printing center. These are the trial version of the design:

1. Covers

Covers of this book consist of front and back covers. The writer used the white color as shown in 4.1. On front cover, there was the Palembang culinary divided into five different Palembang culinary chosen as the image of the book cover. The title of this book is '*Unpopular Palembang Culinary*' and for the back cover the writer only used white color without any images.



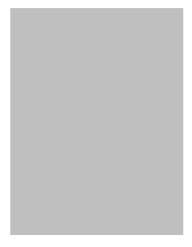


Figure 4. 1 Book Covers (Left : Front cover – Right : Back cover)

2. Palembang Culinary

There are 10 Palembang culinary which are used in this Palembang Culinary book. Each food is described in two languages: Bahasa Indonesia and English. They are separated in two books language version. Each food has its own philosophy, ingredients, and procedures descriptions with each photograph. Those descriptions and photographs are shown in figure 4.2 until 4.6

- Figure 4.2: Bolu Suri and Kue Lumpang
- Figure 4.3: Engkak Medok and Kue Khamir
- Figure 4.4: Kue Mentu and Kue Gunjing Gemuk
- Figure 4.5: Gulo Puan and Manan Samin
- Figure 4.6: Dadar Jiwo and Maksuba

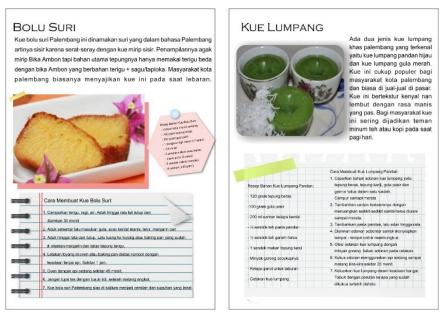


Figure 4. 2 Left: Bolu Suri – Right: Kue Lumpang in Bahasa Indonesia version

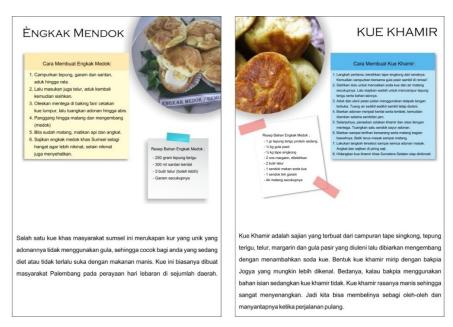


Figure 4. 3 Left: Engkak Medok – Right: Kue Khamir in Bahasa Indonesia version



Figure 4. 4 Left: Kue Mentu – Right: Kue Gunjing Gemuk in Bahasa Indonesia version

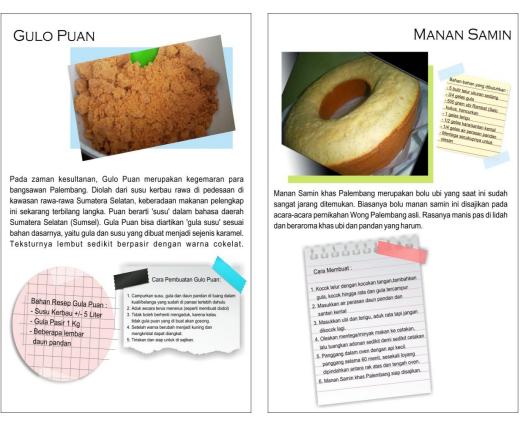


Figure 4. 5 Left: Gulo Puan – Right: Manan Samin in Bahasa Indonesia version



Figure 4. 6 Dadar Jiwo – Right: Maksuba in Bahasa Indonesia version

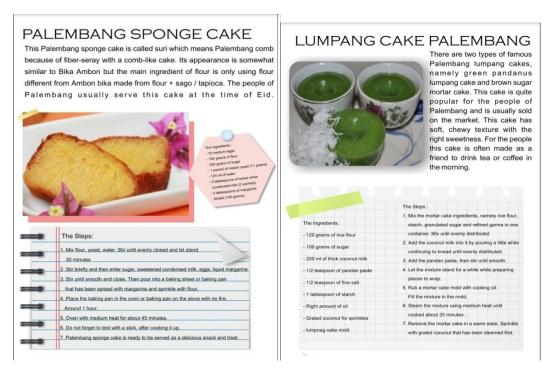


Figure 4. 7 Left: Kue Suri – Right: Kue Lumpang in English version

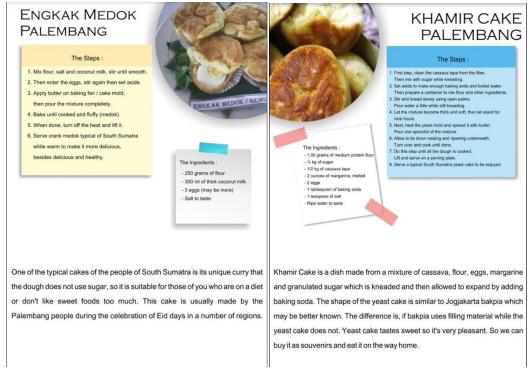


Figure 4. 8 Left:Engkak Medok – Right: Kue Khamir in English version

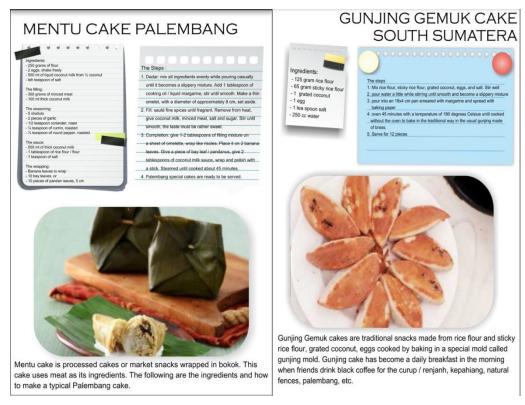


Figure 4. 9 Left: Kue Mentu – Right: Gunjing Gemuk in English version

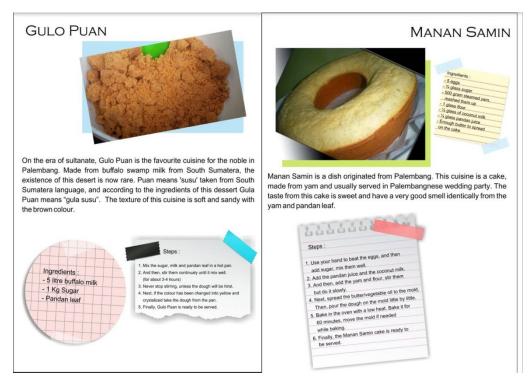


Figure 4. 10 Left: Gulo Puan – Right: Manan Sahmin in English version



Figure 4. 11 Left: Dadar Jiwo - Right: Maksuba in English version

4.1.3 Testing

After the trial book has been printed, it has been given to Mr. Budi Suryanto as the expert of layout, Mrs. Maulidia Wahyuni as the expert of the content, Mrs. Sri Gustiani as the expert of English, and Mrs. Eviliana as the expert of Bahasa Indonesia for the suggestions and comments about the book. From this step the expert of content commented on four parts of this book, they were philosophy, ingredients, procedures, and images. The expert of layout commented on two parts of this book, they were font size and color. Meanwhile the expert of Bahasa Indonesia commented on three parts of this book, they are diction (*diksi*), conjunction (*kata hubung*), and punctuation (*tanda baca*). The expert of English commented on three parts of this book, they were diction and punctuation.

4.1.4 Revising

a. Layout

Based on the layout expert's suggestions collected from the interview, there were two layout corrections to develop Palembang Culinary book. The writer did some revisions from that comments: font size and color. The revisions of them are as follows:

1. Font Size

According to the expert, Mr. Budi Suryanto said that the font size of this book was too small. It made the readers harder to read the sentences, so it would be better if the font size was enlarged to size 12. Text on the book was also have revised, previously it is separated into two books, and the expert suggested that better if the text is in the same book (bilingual book), before after revision is shown in figure 4.12 until 4.43.

2. Color

The expert suggested that the color of the book was not given the nuance of Palembang cultural heritage that are red and gold. So, the writer revised the color into the nuance of red and gold, before after revision is shown in figure 4.12 until 4.43.

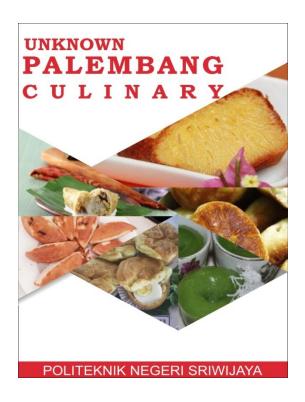


Figure 4. 12 Front Cover Before Revision

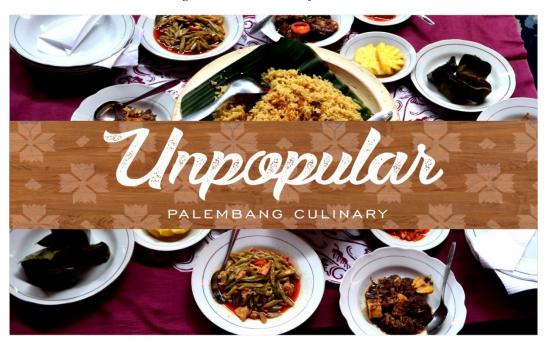


Figure 4. 13 Front Cover After Revision



Figure 4. 14 Bolu Suri Philosophy and Recipe Before Revision



Figure 4. 15 The Philosophy of Kue Suri After Revision

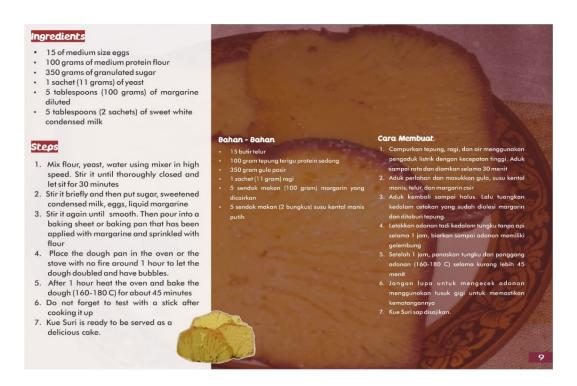


Figure 4. 16 The Recipe of Kue Suri After Revision

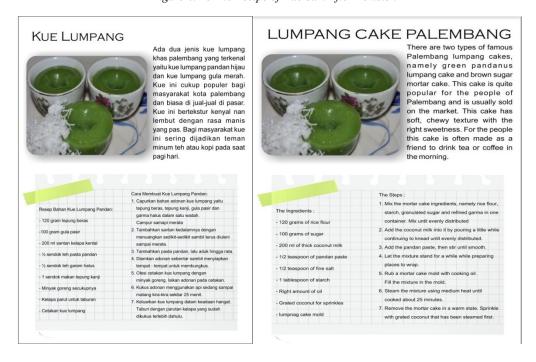


Figure 4. 17 Kue Lumpang Philosophy and Recipe Before Revision



Figure 4. 18 The Philosophy of Kue Lumpang After Revision

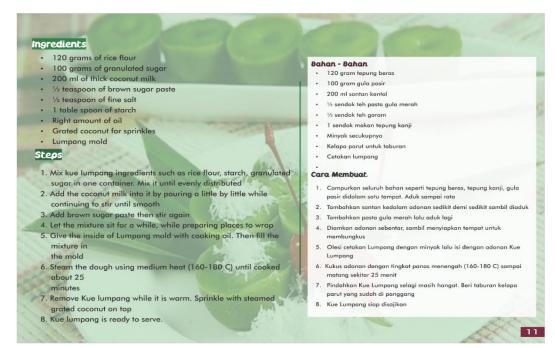


Figure 4. 19 The Recipe of Kue Lumpang After Revision

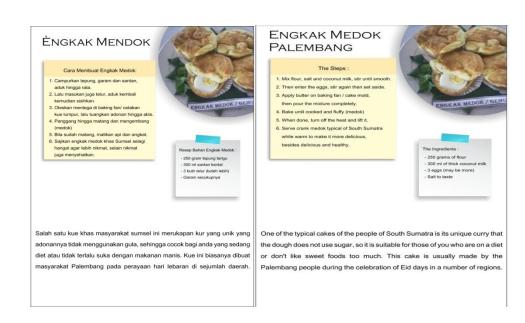


Figure 4. 20 Kue Engkak Medok Philosophy and Recipe Before Revision

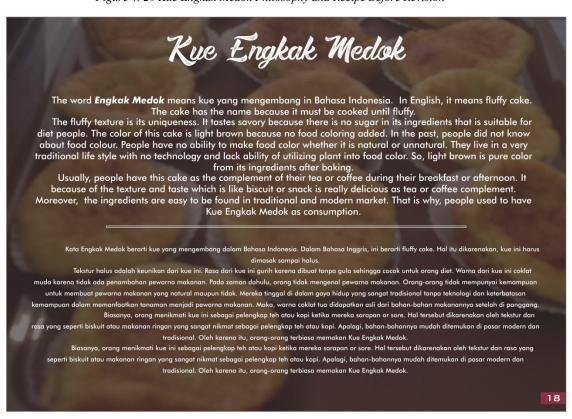


Figure 4. 21 Kue Engkak Medok Philosophy After Revision



Ingredients

- 500 grams of medium protein flour
- · 250 ml of thick coconut milk
- 7 items of medium size eggs

Steps

- Mix medium protein flour, medium size eggs, and thick coconut milk. Stir it using mixer in high speed until smooth.
- After that, apply plain butter on a baking fan or a cake mold with diameter of 10 cm. Then, pour the mixture completely.
- Next, bake it in the oven until cooked and fluffy for 15-20 minutes.
- 4. After 10-15 minutes, lift and serve it
- 5. Kue Engkak Medok is more enjoyable while it is still warm.

Bahan - Bahan

- 500 gram tepung terigu protein sedang
- 250 ml santan kental
- 8 butir telur berukuran sedang

Cara Membuat

- Campurkan tepung terigu protein sedang, telur, dan santan kental.
 Aduk menggunakan pengaduk elektronik dengan kecepatan tinggi sampai halus.
- Setelah itu, oleskan mentega biasa ke cetakan dengan diameter 10 cm. Lalu, tuangkan adonan secara merata.
- Selanjutnya, panggang di tungku sampai matang dan halus selama 15-20 menit.
- 4. Setelah 10-15 menit, angkat dan sajikan
- 5. Kue Engkak Medok lebih nikmat saat masih hangat.

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Figure 4. 22 Kue Engkak Medok Recipe After Revision

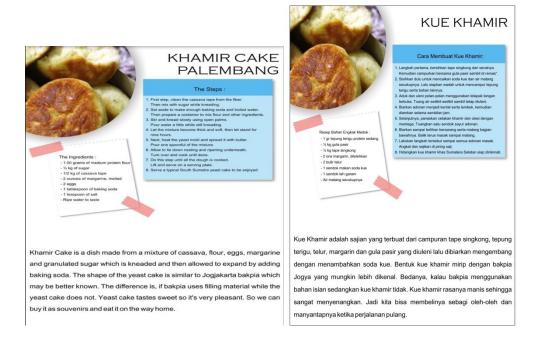


Figure 4. 23 Kue Khamir Philosophy and Recipe Before Revision

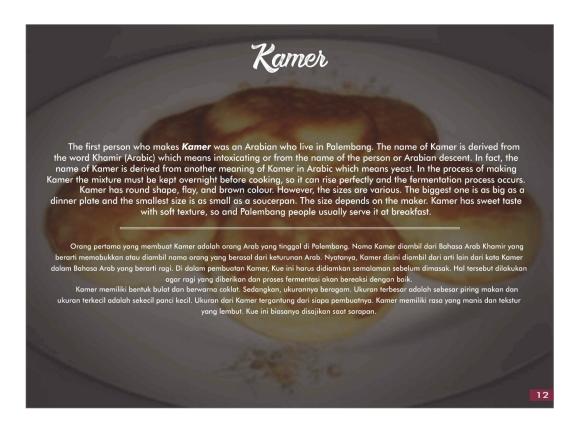


Figure 4. 24 Kue Khamir Philosophy and Recipe After Revision



Figure 4. 25 The Recipe of Kamer After Revision

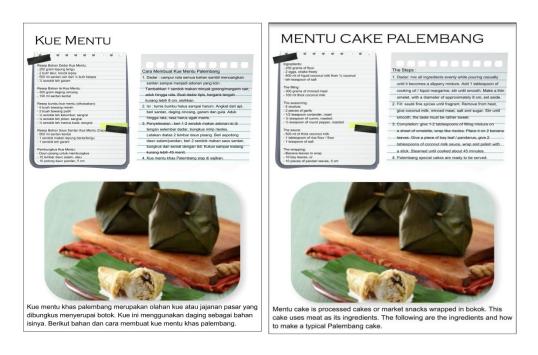


Figure 4. 26 Kue Mentu Philosophy and Recipe Before Revision



Figure 4. 27 The Philosophy of Kue Mentu After Revision

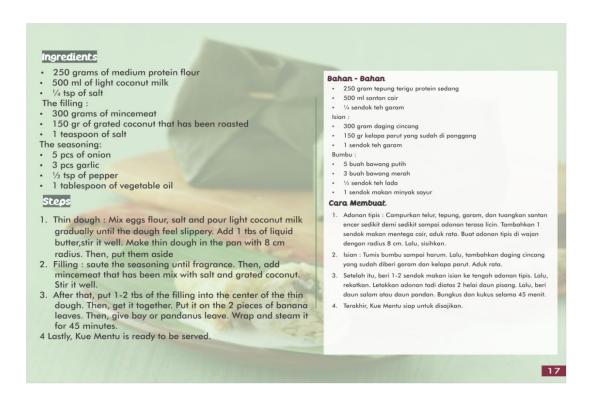


Figure 4. 28 The Recipe of Kue Mentu After Revision

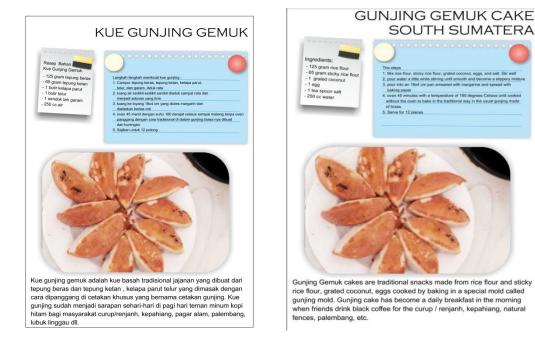


Figure 4. 29 Kue Gunjing Gemuk Philosophy and Recipe Before Revision

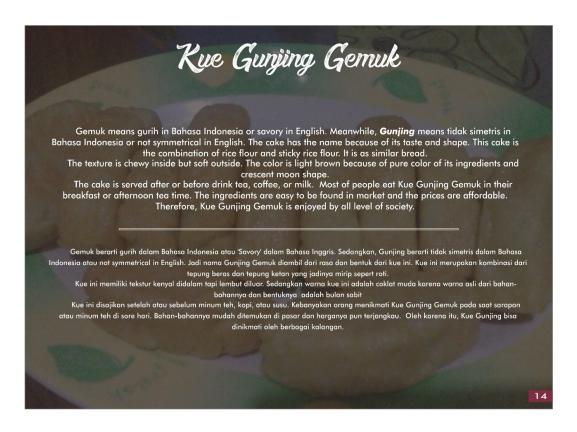


Figure 4. 30 The Philosophy of Gunjing Gemuk After Revision

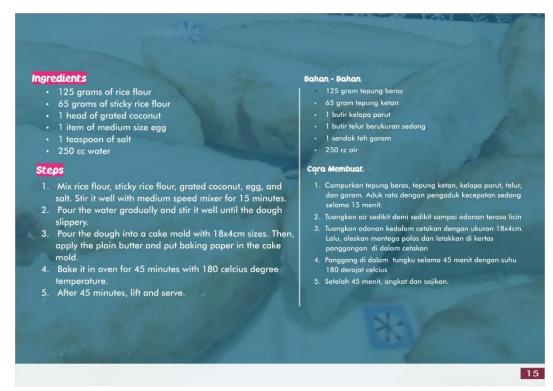


Figure 4. 31 The Recipe of Gunjing Gemuk After Revision

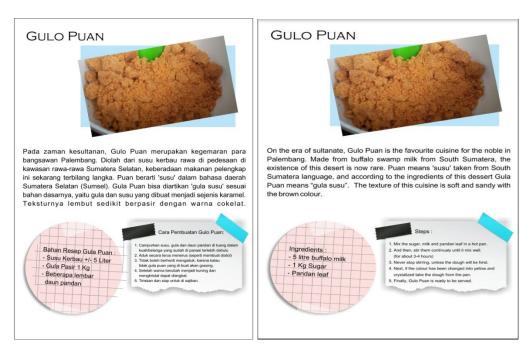


Figure 4. 32 Gulo Puan Philosophy and Recipe Before Revision



Figure 4. 33 Gulo Puan Philosophy After Revision



Figure 4. 34 Gulo Puan Recipe After Revision

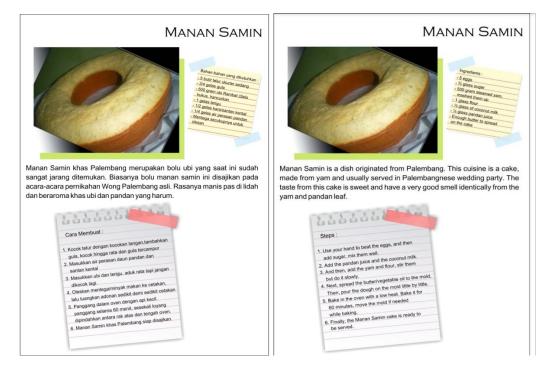


Figure 4. 35 Manan Samin Philosophy and Recipe Before Revision

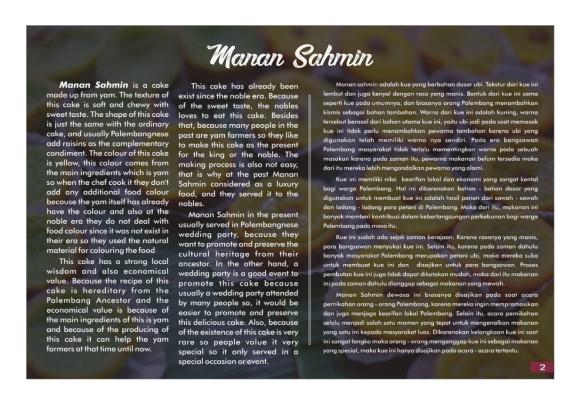


Figure 4. 36 The Philosophy of Manan Sahmin After Revision

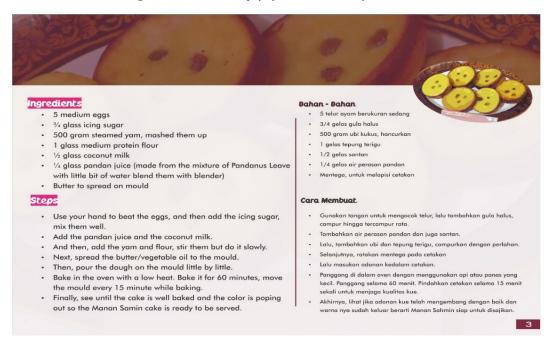


Figure 4. 37 The Recipe of Kue Mentu After Revision



Figure 4. 38 Dadar Jiwo Philosophy and Recipe Before Revision

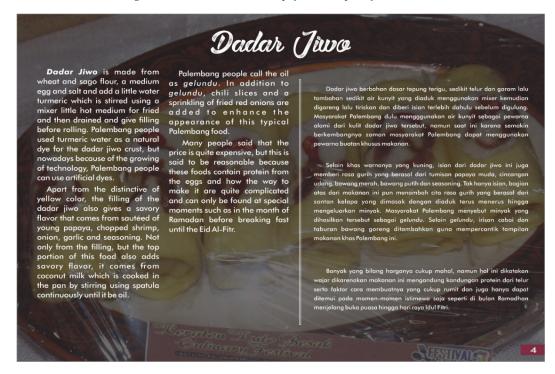


Figure 4. 39 The Philosophy of Dadar Jiwo After Revision

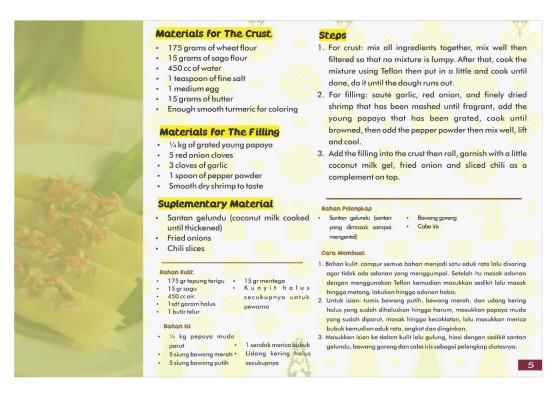


Figure 4. 40 The Recipe of Dadar Jiwo After Revision



Figure 4. 41 Maksuba Philosophy and Recipe Before Revision



Figure 4. 42 The Philosophy of Kue Mentu After Revision

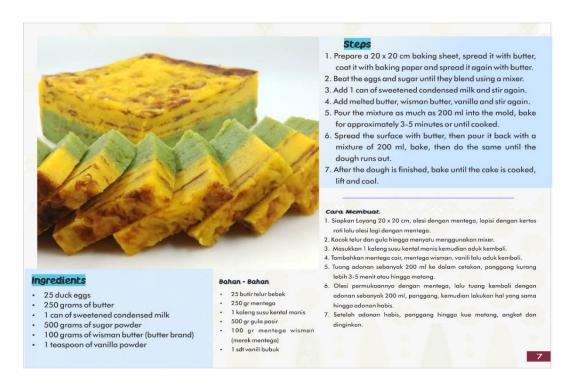


Figure 4. 43 The Recipe of Kue Mentu After Revision

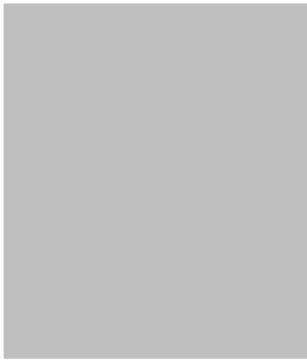


Figure 4. 44 Back Cover Before Revision



Figure 4. 45 Back Cover After Revision

b. Content

Based on the content expert's suggestions from the interview, there were four content corrections to develop Palembang Culinary book. The following are the examples of the revision that:

1. Philosophy

Before:

On the era of sultanate, Gulo Puan is the favorite cuisine for the noble in Palembang. Made from buffalo swamp milk from South Sumatera, the existence of this dessert is now rare. Puan means "susu" taken from South Sumatera language, and according to the ingredients of thi dessert Gula Puan means "gula susu". The texture of this cuisine is soft and sandy with the brown color.

After:

Gulo puan come from Palembang Language which means "Gula Susu" in Bahasa Indonesia, and in English we call it as Sugar Milk. This cuisine is like a candy which is originally from Palembang. The texture of this candy is soft and sandy. The buffalo swamp milk, which is the main ingredients of this cuisine, is imported from the Ogan Komering Ilir region. The colour of this candy is caramelized brown. The colour is coming from the sugar that is being caramelized along the making process.

The existence of this candy is now very rare. In the past, this candy is very famous for the nobles of Palembang. This candy is one of the most favourite dishes of the nobles, because of the sweet taste. This main ingredients for making this candy is hard to find, that is why in the past that was only the nobles who can eat this candy. Besides, the making process of this candy is quite long. It took about 3-4 hours of boiling the mixture of the buffalo swamp milk with the sugar, so it is considered as a special dish in the past.

Even though the existence of Gulo Puan is very rare nowadays, but people still can find this food in the area of Great Palembang Mosque every Friday prayer. Gulo puan is usually served as the companion of drinking coffee or eating fried banana, because it can add sweetness to the bitter taste from the coffee.

2. Ingredients

Before:

- 100 grams of medium protein flour
- ½ kg of sugar
- ½ kg of cassava tape
- 2 ounces of margarine, melted
- 2 eggs
- 1 tablespoon of baking soda
- 1 teaspoon of salt

After:

- 250 grams of medium protein flour
- 3 tablespoon of granulated sugar
- 600 ml of thick coconut milk
- 50 gr of brown sugar
- ½ tablespoon of salt
- 100 gr grated coconut

3. Procedures

Before:

- 1. Clean the cassava tape from the fiber. then mix it with sugar while kneading.
- 2. Set aside to make the enough baking soda and boiled water. Then prepare a container to mix flour and other ingredients.
- 3. Stir and knead slowly using open palms. Pour water a little while still kneading.
- 4. Let the mixture become thick and soft, then let stand for nine hours.
- 5. Heat the Kamer mold and spread it with butter. Pour one spoonful of the mixture.
- 6. Allow to lie down nesting and ripening underneath. Turn over and cook until done.
- 7. Do this step until all the dough is cooked. Lift and serve on a serving plate.
- 8. Serve a typical South Sumatera Kamer cake to be enjoyed.

After:

- 1. Pour all the ingredients and stir it.
- 2. Set it aside for 30 minutes
- 3. Bake the dough for 15 minutes
- 4. Kamer is ready to serve.

4. Image

Before: After:





c. Bahasa Indonesia

Based on the Bahasa Indonesia expert's suggestions collected from the interview, there were three layout corrections to develop Palembang Culinary book. The following are the examples of the revision that:

1. Sentence Effectiveness (Efektivitas Kalimat)

Before:

Bolu suri Palembang ini dinamakan suri yang dalam Bahasa Palembang artinya sisir karena serat-serat dengan kue mirip sisir.

After:

Kue Suri dikenal sebagaai *Sponge Cake* in English. Kata 'Suri' dalam Bahasa Palembang berarti sisir. Nama tersebut didapat dari tekstur bagian dalam kue yang terlihat seperti sisir.

2. Conjunction (Kata Hubung)

Before:

Bedanya, bakpia menggunakan bahan isian sedangkan kue khamir tidak.

After:

Namun, bakpia menggunakan bahan isian sedangkan kue khamir tidak.

3. Punctuation (Tanda Baca)

Before:

Diolah dari susu kerbau rawa di pedesaan di kawasan rawa-rawa Sumatera Selatan, keberadaan makanan pelengkap ini sekarang terbilang langka.

After:

Diolah dari susu kerbau rawa di pedesaan di kawasan rawa-rawa Sumatera Selatan<u>. K</u>eberadaan makanan pelengkap ini sekarang terbilang langka.

d. English

Based on the English expert's suggestions from the interview, there were four English corrections to develop Palembang Culinary book. The following are the examples of the revision that:

1. Diction

Before:

Place <u>baking</u> pan in the oven or the stove with no fire around 1 hour to let the dough doubled and have bubbles.

After:

Place the dough pan in the oven or the stove with no fire around 1 hour to let the dough doubled and have bubbles.

2. Punctuation

Before:

Bolu suri is called suri which means comb in Palembang, because the texture is like a comb.

After:

Bolu suri is known as sponge cake in English. The word suri means comb in Palembang language.

4.1.5 Producing Final Product

After the writer did the revisions from the expert, the writer printed the book again. In this step, the Palembang Culinary book was produced as a final product. This final product had 24 pages. These are the final product of Palembang Culinary as shown in figure 4.41 until 4.64

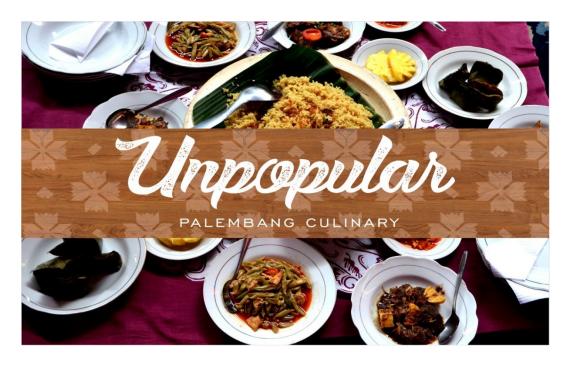


Figure 4. 46 Front Cover in Final Product

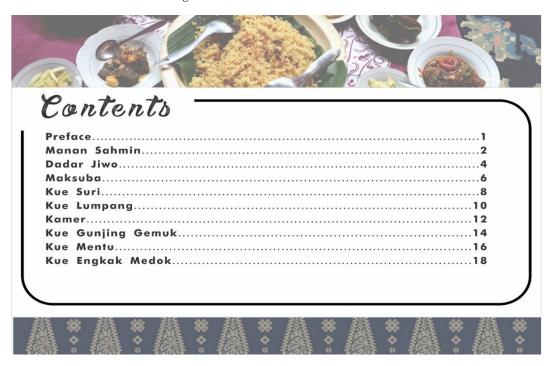


Figure 4. 47 Table of Content Final Product

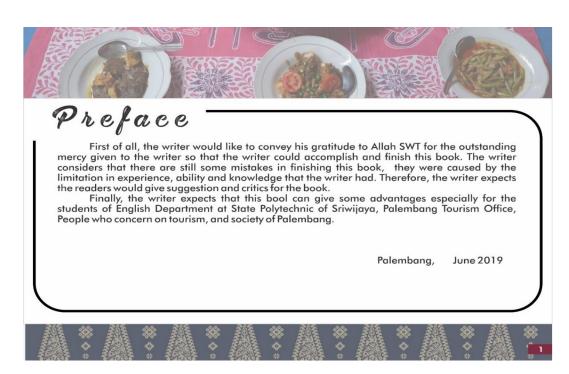


Figure 4. 48 Preface in Final Product

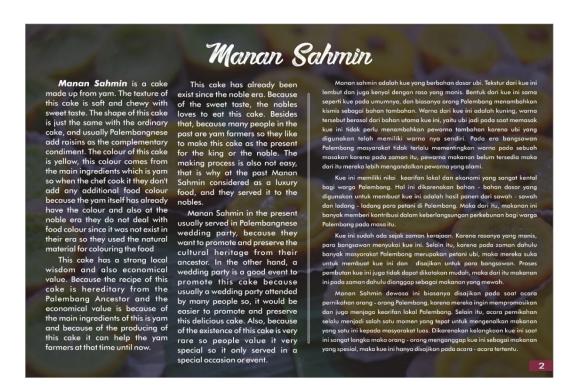


Figure 4. 49 The Philosophy of Manan Sahmin Final Product

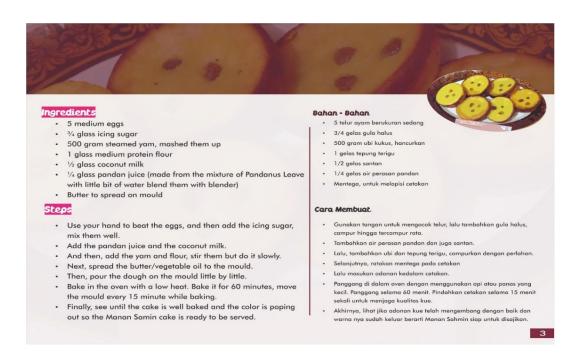


Figure 4. 50 The Recipe of Manan Sahmin in Final Product

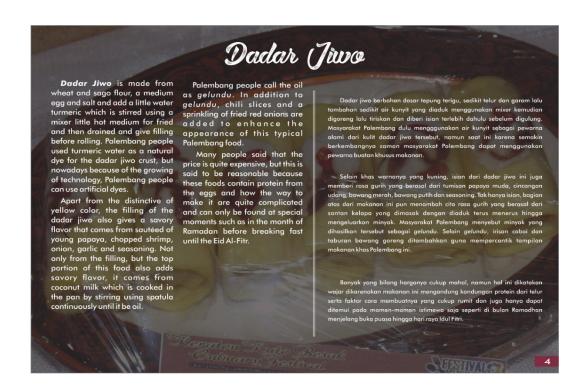


Figure 4. 51 The Philosophy of Dadar Jiwo in Final Product



Figure 4. 52 The Recipe of Kue Mentu in Final Product

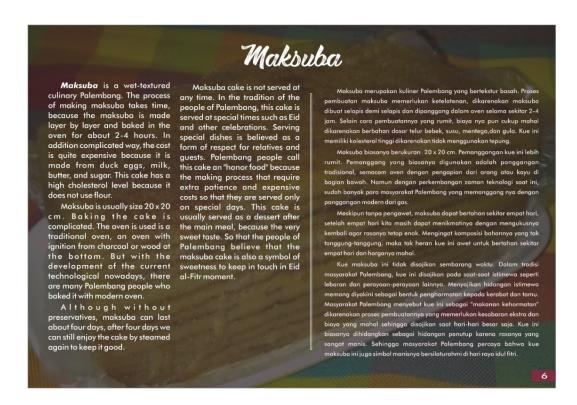


Figure 4. 53 The Philosophy of Maksuba in Final Product

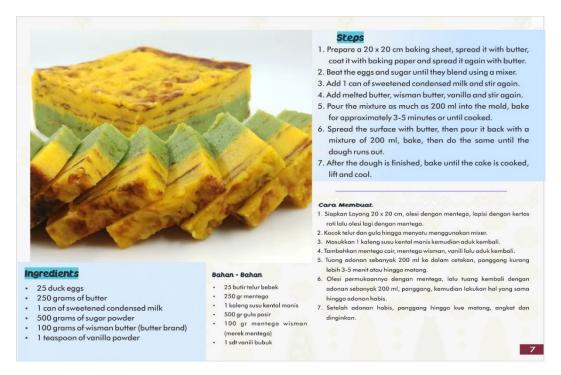


Figure 4. 54 The Recipe of Maksuba in Final Product



Figure 4. 55 The Philosophy of Kue Suri in Final Product

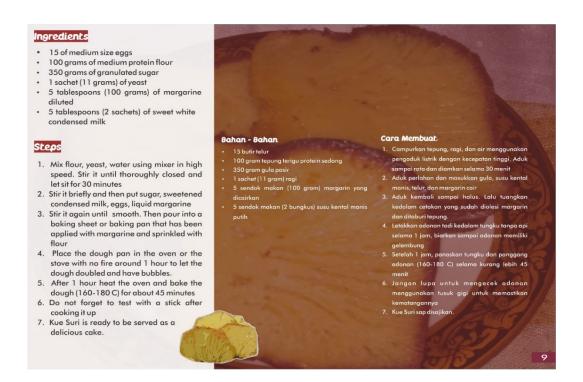


Figure 4. 56 The Recipe of Kue Suri in Final Product



Figure 4. 57 The Philosophy of Kue Lumpang in Final Product



Figure 4. 58 The Recipe of Kue Lumpang in Final Product



Figure 4. 59 The Philosophy of Kamer in Final Product



Figure 4. 60 The Recipe of Kamer in Final Product



Figure 4. 61 The Philosophy of Gunjing Gemuk in Final Product



Figure 4. 62 The Recipe of Gunjing Gemuk in Final Product

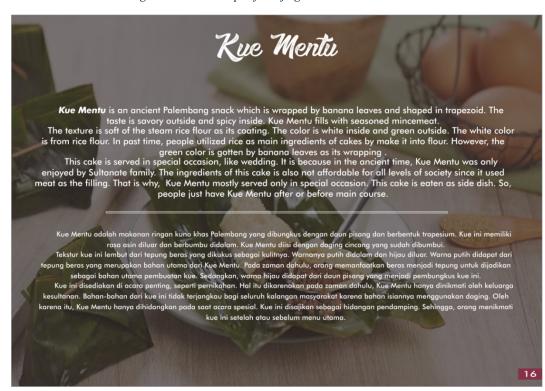


Figure 4. 63 The Philosophy of Kue Mentu in Final Product

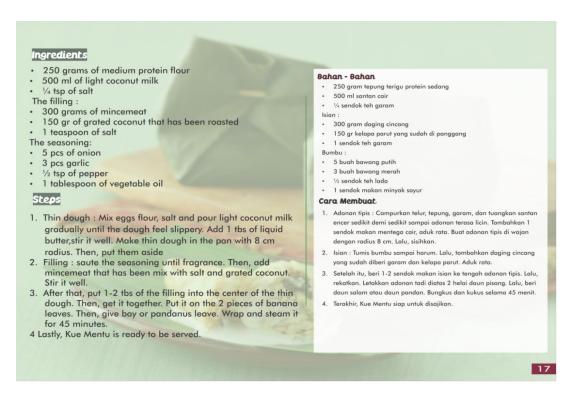


Figure 4. 64 The Philosophy of Kue Mentu in Final Product



Figure 4. 65 The Philosophy of Kue Mentu in Final Product



- 500 grams of medium protein flour
- 250 ml of thick coconut milk
- 7 items of medium size eggs

Steps

- 1. Mix medium protein flour, medium size eggs, and thick coconut milk. Stir it using mixer in high speed until smooth.

 2. After that, apply plain butter on a baking fan or a cake
- mold with diameter of 10 cm. Then, pour the mixture completely.
- 3. Next, bake it in the oven until cooked and fluffy for 15-20 minutes.
 4. After 10-15 minutes, lift and serve it
- 5. Kue Engkak Medok is more enjoyable while it is still warm.

Bahan - Bahan

- 500 gram tepung terigu protein sedang
- 250 ml santan kental
- 8 butir telur berukuran sedang

Cara Membuat

- Aduk menggunakan pengaduk elektronik dengan kecepatan tinggi sampai halus.
- 2. Setelah itu, oleskan mentega biasa ke cetakan dengan diameter 10 cm. Lalu, tuangkan adonan secara merata
- 3. Selanjutnya, panggang di tungku sampai matang dan halus selama 15-20 menit
- 4. Setelah 10-15 menit, anakat dan sajikan
- 5. Kue Engkak Medok lebih nikmat saat masih hangat.

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Figure 4. 66 The Recipe of Kue Engkak Medok in Final Product



Figure 4. 67 The Philosophy of Gulo Puan in Final Product



Figure 4. 68 The Recipe of Gulo Puan in Final Product



Figure 4. 69 The Back Cover in Final Product

4.1.6 Dissemination

Due to the limited time and budget, the dissemination of this final product was done in a final proect report examination. In this case, the writer informed about the product to the examiner, the appointed lecturers of English Department, State Polytechnic of Sriwijaya.

4.2 Discussion

The discussions focusses on the inappropriate and appropriate parts as advised and suggested by the experts of the book.

4.2.1 Inappropriate Parts

There are two parts of the trial version book that needs to be revised according to the expert: Layout, Content, Langauges.

Layout

In this book, the media chosen was A4 paper size (21 x 29.7 cm) and it was folded into two. According to the book layout expert opinion, the used of the white colour for the cover and also for the background of the book was not good since it did not look interesting for the readers. Mr. Budi as the expert also said that the chosen font was inappropriate because it was too small. This suggestion was not in line with to what [CITATION Ars05 \layer{1} 2057] said in his book, that a good font size for texts in a booklet is 12 points. Avoiding capital letters was also suggested because it makes reading process difficult.

Content

In this book, there were some suggestions according to the content of this book from the expert of content. Mrs. Maulidia as the expert of content of this book said that there were many of the content inappropriate with the original data of the food. For example, the picture used for the Kue Suri was not Kue Suri but Bika Ambon. Another inappropriate content for this book was the name of Khamir that actually was Kamer. Also some recipes, steps and ingredients that

were inappropriate. It is in line with the statement written by [CITATION Pat12 \ 1 2057] that writing a content inaccurately will damage your work, accurate content builds trust for the reader. It is shown how important accuracy is in writing something, moreover it is supposed to be a book.

Languages

On the process of writing this book, the writer got a lot of suggestions from the languages experts. Since this book used two languages, so there were two experts for the language which were in English and also in Bahasa Indonesia. Mrs. Sri Gustiani was responsible as the expert of English and also Mrs. Eviliana was responsible as the expert of Bahasa Indonesia.

English

Based on the English expert's suggestion, this book had several inappropriate things according to the language. For example, there were a lot of missspelling in this booklet. On the other hand, there were quite a few wrong punctuation and also diction used by the writer in writing this booklet. It was stated in [CITATION The12 \l 2057] that a good writing required a good tenses and grammar that helps the reader easy to understand the circumstance of the writing easily. From that statement it can be concluded that a wrong grammar use in the writing will also guide the reader to get the wrong information.

Bahasa Indonesia

Based on the Bahasa Indonesia expert's suggestion, this book had several inappropriate parts according to *Ejaan Yang Disempurnakan* (EYD) or in English Enhanced Speeling rules of Bahasa Indonesia. According to [CITATION Ach19 \lambda 2057] EYD will help the writer to write their sentence properly, fewer mistakes on the punctuation, spelling and etc, because the mistakes in using those aspects

will affect the perfect writing. For example, the sentence effectiveness, conjunction, and also punctuation. For example, on the sentence of "Diolah dari susu kerbau rawa di pedesaan di kawasan rawa-rawa Sumatera Selatan, keberadaan makanan pelengkap ini sekarang terbilang langka" that supposed to be "Diolah dari susu kerbau rawa di pedesaan di kawasan rawa-rawa Sumatera Selatan. Keberadaan makanan pelengkap ini sekarang terbilang langka" so the sentence were use proper punctuation as needed to be required as a good sentence. The other example was in the sentence of "Bedanya, bakpia menggunakan bahan isian sedangkan kue khamir tidak." That was changed into "Namun, bakpia menggunakan bahan isian sedangkan kue khamir tidak." So this sentence turns into a good one, from "Bedanya" to "Namun". The last, in the sentence of "Bolu suri Palembang ini dinamakan suri yang dalam Bahasa Palembang artinya sisir karena serat-serat dengan kue mirip sisir." Changed into "Kue Suri dikenal sebagai Sponge Cake in English. Kata 'Suri' dalam Bahasa Palembang berarti sisir. Nama tersebut didapat dari tekstur bagian dalam kue yang terlihat seperti sisir." It showed that the last sentence was more effective than the first one.

4.2.2 Appropriate Parts

There were three parts of the trial version that did not need to be revised according to the expert. There were size, layout and language.

Size

In this book, the media chosen was A4 paper size (21 x 29.7 cm) and it was folded into two. According to the book expert's opinion, the selection of paper size was good and precise. The use of the media of A4 paper (21 x 29.7 cm) made the book in precise size, because the A4 paper may be folded into two. So, the A4 produced four pages at a time, two pages of section of the front side, and two other sections on the back side [CITATION Vin16 \1 2057]

Layout

Mr. Budi as the book expert said that the layout of this book was good. The pictures in the book were clear and represented the food at it was written. The organization of the texts was good to make the readers get the information easily. Additionally, the use of the binding method to combine the paper was saddle stick (stapling) method which was commented as a cheap, fast produced, and nice looking. This statement in line with Suhardinoto, Adib, Wijayanti (2013) in their book entitled *Perancangan Buku Wisata Kuliner Pulau Lombok dan Promosinya* which mentioned that Layout was set by displaying a lot of pictures, so the reader would not get bored in reading.

Language

Mrs. Sri Gustiani as the English book expert said that the tenses used in this book were correct, since the writer used simple present tense to repot the phenomena of unpopular Palembang Culinary. She also stated that, the language used was easy to understand by the readers. This particular statement was also in line with the article from [CITATION The12 \ldotd 2057] which said that a good writing required good tenses and grammar that helped the readers understand the circumstances of the writing easily. From the chosen tenses the reader receives two kinds of information, one concerning time and the other relating to whether an event or process is open or closed.