

CHAPTER II

LITERATURE REVIEW

2.1 Culinary Tourism

Culinary tourism is one aspect that can attract tourists. With culinary tourism, tourist can inflict the uniqueness of each other countries. This can be one of the characteristic owned by the state. According to Leheup (2011) cited in Natasha (2014), culinary tourism includes any tourism experience in which one leans about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques. Meanwhile, Suryadana (2009) cited in Rismiyanto (2015) stated, “*Wisata kuliner adalah fasilitas yang menyediakan berbagai layanan dan kegiatan kuliner yang terintegrasi untuk mengisi kebutuhan wisatawan yang dibangun untuk rekreasi, relaksasi, pendidikan, dan kesehatan*”. In short, culinary tourism is facility that serves many kinds of services and culinary activities. In conclusion, tourism culinary is about consuming food and drink that reflects to the local cuisine and also fill the tourist need to create a recreation, education and health.

2.2 Palembang Culinary

Local culinary is another perfect reason why people want to go back to a city. Its distinctive taste derives not only from its peculiar spices, but also from the local technique when cooking it. As we might know, Palembang is one of destination which is nationally recognized as culinary city.

2.2.1 Appetizer

Febriyanti (2012) described, “*Appetizer adalah pendamping untuk menikmati hidangan utama, untuk menimbulkan nafsu makan karena porsi kecil dengan rasa asam, asin atau pedas*”. It means appetizer is a small portion before main course and it can be a sour, salty or spicy. Palembang has its own Appetizer, i.e *Pempek* and *Gandus*. *Pempek* is made from milled fish,

sago flour, water, egg, and salt whether *Gandus* is made from flour as a base material, while coconut milk and pandanus leaves are for fragrance as an additional ingredients (Sinaji, 2013).

2.2.2 Main Course

According to Febriyanti (2012), “*Main Course adalah makanan unggulan yang terdiri dari beberapa menu makanan. Hidangan utama biasanya merupakan hidangan terberat*”. It means that main course is the primary dish in a meal consisting of several and the most complex dish on a menu. *Pindang* and *Mie Celor* is the example of main course in Palembang City. The contents of *pindang* are various. It can be catfish (*ikan patin*), shrimp, bone, baung fish, egg fish, cork fish (*ikan gabus*) and others. Meanwhile, *Mie Celor* is a noodle served in a mixture of coconut milk and ebi broth (dried shrimp), mixed with bean sprouts and served with sliced boiled eggs, sprinkled with celery slices, green onions and fried onions (Sinaji, 2013).

2.2.3 Dessert

According to Febriyanti (2012), “*Dessert adalah hidangan yang disajikan setelah hidangan utama atau maincourse sebagai hidangan penutup atau biasa disebut juga hidangan pencuci mulut*”. In short, it says that *dessert* is a confectionery course after main course. The course usually consists of sweet foods, and possibly a beverage such as *dessert* wine or liqueur, but may include coffee, cheeses, nuts, or other savory items. *Maksubah, Engkak Ketan, Bolu Kajo, Bolu 8 Jam* are the example of Palembang dessert which is being an icon of Palembang traditional cakes and they are usually served in a big day or big family gathering (Sinaji, 2013).

2.3 Promotion

The first thing that we must do to start a business is promotion. Promotion is a very important thing because with the promotion, we can introduce our product to the customers. Marketing can be succeed not only depends on quality of product that is offered, the accurate of wisdom, distribution and service, but it also depends in a good promotion techniques which used. Riewoldt cited in

Pratiwi (2014) defined that promotion is about communication between the seller and the buyer. The seller communicates with buyer that explained about the product which is offered. Yoeti cited in Natasha (2004) claimed that promotion is a way to inform or notify the prospective buyer of the products offered by notifying the places where people can view or make a purchase in the right place and the right time. In conclusion, the promotion is the way to inform the products by doing communication between the seller and the buyer in the right place and the right time.

2.3.1 Kinds of Promotion Strategies

There are four kinds of promotion strategies. According to Tjiptono cited in Natasha (2014), kinds of promotions strategies are personal selling, mass selling, sale promotion and public relations.

a. Personal Selling

Personal selling is a direct communication (face to face) in which one person who is the salesman or seller tries to convince the customer for buying a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale.

Personal selling has advantages such as the operation more flexible because the seller can observe customers reactions and adjust his approach. Personal selling remains important and it is usually used to support other promotional methods.

b. Mass Selling

Mass selling is an approach that uses a media communication to tell information to the public at a time. This method is not as flexible as personal selling, but a cheaper alternative to convey information to the audience (target market) are huge numbers and widespread.

c. Sales Promotion

Sales promotion is a direct form of persuasive through the use of the various incentives that can be set up to stimulate the purchase of products with

immediate and/or increasing the amount of goods purchased the customer.

There are some methods of sales promotion, including:

1. Money off coupons – customers receive coupons, or cut coupons out of newspaper or a product packaging that enables them to buy the product next time at a reduced price
2. Competitions – buying the product will allow the customer to take part in a chance to win a prize
3. Discount vouchers – a voucher (like a money off coupon)
4. Free gifts – a free product when buy another product
5. Point of sale materials – e.g. posters, display stands – ways of presenting the product in its best way or show the customer that the product is there
6. Loyalty cards – where customers earn points for buying certain goods or shopping at certain retailers that can later be exchanged for money, goods or other offers.

d. Public Relation

Public relation is an overall communications efforts of a company to influence the perceptions, opinions, beliefs, and attitudes of various groups toward the company. The definition of these groups are those who are involved, have an interest, and may affect the company's ability to achieve its objectives. The groups can consist of employees and their families, stakeholders, customers, audience/the people who live around the organization, suppliers, intermediaries, government, and the media. In implementation of public relation can be done by the individual key of an enterprise and can also be done by a formal institution in the form of agency, department, or section of public relations in the organizational structure.

2.3.2 The Purposes of Promotion

We do activities of promotion and must have purposes to be achieved. The main purpose that we do a promotion is rather the products we offer can be in demand be consumers. Tjiptono (2000) cited in Natasha (2014) said that there are six purposes of promotion, including:

1. Grow the customers' perception of a need (category need).
2. Introduces and provides an understanding of a product to the customers (brand awareness).
3. Encourage the selection of a product (brand attitude).
4. Persuade the customers to buy a product (brand purchase intention).
5. Compensate for the weakness of the other elements of the marketing mix (purchase facilitation).
6. Embed the image of the product and the company (positioning).

Effendi (2011) cited in Natasha (2014) said that there are several purposes contained in promotion, they are:

1. Inform

The market about a new product, suggests a new use of a product, inform market price change, explain how the product works, describe the services provided, fix the impression wrong, reduce fear buyer, building a corporate image.

2. Persuade

Changing the perception of a product attributes in order to be accepted buyer.

3. Remind

In order to keep the product in mind all-time buyers, awareness product will most attention.