

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer would like to describe about the traditional food, the relationship between nature potency and traditional food in South Sumatera, the role of technology to promote traditional food, video, qualifications of good YouTube video script, the importance of preserving traditional food in modern era, and the correlation between food and tourism.

2.1 Traditional Food

Traditional food holds a very important role in a country even the historical story of a country can be seen from its traditional food, especially from main ingredients and flavors. A country can introduce its uniqueness and culture through traditional food. Every country in the world has traditional food that is characteristic of the country. Traditional food is a food that passed through generations with a specific feature or features which distinguish it clearly from other similar products of the same category in terms of the use of “traditional ingredients” (raw material of primary products) or “traditional composition” or “traditional type of production and/or processing method”.

Traditional food is processed food from local products, with processes that have been controlled by the community and the result is product which has taste, shape and way of eating are known, liked, missed, and even become the character of certain groups of people. In some societies, traditional food is also the pride of the birth area, the place where blood spills (Gardjito, 2015). Meanwhile the other idea defined that traditional food can be called regional characteristic food or special food in an area, which is one element of culture (Kementarian Kebudayaan dan Pariwisata, 2004).

Based on the definitions about traditional food above, the writer concludes that traditional food is food which is processed from food produced by region and made as special food in an area, also can be one of cultural elements.

2.2 Relationship between Nature Potency and Traditional Food in South Sumatera

South Sumatera is one of the largest provinces in Indonesia which is located on Sumatera Island which has historical value since the Sriwijaya Kingdom. At that time, it was not only surrounded by Musi River, but a lot of swamps that surrounded the area of South Sumatera. Because of surrounded by water throughout the area, South Sumatera has a huge potential of fish.

Fish is one of the most nutritious food ingredients which good for human body and increase the ability of human brain. Fish contains nutrients that are crucial during development for kids, for example omega-3 fatty acid. It is absolutely essential for growth and development. The omega-3 fatty acid docosahexaenoic acid (DHA) is especially important, because it accumulates in the developing brain and eye for kids. For adults, the content of protein and unsaturated fats in fish can reduce the potential for obesity and coronary heart disease (Leech, 2015).

Because of these situation, people in ancient times thought of various ways to preserve these fish so they can be eaten for a long time and make it into various types of food. No wonder most of traditional food from South Sumatera made from fish such as Pempek, Tekwan, Model, Laksan, Celimpungan, Kelempang, Bekasam, and Pindang. Therefore, the writer will describe more detail about Pindang. Due to the time constraint and the limit cost, the writer would like to focus on three variants of Pindang, they are Pindang Musi Rawas, Pindang Meranjat, and Pindang Pegagan.

2.2.1 Pindang

Pindang is one of traditional food from South Sumatera. Pindang is fish salted and seasoned then smoked or boiled to dry so they can last long (Kamus Besar Bahasa Indonesia). The term Pindang has very different meaning in each region. In Palembang, Pindang is a dish made from fish/meat with thin sauce, full of spices, pineapple, chili, basil leaf and shrimp paste,

but each region in South Sumatera has its Pindang which different taste and uniqueness from others. In this report, the writer would like to discuss about three variants of Pindang, they are Pindang Pegagan, Pindang Meranjat, and Pindang Musi Rawas.

1. Pindang Pegagan

Pindang Pegagan has yellowish red sauce because it uses a lot of chili and turmeric in the cooking process. Sauce of Pindang Pegagan is fresh and light, sour and spicy taste mild and not greasy because the spices are boiled without sautéing first.



Figure 2.2.1.1 Pindang Pegagan
Source: <https://www.google.com>

2. Pindang Meranjat

Pindang Meranjat is originated from Meranjat village located in Ogan Komering Ilir. Pindang Meranjat has a sauce that has the characteristics of a very spicy flavor. This Pindang has the most intense spicy flavor compared to other Pindang from other regions. The addition of shrimp paste into this dish certainly gives a savory taste.



Figure 2.2.2.1.2 Pindang Meranjat

Source: <http://oganilirku.blogspot.com/2014/06/pindang-meranjat-kuliner-oganilir.html>

3. Pindang Musi Rawas

Pindang Musi Rawas has a refreshing sour sauce because it uses acid from cherry tomatoes or *cung kediro* (Palembang language of cherry tomatoes) in contrast to other regions of Pindang which use tamarind or pineapple. Pindang Musi Rawas does not use shrimp paste like Pindang Meranjat. Pindang Musi Rawas is clear sauce with slices of lemongrass, galangal and ginger.



Figure 2.2.2.1.3 Pindang Musi Rawas

Source: <http://menusatuminggu.blogspot.com/2014/06/resep-enak-bumbu-pindang-patin-musi-rawas-palembang.html>

2.3 The Role of Technology to Promote Traditional Food

Technological developments have shown rapid progress. That progress has made human easier to connect and interact with each other. People easily search what information they are looking for and share information to other people with only one “enter” button so the information can be disseminated to other people throughout the world.

Technology is a body of knowledge devoted to creating tools, processing actions and the extracting of materials. The term of technology is wide, and everyone has their way of understanding its meaning. People use technology to accomplish various tasks in our daily lives, in brief; people can describe technology as products and processes used to simplify our daily lives. People use technology to extend our abilities, making people the most crucial part of any technological system (Ramey, 2013).

The ease of accessing the internet makes information spread widely and quickly to millions of internet users. In spreading messages it is also not necessary to use expensive fees. This convenience is also coupled with the advantages of the internet that can provide a variety of information to each user specifically. People can actively only access the information they want. Nowadays, the internet can be easily accessed by all levels of society and all ages throughout the world. The role of technology is not only used to merely exchange information, but also can be used as a promotional medium to promote traditional food in an area so that people from outside the region know of the existence of traditional foods that are characteristic of an area. The traditional food can be promoted by uploading image included the information of traditional food on the internet. Moreover, the writer will describe about social media and YouTube to support the literature review in this report.

2.3.1 Social Media

Social media is a collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself facilitating conversations and interactions online between

groups of people (Moran, 2011). Therefore, social media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, others users and the public (Cohen, 2015).

Based on the definition about social media above, it can concluded that social media is kind of platforms that people use to share content, profile, opinion and etc. Social media is one of kind platforms of the internet that has a function which is the media used to promote products and services, in this case can be used to promote traditional food.

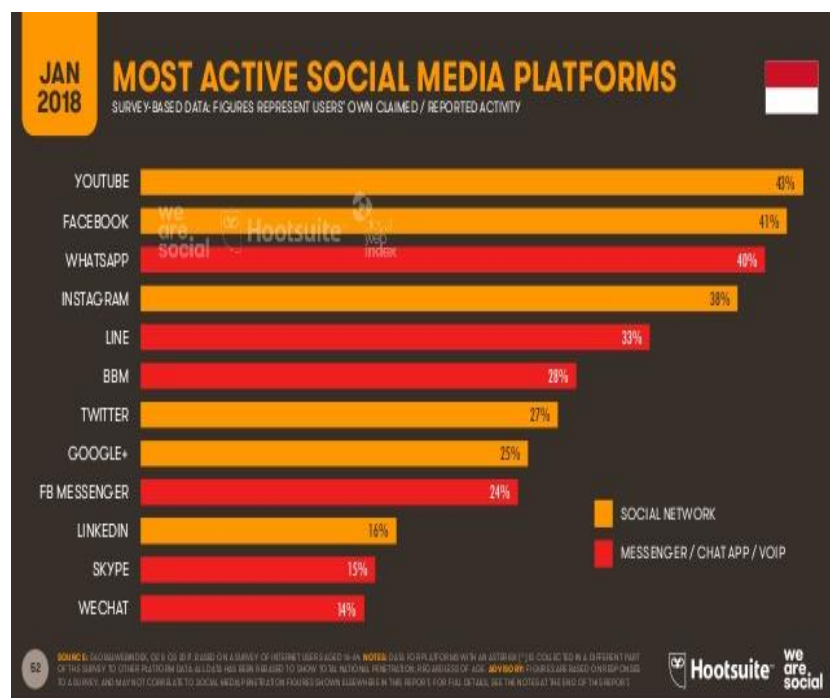


Figure 2.2.3.1 Graphic of Social Media Platforms in Indonesia

Source: Hootsuite.com

2.3.2 YouTube

Nowadays on YouTube, the viewers can find some significantly different kinds of video content, including: television shows, movies, trailers, contests, live events, and many more. YouTube had a long journey, starting from a video-sharing site for bedroom bloggers and evolved into the largest

worldwide video-sharing community. YouTube not only provides a forum for people to connect, inform, and inspire others across the globe, but it also acts as a distribution platform for original content creators and advertisers of any size (Jarboe, 2011). YouTube is one of the most famous platforms of social media on the internet. YouTube is a social media that provide its users to upload their videos and do interact with others by write the opinion and idea on the commentary column. There are many contents of video that YouTube has, such as music video, tutorial video, video blog, documentary, movie, and so on.

YouTube is a free video-hosting website that allows members to store and serve video content. YouTube members and website visitors can share YouTube videos on a variety of web platforms by using a link or by embedding HTML code (Rouse, 2012). Therefore, YouTube is a video sharing service that allows users to watch videos posted by other users and upload videos of their own (Christensson, 2009).

According to the writer's opinion based on the definitions of YouTube above, YouTube is the most suitable social media that can be used as medium to promote traditional food of an area by making video that show the tutorial to make the food and explain the detail about the traditional food, and upload it on YouTube. Because YouTube allows users to watch videos and share videos on a variety of web platforms by using a link or by embedding HTML code.

2.4 Video

Video is a digital form that people usually use as media marketing. It is a recording of visual images which are shown on television or viewed on a screen. Video is a digitally recorded content that has sound and motions that can be stored or delivered live, and can be streamed to a variety of devices. It may or may not have the lecturer visible and can be include an animated film, or a demonstration (Woolfitt, 2015).

Video does not simply tell a message; instead video displays the meaning – video is the ultimate show and tell. Successful video cuts through technology, all the while conveying messages as a form of entertainment, around the world, twenty-four hours around the clock (Ruffell, 2017). Here are the three types of videos:

1. Educational Video

Educational videos are excellent examples of teaching and learning concepts. As video uses the primary senses of sight and sound, using video in education allows concepts to be taught more easily and be retained better than reading off a page! This is thanks to the models of ‘multi-modal learning’ and ‘dual-coding theory’, which have shown that communicating with visuals *and* sound simultaneously will greatly increase comprehension and retention of new ideas.

And with the ability to show a concept through the use of editing shot of an in the field demonstration allows the viewer to truly understand the concepts being shown and discussed.



Figure 2.2.4.1 Example Capture of Educational Video

Source: www.google.com

2. Promotional Video

Promotional videos have become exceptionally popular with the convenience of fast wireless Internet, powerful mobile devices and businesses realizing that

they can afford and use video with their marketing. These style of videos have adapted quickly to the habits of the modern viewers; short length videos, relevant information, engaging style and available where the viewers will be interested in seeing, and then ideally sharing the video with their social networks.

With a promotional video, the choice to watch is on the viewers. The person is interested in seeing if the video will offer a solution to their problem and presses play.



Figure 2.2.4.2 Example Capture of Promotional Video

Source: www.google.com

3. Informational Video

These are the most simplistic types of videos – cut and dry information delivered as succinctly as possible. Think of a news host delivering current news, with a quick story sound bite and moving on to the next story in rapid succession. These videos give the ‘what’ on a topic, but do not go much deeper, so the ‘why’ is often left largely unexplored (as good educational or promotional video would show).



Figure 2.2.4.3 Example Capture of Informational Video

Source: www.google.com

2.5 Qualification of Good YouTube Video Script

Script is an important part of making videos. The idea of making a video was developed through a script to make the story.

YouTube video script should contain at least these three sections (Cristian, 2018):

1. Hook

Hook is the most important part of script and video. It should be like a newspaper headline. It needs to be catchy and grab people's attention so that they want to keep watching the video.

A good hook should do the following:

- a. Tell the viewers what the video is about.
- b. Reinforce that the video will answer/solve their question/problem.
- c. Make the viewers want to watch until the end.
- d. Being funny or emotional.

2. Intro

This one is an optional step. In the intro, basically tell people the name, the occupation, and the purpose of making the video. Moreover, in intro, always give the viewers a little bit of a lead in why the topic is so important to them.

3. Body

This is the main section of the video. Draft the video script so that it will be in an organized, easy to understand. Make sure put the ideas on paper in the right order.

2.6 The Importance of Preserving Traditional Food in Modern Era

Local wisdom, also called traditional or indigenous or local knowledge, is a cornerstone of this study. Local wisdom refers to valuable traditional heritage transmitted from generation to generation within regional or local communities, tribes or groups (Kasikam, 2010). Traditional food is one of the local wisdom of an area because its existence has existed in ancient times and still exists until nowadays. The emergence of local wisdom as a heritage that must be maintained in social life is not something that appears suddenly, but it has been constructed since people have begun an interaction (Nurdin, 2017).

Traditional food preservation effort is a way to prevent loss food from the community. Preservation of traditional food does not have to display the original form of the product, and it can be many ways to preserve the traditional food. One of them is making people know about the traditional food by social media (Rahmalianti, 2016).

Based on the ideas by experts above, the writer concludes that traditional food is one of local wisdoms and needs to be preserved in order to the traditional food still exists until next generation.