

CHAPTER II

LITERATURE REVIEW

This chapter discussed the related literatures to the research including some Palembang culinary, the steps on how to design a book, culture heritage preservation and promotion, and the function of a book as a 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 get, the following culinary are some of the most favorite culinary in Palembang. Therefore, the writers discussed in more detail about some of Palembang culinary, as follows: Pempek, Pindang, Mie Celor, Martabak HAR, and Tekwan.

2.1.1 Pempek

Historically, people said that pempek had existed in Palembang since the invention of the Chinese migrants to Palembang, namely around the 16th century during the reign of Sultan Badaruddin II of the Kingdom of Palembang Darussalam. During the Palembang Sultanate, pempek was called *kelesan*. *Kelesan* is customary food within the Limas House which contains certain properties and uses. Named *kelesan*, because of the foods *dikeles* meaning last long stored. Pempek was originally made by native Palembang people. Pempek began to be sold in 1916, by people of Chinese descent who walked around on foot selling pempek from the village to the village. They sell it a lot especially in the palace area, or now at the location of Masjid Agung and the Old Mosque of Palembang.

The name pempek comes from the calling used the buyers to call the male-seller of pempek. As they were Chinese, young male in Chinese was called *Apek*, so the buyers called the seller “Pek...Pek...Pek...” to call them approaching the buyers. From the call, it became '*Pek, pempek ...*!', then it was gradually used to refer to the food they were selling (Listi, 2018). The following Figure 2.1 displays kinds of pempek from Palembang.



Figure 2.1 Kinds of Pempek

Source: <https://discoveryourindonesia.com/culinary-delights-of-palembang/>

There are seven types of pempek, depending on the methods of presentation and composition of the ingredients or contents.

First, the most famous pempek is pempek *kapal selam*, which is filled with chicken eggs and fried in hot oil. Figure 2.2 below shows the picture of pempek *kapal selam*, which has the largest form of other pempek.



Figure 2.2 Picture of Pempek Kapal Selam

Source: <http://solo.tribunnews.com/2017/04/04/kenapa-disebut-pempek-kapal-selam-ternyata-ini-alasannya>

Second, pempek *lenjer* is a long pempek. From this long form, then it is cut into several parts. Pempek *lenjer* itself does not have any variants in it. Below is Figure 2.3, the picture of pempek *lenjer*, which has long form.



Figure 2.3 Picture of Pempek Lenjer

Source: <https://cookpad.com/id/resep/178237-pempek-lenjer>

Third, is pempek *adaan* is a round pempek. If all the other pempek is cooked through boiling process, and this kind pempek is cooked only through the frying process. Figure 2.4 below shows the picture of pempek *adaan*, which has round form.



Figure 2. 4 Picture of Pempek Adaan

Source: <https://cookpad.com/id/resep/234689-pempek-adaan>

Fourth, pempek *kulit ikan* is made from fish skin only for making pempek *kulit ikan* and cannot be used to make other pempek. The dough that has been shaped round and flat is directly cooked into the frying pan. Below is Figure 2.5, picture of pempek *kulit ikan*, where the color is brown because it has to be fried before serving.



Figure 2.5 Picture of Pempek Kulit

Source: <https://cookpad.com/id/resep/234689-pempek-adaan>

Fifth, pempek *pistel* is pempek filled with slices of young boiled papaya that have been sauteed and seasoned. The following Figure 2.6 is the picture of pempek *pistel*, which has young boiled papaya as a fill of pempek.



Figure 2.6 Picture of Pempek Pistel

Source: <https://cookpad.com/id/resep/1874570-pempek-pistel>

Then, pempek *telur kecil*, it is just like pempek *kapal selam* that filled with eggs but has a smaller size. Figure 2.7 below shows picture of pempek *telur kecil*, formed is smaller than pempek *kapal selam*.



Figure 2.7 Picture of Pempek Telur Kecil

Source: <http://jajanninggiran.blogspot.com/2017/06/cara-membuat-pempek-palembang-isi-telur.html>

Next, pempek *keriting* is made by using special tools to create curly shape. Because making this pempek requires extra energy and is not easy, then some

people use a meat grinder to make the curly strands. Below is Figure 2.8, the picture of pempek *keriting*, with the special curly form.



Figure 2.8 Picture of Pempek Keriting

Source: <https://dapurbunda15.blogspot.com/2016/03/pempek-keriting.html>

And the last one is pempek *lenggang*, unlike the others pempek, pempek *lenggang* is made in an instant manner, namely sagu flour and fish dough on the coals of fire. The dough that is inserted into the cube-shaped banana leaf is given a chicken egg or duck egg. The following Figure 2.9 is the picture of pempek *lenggang*, which has cube form.



Figure 2.9 Picture of Pempek Lenggang

Source: <https://merahputih.com/post/read/lenggang-jenis-pempek-palembang-paling-laris>

2.1.2 Pindang

Pindang is a menu low in cholesterol but high in nutrition. This dish has basil that can reduce the mouth's odor, tomatoes which good for skin and pineapple which is able to maintain digestion as well as various natural spices that make the tastes better (Acy, 2016). Because this is not main menu, so people usually add rice as a complementary.

There are some kinds of pindang according to Wicaksono (2017) as:

1. Pindang Tulang

Figure 2.10 below shows a picture of pindang *tulang*, with cow bones as the main content.



Figure 2.10 Picture of Pindang Tulang

Source: <https://wisatapalembangblog.wordpress.com/2016/04/16/resep-pindang-tulang-palembang/>

Pindang *tulang* is a favorite among culinary lovers not only Palembang people but also the other city. This culinary is made from boiled beef ribs with spicy acid. The spice is from chili and pineapple is used to frozen up to soup and give a sense of sour taste. Usually this culinary is served on a small fiery stove, which keeps it warm and delicious to eat.. Pindang *tulang* is best served in hot conditions long with chili as the appetizer.

2. Pindang Patin

The following Figure 2.11 is the picture of pindang *patin*, which *patin* fish as the main content of this food.



Figure 2.11 Picture of Pindang Patin

Source: <https://resepkoki.id/resep-pindang-patin/>

Patin fish is one of river fish. Usually the part of *patin* fish which is served in pindang is the head, body and tail. The body or tail does not have too many thorns and the most enjoyable part of the fish. Pindang *patin* is better eaten when warm.

3. Pindang Pegagan

Below is Figure 2.12, the picture of pindang *pegagan*, which is characterized by the origin all the name of the area Pegagan tribe.



Figure 2.12 Picture of Pindang Pegagan

Source: <https://www.brilio.net/creator/kuliner-lezat-ini-dia-5-olahan-pindang-khas-palembang-yang-menggugah-selera-101138.html>

This food comes from the Pegagan tribe, a sub-tribe of the Ogan tribe or administratively included in the Ogan Ilir Regency and Ogan Komering Ilir Regency, South Sumatra. This tribe lives near the coast of the Musi River which is rich in sources of river fish such as Patin, Toman fish, Baung fish, and Gabus fish which are then combined with traditional recipes. So pegagan can be made with any kind of fish and with same common recipe of pindang but what distinguishes is only its original place.

4. Pindang Meranjat

Figure 2.13 below shows the picture of pindang *meranjat*, same like pindang pegagan which came from an other place, namely Meranjat village.



Figure 2.13 Picture of Pindang Meranjat

Source: <https://www.deniakitchen.com/2018/12/pindang-meranjat.html>

Pindang Meranjat is originally from Meranjat village, located in Ogan Komering Ilir. This food is actually similar to pindang pegagan but what distinguishes is only the sauce being redder because there are more chili chunks. The main ingredients are the same as other pindang which serve fish and also

pineapple, leeks, sopo, tomatoes and basil leaves. Pindang Meranjat is better to be served with warm rice and fresh vegetables or people usually call it *lalapan*.

5. Pindang Ikan Salai

Below is Figure 2.14, the picture of pindang *ikan salai*, in which *ikan salai* is the main content of this pindang and produce a distinctive aroma.



Figure 2.14 Picture of Pindang Ikan Salai

Source: <http://berita.baca.co.id/13840104?origin=relative&pageId=7193cf19-aac5-4e02-8409-187fa52ec334&PageIndex=2>

Salai is the term for fish that have undergone the fumigation process, the purpose of fumigation is reducing the water content and preserving fish as well as to add flavor and aroma typical of fish. Salai has a strong smoke flavor and taste. Fish which are processed into salai are usually baung, catfish and patin.

2.1.3 Mie Celor

The following Figure 2.15 is the picture of *mie celor*, with large noodles and thick sauce.



Figure 2.15 Picture of Mie Celor

Source: <http://panduanwisata.id/2013/03/18/mie-celor-lezatnya-kuah-santan-dengan-irisan-udang/>

The texture of the noodles is dense and chewy. What differentiates mie celor from other noodles is that it has broth from coconut milk and its brownish color. Sellers of *mie celor* usually put a sprinkling of onions, bean sprouts and red chili. The sauce is very special because it is from pieces of boiled egg and shrimp (Tiwi, 2013).

2.1.4 Martabak HAR

Figure 2.16 below shows the picture of *martabak HAR*, which egg is the main content of this food with curry sauce.



Figure 2.16 Picture of Martabak Har

Source: <https://ksmtour.com/wisata-kuliner/kuliner-palembang/martabak-har-khas-palembang-yang-bikin-ngiler.html>

Martabak HAR itself is the initial of the name of its founder, Haji Abdul Rozaq, which was founded in 1947. H. Abdul Rozaq was an Indian citizen who migrated to Palembang. He was the number one rich merchant in Palembang. *Martabak HAR* has two chicken eggs or duck in lumpia skin, and then fried in hot oil about five minutes. Once cooked, it is served with a curry sauce on the top. For the curry sauce, people usually put potatoes as supplementary ingredients.

2.1.5 Tekwan

Below is Figure 2.17, the picture of *tekwan* which is this food the best food from fish after pempek in Palembang.



Figure 2.17 Picture of Tekwan

Source: <http://harnas.co/2018/07/26/ragam-olahan-ikan-dari-palembang>

Historically, *tekwan* was the culinary of acculturation of Chinese and Palembang culture and was adopted by Palembang people and converted into local tastes. The origin of the name Tekwan according to Palembang people, comes from the phrase "bekotek sama kawan" which means having *tekwan* while chatting with friends. But *tekwan* is also an acronym for English "take one", which means having this meal by taking it one by one, like having fish meatballs. This is one of the other cuisines from Palembang worthy of trying (Wulandari, 2018).

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.

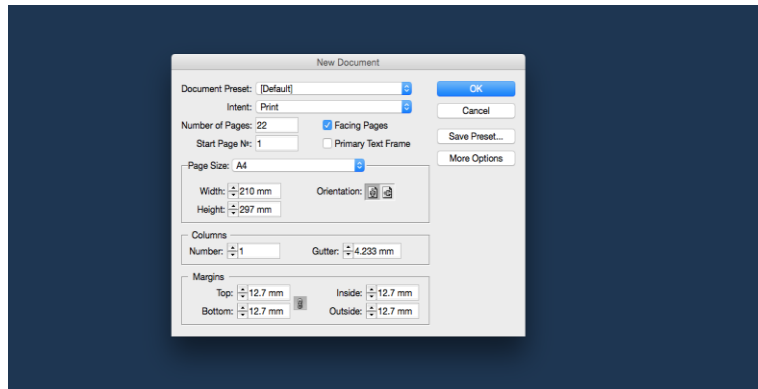


Figure 2.18 Display of Make New Document

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.

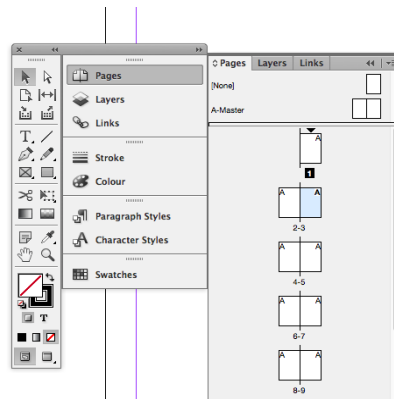


Figure 2.19 Display of Drag Guide

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.

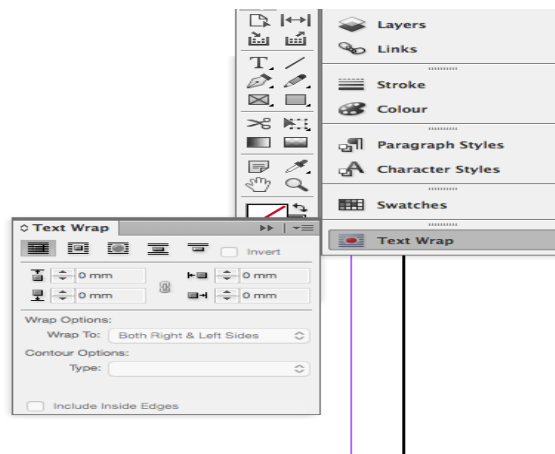


Figure 2.20 Text Wrap Display

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 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 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 Book 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, we used printed media, namely books, as a promotional media in promoting one of the cultural heritages that we will adopt in this final project.