

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter discusses the related literatures to the research including some Palembang culinary, the steps on how to design a booklet, culture heritage preservation and promotion, and the media to preserve and promote culture heritage.

#### **2.1 Palembang Culinary**

Culinary can be defined as a processed product that is a cuisine, such as side-dishes, food (snack) and drinks (Maengkom, 2015). Based on such definition culinary is the matters relating to cooking, food, and drinks as a basic need for human beings as well as energy sources for daily activities. Culinary also means an exploration of culture through food. It describes what people consume, how people acquire it, who prepares it, who is at the table, and who eats first. Besides, the activity of eating can strengthen the bonds between individual, family, and communities, such as dinner talk or commensality tradition of some cultures. There are some certain rules and traditions when that eating activity is held in some cultural events.

In addition, culinary is also related to people in the ways of the importance of their food with tourism. Regarding the meaning of tourism, it is the activities where someone is travelling and staying somewhere outside for business or just for leisure and not more than consecutive year (Urgulu, 2010). Food and tourism have a very close relationship and food is a critical tourism resource (Henderson, 2009) therefore, each region has their own unique culinary as one of the tourism selling values in the culinary field. Such is the case in Palembang, which has a variety of traditional cuisine that is famous for its unique tastes and serves. Based on the reference data that the writer gets, the following culinary are some of the most favorite culinary in Palembang.

According to Palembang Tourism Office, there are around twenty unpopular Palembang Culinary. Those culinary categorized as unpopular because in line

with the definition of unpopular. Unpopular is not liked or enjoyed by many people (Cambridge Academy, 2019). The writer has chosen ten from twenty of them, they are as follows:

### **2.1.1 Manan Sahmin**

Manan sahmin is one of Palembang's typical sponge cakes made from yellow *Selo* (sweet potato) and has a soft texture. It is sprinkled with raisins in the middle. The fragrant aroma comes from a mixture of milk and pandan leaves. Manan Sahmin has the value of local wisdom as a complement in religious rituals because it usually found in the native Palembang wedding. Manan Sahmin also has economic value because it is made from cassava which can improve the economy for selo farmers (PMB-LIPI BE-KRAF, 2019). It means that the use of cassava as the ingredients of Mahnan Sahmin can give the cassava's farmers more income. Figure 2.1 below shows the display of Manan Sahmin.



*Figure 2.1 Manan Sahmin*

Source: <https://dailyvoyagers.com/blog/2019/02/11/rekomendasi-tempat-kuliner-palembang-di-bumi-sriwijaya-bagian-1/>

### **2.1.2 Dadar Jiwo**

Dadar Jiwo is one of the typical South Sumatra foods that are also rarely found (Yura,2017). It shows that Dadar Jiwo is categorized as one of the unpopular Palembang Culinary because it rarely found which made people

rarely eat it. Figure 2.2 show the display of Dadar Jiwo.



*Figure 2.2 Dadar Jiwo*

Source: <https://ur-ban.id/dadar-jiwogulungan-kuning-gurih-khas-sumsel/>

Dadar Jiwo is commonly called Yellow Roll, because of its yellow color and rolled shape with fried onion sprinkle, shredded leaves, sop leaves and sliced chilies that add to this beautiful and savory food. The taste of Dadar Jiwo is unique. It has papaya sauté inside. So the taste are salty and crisp.

### **2.1.3 Maksuba**

One of the things that you must bring from Palembang is Kue Maksuba. It is the type of sponge cake with its sweet taste. Kue Maksuba taste is sweet and legit in the mouth. This cake has yellow color with irregular black stripes which become its uniqueness (Merah Putih, 2018). It means that Kue Maksuba has some layers and yellow color. Figure 2.3 shows the display of Kue Maksuba



*Figure2. 3 Maksuba*

Source: <https://www.google.com/amp/s/merahputih.com/post/amp/kue-maksuba-buah-tangan-populer-dari-bumi-sriwijaya>

#### **2.1.4 Kue Suri**

Kue Suri is one of the Palembang Culinary that is not too popular. The name of Suri is come from Palembang language which means comb in English (Yura, 2019). It shows that the texture of Kue Suri is like a comb because it has the fiber texture. Its appearance is similar to Bika Ambon but its main ingredients is flour different from Ambon Bika which is made from flour + sago / tapioca. Figure 2.4 shows the display of Kue Suri.



*Figure2. 4 Kue Suri*

Source: <http://www.reseprahasia.com/2019/01/Resep-Bolu-Suri-Manis-Dan-Gurih-Mudah-Di-Coba.html?m=1>

### 2.1.5 Kue Lumpang

Below is Figure 2.5, the picture of *Kue Lumpang* which is the mortar cake from Palembang.



*Figure 2.5 Kue Lumpang*

Source: <https://www.google.com/amp/s/masak.dapur-ilmu.com/masakan/masakan-snack/kue-lumpang/amp/>

Taking the name "mortar" according to Palembang residents is based on the shape of the cake. The shape of this cake is similar to mortar or *Lumpang*, a vessel used by people in ancient times to pound rice, coffee, and other ingredients (Baca Terus, 2018). It means this cake has a hole in the middle of it like a mortar..

### 2.1.6 Kamer



*Figure 2.6 Kamer*

Source : <https://carabuatresep.blogspot.com/2015/06/cara-membuat-kue-kamir-arab.html?m=1>

Kamer is one of the Traditional Cake that needs to be preserved. The Recipe of Kamer comes from Palembang. It made from the mixture of flour with instant yeast. Therefore Recipe Kue Kamir is also called Recipe for Fermented Cake because it is made from a mixture of yeast. Besides that, in ancient time, people used tape to fermented Kamer (Mada, 2016). It means that the fermentation can also used tape because in the ancient time people used it. Figure 2.6 above shows the display of Kamer.

### **2.1.7 Kue Gunjing Gemuk**

Kue Gunjing is a traditional market snacks, made from rice flour and sticky rice flour, grated coconut, tape (can be tape from cassava or tape from glutinous rice / yeast rice). It baked in special molds named gunjing . Gunjing or Gonjing cake has two special flavors, which are savory, which is called *Gunjing Gemuk* and the other one is sweet (Yura, 2017). It means that Kue Gunjing Gemuk which is salt has its pair which is sweet. Figure 2.7 shows the display of Kue Gunjing Gemuk.



*Figure 2.7 Gunjing Gemuk*

Source : <https://www.almawahdie.id/2017/12/halo-desember-kunanti-kado-terindahmu.html?m=1>

### **2.1.8 Kue Mentu**

Kue Mentu is Palembang signature's cake. It is a processed cake or market snack wrapped in bokok. This cake uses meat as the filling material (Yura, 2017). It shows that Kue mentu has the filling which is meat. Figure 2.8 shows the display of Kue Mentu.



*Figure 2.8 Kue Mentu*

Source : <https://www.google.com/amp/s/resepnusantara.id/amp/kue-mentu-khas-palembang/>

### 2.1.9 Kue Engkak Medok



*Figure 2.9 Kue Engkak Medok*

Source : <https://www.google.com/amp/s/resepnusantara.id/amp/kue-mentu-khas-palembang/>

The unique Palembang Medok is unique, this mixture does not use sugar, so it is suitable for those who are on a diet or don't like sweet foods too much. Figure 2.9 above shows the display of Kue Engkak Medok.

### 2.1.10 Gulo Puan

Gulo Puan is the favorite food of Palembang Sultanate . It made from swamp buffalo milk in the countryside of South Sumatra swamp region. This complementary food is rich of taste that is present the natural wealth of South Sumatra. Its existence is currently rare. Figure 2.10 shows the display of Gulo Puan.





*Figure 2. 10 Gulo Puan*

Source : <https://www.google.com/amp/s/m.viva.co.id/amp/gaya-hidup/kuliner/954394-gulo-puan-satu-lagi-kuliner-indonesia-di-ambang-kepunahan>

Puan means 'susu' in the Palembang language. Gulo Puan can be interpreted as 'milk sugar' according to its basic ingredients, namely sugar and milk which are made into a type of caramel (Sarwindaningrum, 2015). It means that Gulo Puan has a very sweet taste because it only made from milk and sugar . The texture is soft, slightly sandy with brown.

## **2.2 Booklet**

According to Gustaning ( 2014) :

*“Booklet adalah buku berukuran kecil (setengah kuarto) dan tipis, tidak lebih dari 30 lembar bolak balik yang berisi tentang tulisan dan gambar-gambar. Istilah booklet berasal dari buku dan leaflet artinya media booklet merupakan perpaduan antara leaflet dan buku dengan format (ukuran) yang kecil seperti leaflet”.*

It can be concluded that booklet is a small book, no more than 30 pages that contains about pictures and writing of the certain topic. Booklet is also a combination between the leaflets and books with a small size format. Moreover Gustaning (2016) stated that, *“Booklet adalah media komunikasi yang bertujuan*

*untuk menyampaikan pesan berupa saran promosi, larangan ke masyarakat umum, dan dibuat dalam bentuk media cetak*". It means that booklet is media to communicate that aims to promotional suggestion, prohibitions to the public, and in the form of print. Booklet is an alternative media counseling that provides effectiveness and efficiency in the results and extension process. While Gustaning (2016) also stated that "*Booklet adalah alat pendidikan yang baik karena booklet mudah untuk dibagi kepada orang lain, memenuhi kebutuhan masyarakat tertentu dan memungkinkan untuk disimpan*". It means that booklet is a simple way to become educational tool because it is shared with other people, meet the need of certain society, and it is also possible to be stored.

From the definitions of booklet above based on the expert, so the writer can concludes booklet is a small book, no more than 30 pages that contains about picture and writing with the purpose are to do promotion and give suggestion. Booklet also possible to be stored, read over and over, and shared with others.

### **2.3 Elements of Designing a Booklet**

In designing a booklet, Sabetti (2011) stated that "there are five factors in designing booklet such as line, shape, size, color and texture". According to Sabetti (2011) "Line is used to separate the position between one point with another point..., shapes are all things that have a high diameter and width, size is one of element in the design..., color is one of important elements..., and texture is visual elements that show a sense of an object which can be presented...".

Based on those explanation, the writer can conclude there are five elements of designing a booklet such as line, shape, size, color and texture.

### **2.4 The Steps in Designing the Booklet**

According to Fridlander (2018) there are ten steps in designing a booklet:

#### **1. Planning the Layout**

The following Figure 2.18 shows how to make a new document at the beginning.

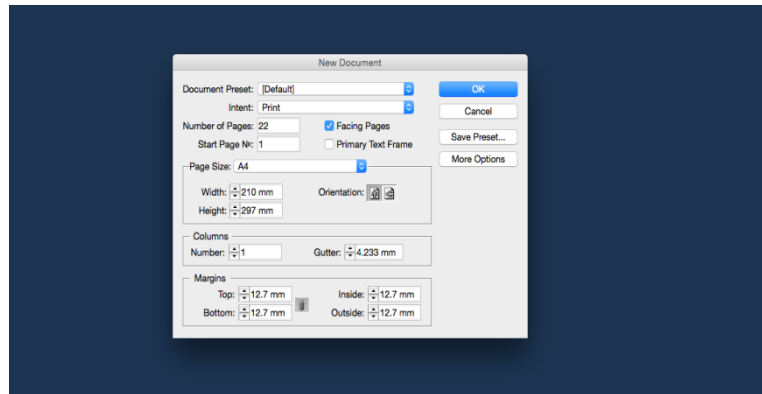


Figure 2. 11 Display of Make New Document

Source: <https://cdn.mos.cms.futurecdn.net/di7CJ8hab5EZA4c9NyqiwT.png>

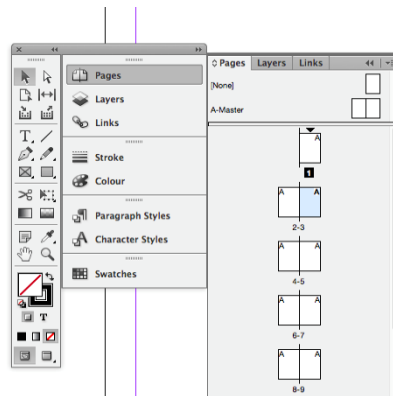
Then, plan the booklet layout. In *In Design* application, create a document or long booklet document. Now open *In Design* and go to 'File > New Document' or go to select Booklet from Create New. Then give the name of the file and click Ok.

## 2. Setting Properties

In setting the document properties, choose Facing Pages, set the trim size and margins, and set the columns to one. Pay attention to the margins adjusted to the document or booklet, usually most people choose the size of 1 inch on the inner margin. But if want to move to size in other layout settings then click ctrl + right click. If want to change the size of the margins only remove the lock icon in the margin settings.

## 3. Dragging Guides

Figure 2.19 below shows the display of drag guide, where it make easier to edit the document.



*Figure 2.12 Display of Drag Guide*

Source: <https://cdn.mos.cms.futurecdn.net/6aLyJ4d7vz8iCcRHkQBiwT.png>

Choosing drag guides to make it easier to create layout sizes and click Pages Panel to some choices of the layout sizes.

#### 4. Creating Text Boxes

In this section, adjust margin, page number and usually this is immediately applied and adjusts directly to all documents.

#### 5. Linking Pages

Next, select the text box on the left then select the small box on the bottom right and click the small box icon then the cursor will change automatically into a text flow icon which can connect from page to page in each documents.

#### 6. Paging Numbers

Then, automate page numbering by making a text box and typing in a number wherever page numbers are to appear in the layout. Select the number that has been typed, Ctrl + Click Right on it, and from the pop-up menu that appears select 'Insert special characters > Markers > Current page numbers'. Then the number change to the letter A. This signifies that page numbers are now applied to all pages.

#### 7. Populate Opening Pages

Now, click on the first page of the document in the Pages Panel and see the items that have been created on master pages which have been applied. The

first page is typically a 'half title' page, typically followed by a full title page with the subtitles, and name of the author and publishing house. Create these and a table of contents before flowing in the main body copy. To remove master items from a page, Ctrl + Shift + Click On an item and it will be broken out of the master, and then hit Delete.

#### 8. Flowing in Text

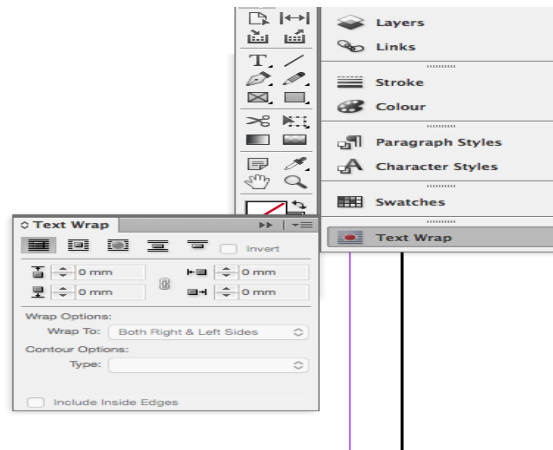
Next is flowing in the text. Ctrl + Shift + Click On the first text box and then press Ctrl + D and select the text file on the hard disk. The text will flow into the first spread. For the next select another text box and click on the small box at the lower right corner. Hold Shift and it turns into an Auto-flow cursor icon. Click in the first text box on the next spread, and flow it in to the end of the document.

#### 9. Adjusting Font

Then using Text Selection tool and Character and Paragraph panels, adjust the font, size, color and other character attributes that may be needed. Justified text is common for booklet body text. The size should be 10-12pt, with leading 13-15pt. The text should have few hyphens and have an overall '*greyness*' to it when viewed with a squinted eye. Good fonts are designed to have ideal kerning pairs but make sure headers, sub-headers, section breaks and drop caps get extra attention for a breathable hierarchy.

#### 10. Tidying up

The following Figure 2.20 is display of text wrap, which make text more tidy.



*Figure2. 13 Text Wrap Display*

Source: <https://cdn.mos.cms.futurecdn.net/aZr78b3p26MT2Kzpx5qmwT.png>

Last is applying any number of text treatments to the page, as well as import images to flow throughout the text. Create any number of differently shaped boxes to import images into. Use the Text Wrap Panel, set a 'runaround' so that text can flow around the images. Once done, export the booklet for press by packaging the document, saving it as a PDF for print, or e-booklet or e-pub formats.

The next theory in designing a booklet by using Microsoft Publisher program is from Hose (2015), there are six steps as follows:

1. Start from scratch. Choose the "File" menus and select "New." This presents display with a number of page layout options. Select standard 8.5" x 11" unless you specifically want to design the booklet in another size. Microsoft Publisher provides selection from a wide array of page sizes.
2. Go to the "Insert" menus and either choose to insert a text file (text, rich text, or Word file), or create a text box and start writing from scratch. Use Microsoft Publisher's formatting features to set the booklet up the way the writers want. This program has complete control over font, margins and every other element of the look of your booklet.

3. Create subsequent pages based on the initial page by going to the "Insert" menu and choosing the "Duplicate Page" option or can also select "Master Page" for any page that will allow to make global changes to the booklet.
4. Use the "Insert" menu and select the "Picture" or "Design Gallery Object" options to add graphics and other ornamental elements to the booklet.
5. Save the booklet as a template, so it will be available in Microsoft Publisher next time if want to use Publisher to write a booklet.
6. Save the document as a Microsoft Publisher file for easy access and edit later, if need be, and save it as an Adobe PDF so the booklet can be taken to a printer and printed in booklet form.

However, there is another theory from Ketchum (2017) about designing a booklet. There are 4 steps that have to follow:

1. Open Photoshop program and set the width and height of what booklet to be. Set the resolution to at least 300 for any booklet, and intend it to place on "CreateSpace". Choose a background color. Keep in mind that later you will need to review the "CreateSpace" size and color and page requirements before starting since their requirements will vary according to the size of the project. Don't forget to allow for a margin on each page. Name the file "Page 1." Of course, it will be creating a different file for each page.
2. Use the "storyboard" as a guide to create each page of the booklet Use the "Pen" tool to outline the design and the "Paintbrush" tools to paint them in. Save each new element on a separate layer. And you can use the "Select" tools to select specific areas to fill in using the paint bucket tool. Experiment with filters as well as the gradients.
3. If it should include texts, you need to choose a font type and size and color. And you can opt to use different types of fonts and various size and colors.

but, generally speaking, it is best to stick to a single style. Save each page when you complete it as a numbered file in the same folder.

4. Click "File," then "Automate," and click "PDF Presentation." In the browser that opens, select "Multi-Page Document," and then select the files that you want to include in the PDF document. Then can arrange their order by dragging them up or down. Then click "OK." When the conversion is finished, have a PDF booklet ready to be uploaded to "CreateSpace."

Based on some of the theories described above, the writers chose *In Design* program to design this booklet because there are so many tools used to get best booklet design results even though the steps are quite difficult.

### **2.2.1 The Steps in Designing a Culinary Booklet**

Based on Suhardinoto, Adib, Wijayanti (2013) in their booklet entitled *Perancangan Buku Wisata Kuliner Pulau Lombok dan Promosinya*, there are four limitations about the steps in designing culinary booklet to attract attention of the readers. The limitations as:

- Display attractive and appropriate layouts with the theme of the booklet. Layout is set by displaying many photos, so the reader is not bored in reading.
- Discuss the topic by using mild language style, so readers will find it easy to understand the information in the booklet.
- In addition to culinary information, also add map of culinary locations that makes it easy for the reader to find the culinary location in the booklet.
- In this booklet there are two languages namely Indonesian intended for local tourists and English for foreign tourists.

According to Aristarchus, Kartika, Margana (2013) good photography is also used in the execution of this design with the following reasons:



- a. Photos can show facts that are real. It means that from the photos, the readers will know the size or the colour of the object.
- b. Photos can tell something create emotional bonds. From the photos, the readers will imagine the story of the object.
- c. Photos can explain without text. Supporting properties in photos can also help describe the meaning of photos.
- d. Photos are easier to see. Just looking at the photos, the readers can enjoy it easily compared to the text that must be read and understood.

## **2.5 Cultural Heritage Preservation and Promotion**

According to Rahardjo, Supratikno & Muluk (2011), there are two views on the meaning of cultural heritage, namely the view of preservation and economic outlook. The first view of seeing cultural heritage is an inheritance that must be preserved and severely restricted any efforts which can cause damage or that bring the potential to reduce the life span of the inheritance. It means culture is a very important thing to guard because it is a characteristic of a particular area. Heritage must be very guarded from all threats of extinction, because cultural heritage exists only once in a lifetime, so if nowadays goes extinct, it is certain that tomorrow will be lost to oblivion due to a new culture in this globalization era. For the second view, cultural heritage can also be used by humans to fulfill economic needs. that is, if people originating from an area can work together to sell cultural values in the area to visitors who come for an exhibition of cultural performances from the area, then from these activities the economic needs of the people around the area can be met.

According Avrilla (2012), it is important to preserve our culture heritage for three reasons:

- Indonesia has many cultures and known as a rich country in culture heritage. Almost every region in Indonesia has its own culture heritage that must be preserved even tangible or intangible.

- Nowadays, so many youths do not know about our culture heritage. Only people from certain communities are willing to learn the culture, for example Generasi Pencinta Indonesia or people usually called it *GenPI*. Today's increasingly sophisticated information technology is one reason that makes young Indonesian people lazy to learn more about the richness of Indonesian culture and they only focus on the development of the times in the modern era without regard to the surrounding culture.
- Mostly the youth know western culture more than their own culture. For them, western culture is a very trendy thing but they do not think about the impact on their own culture. The resulting impact the increase in the extinction of culture that has been preserved for a long time, due to the more practical new culture than the old culture. Such as from irreverent ways of dressing, traditional foods that are increasingly unknown, and there are also ways of getting along that are not suitable especially for young women.

The following six ways can be done to preserve our cultural heritage based on Jaszi (2009) in his booklet entitled *Traditional Culture: A Step Forward for Protection in Indonesia - A Research Report*, are:

- **Greater Media for Promoting Traditional Arts**  
Making some media promotion like printed media or mass media which contains information about our cultural heritage can be very helpful. It is an easier way for people to get the information about cultural heritage.
- **Strengthening and Integrating Curricula in Arts Education**  
The art education during school is very helpful in preserving cultural heritage, because it is an obligation for every student to understand it.
- **The Promise of Cultural Revitalization Projects**  
Nowadays young people often hold interesting events such as modern dance, modern songs or other events like western culture that can attract the audience. Therefore, we can invite these young people to interesting local project events for promoting cultural heritage or we can combine them with a little western culture.

- **Various Additional Innovative Initiatives in Support of Traditional Arts**  
As technology develops, one way that can promote our cultural heritage using media technology is game. Because nowadays there are many games lovers, this is one of the ways to promote the existing culture. One of them in the action adventure game, where the game contains. Or it could be in cooking game where the game makes a variety of traditional foods. Then it can work together with experts in the field of technology and information to create a game program to attract the attention of gamers while promoting the existing cultural heritage.
- **Other Efforts to Connect Culture with Societies**  
In this step, the writers can work together with the government and local communities to maintain each other's existing cultural heritage. With the role of the government, this can also facilitate the community in preserving and beautifying cultural heritage, especially in terms of improvement.
- **Capacity Building within Tradition Institutions**  
Tradition institutions also play an important role in preserving tradition itself. The values that are upheld in the custom must be kept in order to maintain the cultural heritage.

## **2.6 Media to Preserve and Promote Cultural Heritage**

Promotional media is a tool used to carry out promotional activities. According to Sahara (2017) media for promotion by type are as follows:

- **Printed Media:** many promotions in printed media are used to promote something because this is very easy to reach by people in various circles. It means that through print media, people can find promotional media easily with prices that also vary from the cheapest to the most expensive even sometimes there are also distributed free of charge such as brochures. Other examples of booklets and magazines can be found in the nearest booklet stores and there are also newspapers which are promotional media that

contain the latest information that still exists from ancient times to the present.

- Mass Media: This media promotion is also a very easy thing that we often find everywhere, but it can cost a lot of money. For example like television, most millennial people in this globalization era have it as a media of information and promotion now but they have to prepare a fairly large budget to get television. Another example is internet, people today cannot be separated from one of this media mass because they can get the latest information and promotions easily but they also have to spend not a small amount to buy the internet package in order to access the internet.

Therefore on this occasion, we used printed media, namely booklets, as a promotional media in promoting one of the cultural heritages that we will adopt in this final project.