

CHAPTER II

LITERATURE REVIEW

2.1 Traditional Food

Traditional food is food made from generation to generation by a society, and it is usually served during big day celebrations. According to Guerrero (2009, in (Verbeken, 2011), a traditional product is product frequently consumed or associated with specific celebrations or seasons, normally transmitted from one generation to another, made accurately in a specific way, distinguished and known because of its character properties and associated with local area, region or country. Sastroamidjojo (1995, in (Eliazer, 2013) states that traditional food is a food that is commonly eaten since several generations, consisting of dishes that match tastes, do not conflict with religion, trust local people, and are made from food ingredients and spices available locally. Meanwhile , Marwanti (2000: 112 in (Setiabudi, 2016) defines that traditional food is a daily meal in the form of staple food, interlude, or special dishes that have been available from time to time from the ancestors. This food is only consumed by groups or ethnicities from certain regions, processed from local ingredients that are in accordance with the tastes of the community.

2.2 Promotion

According to Staton (1993), promotion is an activity to give more information to consumers, to influence and spurring in a crowd. Meanwhile Tjiptono (2001: p.219) defines that promotion is a marketing communication or an activity of marketing to spread information, to grab or to tell target market of products or services in order to get people buy it.

In conclusion, from the explanation above, promotion is an action to spread information and influence about a product or something to many people

Rossiter and Percy (in Tjiptono, 2002: p.22) classify promotional purposes as the effects of communication as follows:

- a. Growing tourist perception of a need (category need).
- b. Introducing and providing an understanding of a product to the customer (brand awareness).
- c. Encouraging the selection of a product (brand attitude).
- d. Persuading customers to buy a product (brand purchase intention).
- e. Compensating for the weaknesses of the other marketing mix elements (purchase facilitation).
- f. Embedding the image of the product and the company (positioning).

Meanwhile, according to Wahab (1998:51), there are four purposes of promotion:

- a. To change the tourist's behaviour.
- b. To plan a visitation for those who has never do before.
- c. To change a plan for the tourist hoping for the tourist to come to the object.
- d. To defences visitor's activity and hope for the tourist to buy a promote product.

Promotion can be done in various methods and media. There are five medias of promotion: internet, brochures, posters, banners, and television (Putradi, 2017). Meanwhile, Jonathan (2018) states that the following are some types of promotions' media that are found nowadays:

- a. Direct promotion is a promotion that can be found at certain events or activities, such as bazaars, concerts, exhibitions, et cetra.
- b. Traditional media is a media promotion that can reach many prospective customers for a long time. However, the cost of promotion through this media is quite expensive. The example of this media are print media (newspapers, magazines, tabloids, et cetra), radio, television, banner, billboards, and others.
- c. Digital media is a promotion carried out through the internet and can reach many people and the promotion process is easier, faster and cheaper than the other media. Digital media can be used through social media, networks, search engines, website and others.

In addition, Mayangkara (2015) groups the promotional media into three parts. They are print media advertising, electronic media advertising and outdoor media advertising.

- a. **Print media** is a media that prioritizes promotions messages generated from the printing process and using paper as the materials for delivering the promotions. The example of print media are newspaper, magazine, tabloid, journal, product catalog, calendar, brochure/pamphlet/flyer, and poster.
- b. **Electronic media** is promotional advertising media that work based on electronic and electromagnetic principles which is able to reach a wider audience at the same time. Electronic media include television, radio, online (website, blog, or YouTube), and domain name advertising.
- c. **Outdoor media** is a promotional media that placed outdoors such as roads, markets, station terminals and other public places. The example are billboard, shop sign branding, neon box, banner, and wall advertising.

2.3 Website

Website is one of internet media for promotion. According to Richardo (2018), a website is a page that presents information in the form of writing, images, sounds, or videos placed on a server / hosting where internet access is needed. Websites are often also referred to as web, sites, sites or websites.

Dian (2019) states that there are seven characteristics of a good website. There are visual design, loading time, interactivity, content, accessibility, functionality, and usability.

a. Visual Design

Good visual design will usually use consistent color compositions, consistent graph layouts, easy-to-read text by visitors and graphics for strengthening text content in website content.

b. **Loading Time**

Load time is the time required by the browser to display the website as a whole. Many things affect the speed of loading time, such as CSS elements, HTML elements, javascript elements, speed of internet access, image etc. Website load time is very important because it can affect visitors' satisfaction. If the website fails to appear in a few seconds, usually new visitors are reluctant to wait and decide to leave the website. This often happens to visitors who come from search results where they need the right and short information.

c. **Interactivity**

A good website allows the visitors to interact with other websites, visitors or the designer. By using hyperlinks and feedback, visitors can interact with other sites.

d. **Content**

In order for the website to meet good criteria, the website contents must be relevant, interesting and appropriate. The style of language and writing should also be adjusted to the target of the website so that later the goal of creating a website can be achieved.

e. **Accessibility**

Try to make the website accessible to all people and all ages so that both in terms of appearance, content and loading time must be considered.

f. **Functionality**

The use of web technology that is suitable for the mission to be conveyed by a website is what is meant by functionality. Functionality will involve programmers with scripts, for example PHP, ASP, Java, CGI, etc., to create a dynamic, interactive and interesting website that can invite visitors to communicate directly.

g. **Usability**

Usability is Is the ability of the system to be easy to use and simple to operate. Usability consists of: Learnability: Ease of use and time of study, Efficiency: speed of performance, Memorability: memory, Errors: level of error, and Satisfaction: subject satisfaction.

In addition, Chand (2015) states that there are ten characteristics of a good website. They are design:

a. Functional

A website is designed to serve a purpose, usually to solve a problem. For example, a job board has a purpose where employers can post jobs and job seekers can find and apply for jobs.

b. Easiness

A website should be easy to use and navigate. When users visit the website, do they find the information they are looking for or does the website provide easy navigation to jump from one page to another and go back.

c. Relevant Content

If the website is about food, it should have content related to the food such as the information, story, place to buy that food or ingredients about that food.

d. Modern

Nowadays, website is using current trends and technologies. For example, responsiveness and fluid web designs are the key requirements for modern websites.

e. Optimized

The website and its content should be optimized for different devices, browsers, data speed, search engines, and users. If the website is not optimized for mobile data users and their download speed, users may leave the website. If the website does not support common modern browsers, it may be missing out on some users.

f. Responsive

Responsive web design is a modern need. A responsive website changes its layout and options to fit the device and browser size. For example, a website may provide more options on a large PC monitor compared to on a mobile phone.

g. Performance and Speed

Does the website load fast enough to show visitors what they are looking for. The website cannot be slow when presenting content to its visitors. If a website takes more than two seconds to load, it is probably too slow.

h. Scalable

A website should be able to scale to a number of potential visitors. Not only should the website's user interface be scalable but the back-end database, APIs, and services too should be able to scale.

i. Secure

Security is a major concern to today's web visitors. Make sure the website follows industry standards and guidelines.