CHAPTER II

LITERATURE REVIEW

This chapter discussed the related literatures to the research including some Palembang traditional cakes, the steps on how to design a book, culture heritage preservation and promotion, and the function of a booklet as a media to preserve and promote culture heritage.

2.1 Palembang Traditional Cakes

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. But actually in Palembang there are many kinds of culinary, one of them is cakes. Based on the reference data that the writer get, the following cakes are some of the more forget traditional cakes in Palembang. Therefore, the writers discussed in more detail about some of Palembang traditional cakes, as follows: Manan

Sahmin, Dadar Jiwo, Maksuba, Kue Suri, Kue Lumpang, Kamer, Kue Gunjing Gemuk, Kue Mentu, Kue Engkak Medok.

2.1.1 Manan Sahmin

Manan Sahmin is a cake made up from yam. The texture of this cake is soft and chewy with sweet taste. The shape of this cake is just the same with the ordinary cake, and usually Palembangnese add raisins as the complementary condiment. The colour of this cake is yellow, this colour comes from ingredients which is yam so when the chef cook it they don't add any additional food colour because the yam itself has already the main have the colour and also at the noble era they do not deal with food colour since it was not exist in their era so they used the natural material for colouring the food. This cake has strong local wisdom and also economical value. Because the recipe of this cake is hereditary from the Palembang Ancestor and the economical value is because of the main ingredients of this is yam and because of the producing of this cake it can help the yam farmers at that time until now.

This cake has already been exist since the noble era. Because of the sweet taste, the nobles loves to eat this cake. Besides that, because many people in the past are yam farmers so they like to make this cake the present for the king or the noble. The making process is also not easy, that is why at the past Manan Sahmin considered as a luxury food, and they served it to the nobles. Manan Sahmin in the present usually served in Palembangnese wedding party, because they want to promote and preserve the cultural heritage from their ancestor. In the other hand wedding party is a promote this cake because USually a wedding party attended by many people so, it would be easier to promote and preserve this delicious cake. Also, because good event to of the existence of this cake is very people value it very special so it only served in a special occasion or event (Palembang Tourism Office).

Figure 2. 1 Picture of Manan Sahmin

Source: Palembang Tourism Office

2.1.2 Dadar Jiwo

Dadar Jiwo is made from wheat and sago flour, egg and salt and add a little water turmeric which is stirred using mixer little hot medium for fried and then drained and give filling before rolling. Palembang people a medium Used turmeric water as a natural dye for the dadar jiwo crust, but nowadays because of the growing of technology, Palembang people artificial dyes. can use Apart from the distinctive of yellow color, the filling of the dadar jiwo also gives flavour that comes from sautéed of a savoury young papaya, chopped shrimp, onion, garlic and seasoning. Not only from the filling, but the top portion of this food also adds savoury flavour, it comes from coconut milk which is cooked in the pan by stirring using spatula continuously until it be oil.

Palembang people call the oil as gelundu. In addition to gelundu, chili slices and a sprinkling of fried red onions are added to enhance the appearance of this typical Palembang food. Many people said that the price is quite expensive, but this is said to be reasonablebecause these foods contain protein from the eggs and how the way to make it are quite complicated and can only be found at special orymoments such as in the month of Ramadan before breaking fast until the Eid Al-Fitr (Palembang Tourism Office).

Figure 2. 2 Picture of Dadar Jiwo

Source: Palembang Tourism Office

2.1.3 Maksuba

Maksuba is a wet-textured culinary Palembang. The process of making maksuba takes time, is made because the maksuba layer by layer and baked in the oven for about 2-4 hours. In addition complicated way, the cost is quite expensive because it is made from duck eggs, milk, butter, and sugar. This cake has a high cholesterol level because it does not use flour. Maksuba is usually size 20 x 20 cm. Baking the cake is complicated. The oven is used is a traditional oven, an oven with ignition from charcoal or wood at the bottom. But with the development of the current technological nowadays, there are many Palembang people who baked it with modern oven. Although without preservatives, maksuba can last about four days, after four days we can still enjoy the cake by steamed again to keep it good.

Maksuba cake is not served at any time. In the tradition of the people of Palembang, this cake is served at special times such as Eid and other celebrations. Serving special dishes is believed as a form of respect for relatives and guests. Palembang people call this cake an "honor food" because the making process that require extra patience and expensive costs so that they are served only on special days. This cake is usually served as a dessert after the main meal, because the very

Sweet taste. So that the people of Palembang believe that the maksuba cake is also a symbol of Sweetness to keep in touch in Eid al-Fitr moment (Palembang Tourism Office).

Figure 2. 3 Picture of Maksuba

Source: Palembang Tourism Office

2.1.4 Kue Suri

Kue Suri is known as sponge cake in English. The word Suri means comb in Palembang language. This cake has that name because the texture of this cake looks like comb inside. Kue Suri has sweet taste and yellow colour inside. The colour is original from eggs that is the main ingredient of this cake. The shape of Kue Suri is big round and has a lick in the centre of this cake. Usually, it served in small pieces. Although it will be served in the small piece that does not reduce the sweetness and authentic taste of this cake Usually Palembang people serve this cake at the time of Eid. The reason why it only serves in special time because this cake has big portion. In Palembang, during celebration of Eid all of family will gather so it is very suitable to serve this cake. Besides that the ingredients of Kue Suri is little bit expensive and make it as a luxurious cake.

Figure 2. 4 Picture of Kue Suri

Source: Palembang Tourism Office

2.1.5 Kue Lumpang

One of other delicious cakes from Palembang is Kue lumpang. The word lumpang means mortar in English. This cake has the name because of the shape of the cake looks like a mortar with a small round and a lick in the centre of the cake. This cake has soft and chewy texture with its very sweet taste. Kue lumpang typically has dark brown color. The dark brown color is gained from brown sugar. In the past, Palembang people tended to use brown sugar as organic colour because the plant is easy to get and very healthy to eat. Beside that, brown sugar has good aroma and is very suitable for baking colour. Usually Palembangnese eat this cake for breakfast because for some Palembang people, they do not eat rice for breakfast. In ancient time, Palembanese lived as traders in many traditional markets. Only a few of them choose to be farmers because at that time there are no planting place. So, rice was very difficult to obtain. Until now, people serve Kue lumpang as the breakfast menu. In order to make it more delicious Palembang people serve Kue lumpang with grated coconut on the top and accompanied with a glass of tea or coffee.

Figure 2. 5 Picture of Kue Lumpang

Source: Palembang Tourism Office

2.1.6 Kamer

The first person who makes Kamer was an Arabian who lived in Palembang. The name of Kamer is derived from the word Khamir (Arabic) which means intoxicating or from the name of the person or Arabian descent. In fact the name of Kamer is derived from another meaning of Kamer in Arabic which means yeast. In the process of making Kamer the mixture must be kept overnight before cooking, so it can rise perfectly and the fermentation process occurs. Kamer has round shape, flay, and brown colour. However, the sizes are various. The biggest one is as big as a dinner plate and the smallest size is as small as a soucerpan. The size depends on the maker. Kamer has sweet taste with soft texture, so and Palembang people usually serve it at breakfast (Palembang Tourism Office).

Figure 2. 6 Picture of Kamer

Source: Palembang Tourism Office

2.1.7 Kue Gunjing Gemuk

Gemuk means gurih in Bahasa Indonesia or savory in English. Meanwhile, Gunjing means tidak simetris in Bahasa Indonesia or not symmetrical in English. The cake has the name because of its taste and shape. This cake is the combination of rice flour and sticky rice flour. It is as similar bread. The texture is chewy inside but soft outside. The color is light brown because of pure color of its ingredients and crescent moon shape. The cake is served after or before drink tea, coffee, or milk. Most of people eat Kue Gunjing Gemuk in their breakfast or afternoon tea time. The ingredients are easy to be found in market and the prices are affordable Therefore, Kue Gunjing Gemuk is enjoyed by all level of society (Palembang Tourism Office).

Figure 2. 7 Picture of Kue Gunjing Gemuk

Source: Palembang Tourism Office

2.1.8 Kue Mentu

Kue Mentu is an ancient Palembang snack which is wrapped by banana leaves and shaped in trapezoid. The taste is savory outside and spicy inside. Kue Mentu fills with seasoned mincemeat. The texture is soft of the steam rice flour as its coating. The color is white inside and green outside. The white color is from rice flour. In past time, people utilized rice as main ingredients of cakes by make it into flour. However, the green color is gotten by banana leaves as its wrapping This cake is served in special occasion, like wedding. It is because in the ancient time, Kue Mentu was only enioved by Sultanate family. The ingredients of this cake are also not affordable for all levels of society since it used meat as the filling. That is why, Kue Mentu mostly served only in special occasion. This cake is eaten as side dish. So, people just have Kue Mentu after or before main course (Palembang Tourism Office).

Figure 2. 8 Picture of Kue Mentu

Source: Palembang Tourism Office

2.1.9 Kue Engkak Medok

The word Engkak Medok means kue yang mengembang in Bahasa Indonesia. In English, it means fluffy cake. The cake has the name because it must be cooked until fluffy. The fluffy texture is its uniqueness. It tastes savory because there is no sugar in its ingredients that is suitable for diet people. The color of this

cake is light brown because no food coloring added. In the past, people did not know about food colour. People have no ability to make food color whether it is natural or unnatural. They live in a very raditional life style with no technology and lack ability of utilizing plant into food color. So, light brown is pure color from its ingredients after baking. Usually, people have this cake as the complement of their tea or coffee during their breakfast or afternoon. It because of the texture and taste which is like biscuit or snack is really delicious as tea or coffee complement Moreover, the ingredients are easy to be found in traditional and modern market. That is why, people used to have Kue Engkak Medok as consumption (Palembang Tourism Office).

Figure 2. 9 Picture of Kue Engkak Medok

Source: Palembang Tourism Office

2.1.10 Gulo Puan

Gulo puan coming from Palembang Language which means "Gula Susu" in Bahasa Indonesia, and in English we say 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 ingredient of this cuisine imported from the Ogan Komering lir region. The color 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 favorite dish of the nobles, because of the sweet taste. This main

ingredient for making this candy is hard to find, that is why in the past that was only the nobles who can eat th is candy. Besides that 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 usually served as the companion of drinking coffee or eating fried banana, because it can add the sweetness to the bitter taste from the coffee (Palembang Tourism Office).
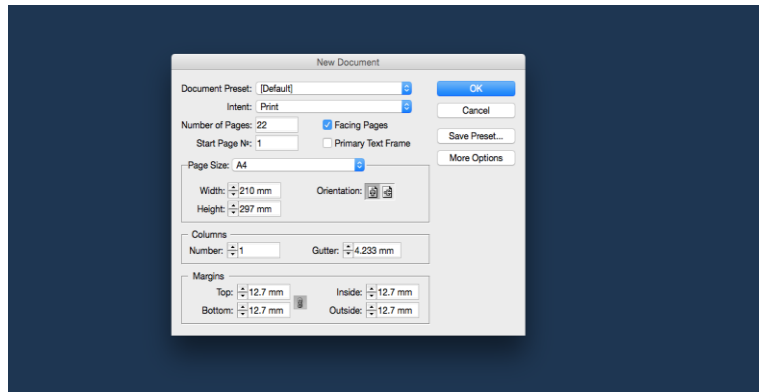

Figure 2. 10 Picture of Gulo Puan

Source: Palembang Tourism Office

2.2   The Steps in Designing the Book

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

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 book layout. In *In Design* application, create a document or long book document. Now open *In Design* and go to 'File > New Document' or go to select Book 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 book, 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.
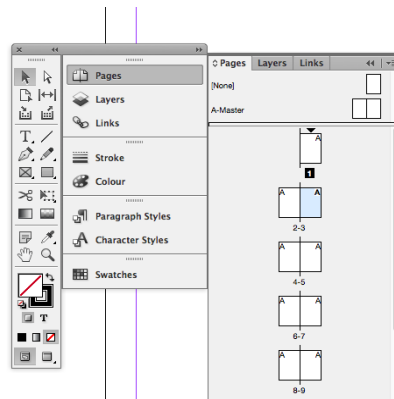
Figure 2. 12 Display of Drag Guide

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 book 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.
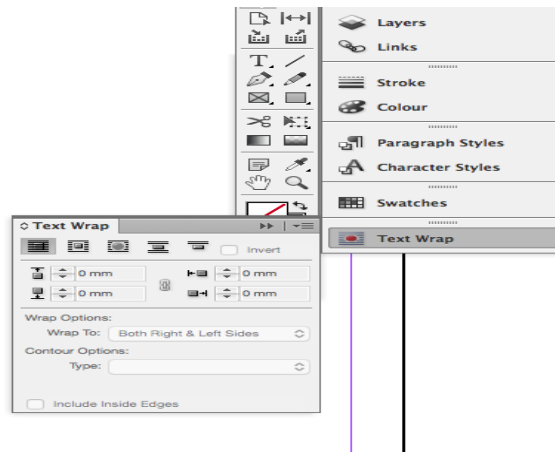
Figure 2. 13 Text Wrap Display

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 book for press by packaging the document, saving it as a PDF for print, or e-book or e-pub formats.

The next theory in designing a book 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 book 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 book up the way the writers want. This program has complete control over font, margins and every other element of the look of your book.

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 book.

4. Use the "Insert" menu and select the "Picture" or "Design Gallery Object" options to add graphics and other ornamental elements to the book.

5. Save the book as a template, so it will be available in Microsoft Publisher next time if want to use Publisher to write a book.

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 book can be taken to a printer and printed in book form.

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

1. Open Photoshop program and set the width and height of what book to be. Set the resolution to at least 300 for any book, 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 book 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 book ready to be uploaded to "CreateSpace."

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

2.2.1 The Steps in Designing a Culinary Book

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

- Display attractive and appropriate layouts with the theme of the book. 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 book.
- 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 book.
- In this book 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.

2.3 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 theirs 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 book 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.

2.4 Booklet as 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 books and magazines can be found in the nearest book 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, the writer used printed media, namely booklet, as a promotional media in promoting one of the cultural heritages that the writer adopt in this final project.