

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discuss about culinary tourism, definition of street food, circumstances of street food in Indonesia, definition of promotion, purposes of promotion, kinds of promotion, media promotion, definition of vlog, types of vlog, component of vlog, and tips of vlogging.

2.1 Culinary Tourism

According to Tan (2012), culinary tourism is simply travelling beyond your immediate environment to find great food, includes any tourism experience in which a person learns about, appreciates, consumes, or dare we say indulges in food and drink that reflects the local cuisine, heritage, or culture of the place. While according to Sharples (2015), culinary tourism is a visit to a place that is a producer of food, food festivals, restaurants, food streets and special locations to try the taste of food and or also to gain experience gained from the specialties of a region which is a person's main motivation to travel.

Culinary tourism goes well beyond the dining experience. Culinary tourism brings people to your community. It includes a variety of culinary, agri-tourism and agri-food activities, developed expressly for tourists, which showcase food and beverages and provide an opportunity for visitors to discover dishes indigenous to each region while learning about the talent and creativity of artisans Wolf (2006). Long (2004) states that another way to look at culinary tourism is as exploratory eating: individuals explore food new to them and use food as the basis to explore new cultures and ways of being.

2.2 Street Food

2.2.1 Definition of Street Food

Food and Agriculture Organization of the United Nations (FAO, 2006) defines street food as “ready-to-eat food and beverage that is prepared and/or sold by itinerant or stationary vendors, especially on streets and in other public places.” The characteristic of street food in this definition is their retail location, that is "on the street." To differentiate street food vendors from formal sector food establishments, such as restaurants and café. Street food is mostly produced by using local food and cooked with traditional techniques and also reflects the ethnic diversity of city residents and their cuisines (Calloni, 2013).

2.2.2 Circumstances of Street Food in Indonesia

Street food in Indonesia is a diverse mix of local Indonesian, Chinese, and Dutch influences (Teng, 2016). Indonesian street food is usually cheap, offer a great variety of food of different tastes, and can be found on every corner of the city. Street food in Indonesia is probably the most varied food in the world. Indonesian street food often tastes rather strong and spicy. A lot of street food in Indonesia is fried, such as assorted *gorengan* (fritters), also *nasi goreng* (fried rice), *mie goreng* (fried noodles) and *ayam goreng* (fried chicken), while *bakso* (meatball soup), traditional soto soups and fruit rujak are also popular. Most of Indonesian street food has something to do with peanut sauce; *siomay*, *sate*, *asinan*, *ketoprak* and *gado-gado* are all served in Indonesia's peanut sauce (Noah, 2015). However, the cleanliness factor is often underestimated by some of this street food. Street food merchants usually place food near a garbage dump. They also do not use clean hands or gloves to serve food. Besides the cleanliness of the seller, another factor that is less noticed is the preparation of cutlery, street food vendors are usually lack of clean water, so they wash utensils carelessly. The third thing is the lack of awareness of merchants about the waste generated from the food served.

Although simple, many of the food streets in Indonesia manage their street food quite seriously, but due to their lack of capital, sometimes they pay less attention to cleanliness and quality of the food.

2.3 Promotion

2.3.1 Definition of Promotion

Promotion is essentially a marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and or remind targeted markets of the company and its products to be willing to accept, use and loyal to the promo offered concerned (Fandy, 2001).

Furthermore, Yoeti (2006) claims that promotion is a way to inform or notify the prospective buyer of the products offered by notifying the places where people can view or make a purchase “in the right place and the right time”. Another promotion is not how we communicate the products offered at the right media, so that it can be seen, known or compared with other products. Yoeti (2006)says the promotion is a way of informing the existence of a product, especially concerning:

- a) type, kind, quality and price of products offered
- b) the benefits of the products offered
- c) a variety of discounts can be given
- d) conditions or lightening or easy for prospective customers
- e) place, shop or office where products can be purchased or obtain information about the products offered.

From the definitions above, the writer can conclude that promotion is a way that many people do to communicate the product to public or promote the products that are offered to public.

2.3.2 Purposes of Promotion

When we do promotions, we must have the purposes to be achieved. The main purpose we do promotion is rather the products we offer can be in demand by consumers. Tjiptono (2001) classify the purposes of the promotion into:

- a. to grow the customers' perception of a need (category need).
- b. to introduces and provides an understanding of a product to the consumer (brand awareness).
- c. to encourage the selection of a product (brand attitude).
- d. to persuade the customer to buy a product (brand purchase intention).
- e. to compensate for the weakness of the other elements of the marketing mix (purchase facilitation).
- f. to embed the image of the product and the company (positioning).

Effendi (1998) states that there are several purposes contained in the promotion, includes:

1. to inform, meaning inform the market about a new product, suggests a use of a new product, inform market price change, explain how the product works, describe the services provided, fix the impression wrong, reduce fear buyer, building a corporate image .
2. to persuade, meaning changing the perception of product in order to be accepted by buyer.
3. to remind, meaning in order to keep the product in buyers mind all the time, awareness product will most attention.

2.3.3 Kinds of Promotions

The various kinds of promotions are able to introduce products to the consumers. Wahab (1998) states that promoting have some forms namely:

1. Advertising

Advertising means to advertise a product, service or a company with the help of television, radio or social media. It helps in spreading awareness about the company, product or service. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages.

2. Public Relation

Public relation or PR is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. A successful PR campaign can be really beneficial to the brand of the organization.

3. Sales promoting

Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability.

4. Personal selling

The sale of a product depends on the selling of a product. Personal Selling is a method where companies send their agents to the consumer to sell the products personally. Here, the feedback is immediate and they also build a trust with the customer which is very important.

5. Direct marketing

Direct marketing is a form of advertising where organizations communicate directly to customers through a variety of media including cell phone text messaging, email, websites, online adverts, database marketing, fliers, catalog distribution, promotional letters and targeted television, newspaper and magazine advertisements as well as outdoor advertising. Among practitioners, it is also known as a direct response.

2.3.4 Media Promotion

According to Cangara (2002) media promotion are a symbol system of promoting product. Mass media is one of the ways for the success promotion. Mass media are a tool used in the message delivery from the sources to the audience by using mechanical means of communication such as newspapers, films, radio, television and internet. Mass media are divided into two, namely printed media and electronic media. Furthermore, Cangara classification mass media into printed media and electronic media.

Printed media consist of:

1. Newspaper

A newspaper is a publication printed on paper and issued regularly, usually once a day or once a week. It gives information and opinions about current events and news. Usually people like to read them to stay informed about their local city, state or country.

2. Magazine

A magazine is a publication, usually a periodical publication, which is printed published. Magazines are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of the three.

3. Brochure

A brochure is an informative paper document (often also used for advertising) that can be folded into a template, pamphlet or leaflet. A brochure can also be a set of related unfolded papers put into a pocket folder or packet. Brochures are promotional documents, primarily used to introduce a company, organization, products or services and inform prospective customers or members of the public of the benefits.

Electronic media consist of:

1. Television

Television or TV is a telecommunication medium used for transmitting sound with moving images in monochrome (black-and-white), or in color, and in two or three dimensions. Television is a mass medium, for entertainment, education, news and advertising.

2. Radio

Radio is sound communication by radio waves, usually through the transmission of music, news, advertisements and other types of programs from single broadcast stations to multitudes of individual listeners equipped with radio receivers.

3. Social media.

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing, advertising and collaboration. Some examples of social media include:

- a. Facebook: Facebook is a popular social media that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
- b. Twitter: Twitter is an online news and social networking site where people communicate in short messages called tweets.
- c. Instagram: Instagram is a social media app that allows users to share photos and videos from their lives.
- d. YouTube: YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. on YouTube, there are several types of content such as:
 - vlog with content “How to”
 - vlog with content “Gaming”
 - vlog with content “Music”
 - vlog with content “Prank”
 - vlog with content “Vlog”

2.4 Vlog

2.4.1 Definition of Vlog

Davidson (2016) defines a vlog is a type of blog that consists of videos as the primary media within each post. These videos are typically no longer than five or ten minutes in length up (Luers, 2007). A video blog, shortened as vlog, is user generated content, which a user publishes combining consistent storytelling and audio-visual contents in a video sharing platform. Furthermore, Gibbon and Liu (2008, p.10) defines a Vlog is typically amateur produced content on are curring basis and published to the web, often with text commentary and these also fall into this category. Bender and Waller (2012,

p.183) claim that a vlog is a video blog where each entry is posted as a video instead of text. Vlog are more extensive than individual instructional videos of the type that might be posted on YouTube.

2.4.2. Types of Vlog

There are many different forms of vlogs. Some vlog genres are diary, experimental, documentary, and mash-up (Luers, 2007). There are three main types of vlogs: personal vlogs, news show, and entertainment oriented. Personal vloggers talk about or even share their life experiences captured by a video camera and are thus more of personal media than a television show. Besides personal vlogs about the vlogger's life, there are news shows, which are informal newscasts on a wide variety of topics. A popular example of a news show is Rocketboom (Rocketboom.com). These shows are somewhat similar to a newscast found on TV, but are more informal and experimental. Also there are vlogs that exist for purely entertainment reasons such as "Ask a Ninja" or a sitcom format such as the "Carol and Steve at show" (Clayfield, 2007).

2.4.3 Component of Vlog

Ciampa et al (2016) states that there are four components that make a good video blog, they are:

1) Good lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It doesn't matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good.

2) Top quality audio

The better a video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear.

3) Steady camera

Steady camera will produce a steady shot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display do not shake or move too much. Therefore, using of a tripod is highly recommended.

4) Shot Structure

A good video display the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

2.4.4 Tips of Vlogging

According to Matthias on Vlognation (2017) the few vlogging tips to start vlogging on YouTube that every vlogger should follow.

a. Look into the Lens When Speaking

When you film yourself, pretend that you're talking to an old friend. Look at the camera lens as if you're looking into your friend's eyes. This will increase your engagement with your viewers in each video, and it avoids a lot of awkward shots and filming errors.

b. Film Extra Vlog Footage

When in doubt, vlog it. For example, you may not show yourself curling every lock of your hair in a beauty vlog, but if you don't film it, you won't be able to edit and show time-lapse footage of the process. If you're uncertain of one angle, do another take from a different angle and see which one you like better or if you want to go back and forth between them for the final product. Also, it's good to have more than less. You won't know how good the footage will be until you start editing. By having extra vlog footage, you'll be prepared for any edits or unexpected turnouts.

c. It's Okay if You Mess Up

On that note, don't be afraid to mess up. Just take a breath and start over or pick up from where you were before you missed a line or made a mistake. That's what editing is for!

d. Find Your "Vlog Speaking" Voice

Practice speaking clearly and slowly with your vlogging camera. You'll notice that it's much different trying to speak while engaging with a camera lens when you first start vlogging. Don't worry, practice makes perfect! Record yourself speaking at your normal rate and then record yourself speaking at a slightly slower rate and with more emphasis. Listen to the difference and practice using your best speaking voice on camera.

e. Have Fun and Let Your Personality Shine

Remember, your viewers have thousands (and sometimes millions) of choices for videos on fitness advice, cooking tips, styling their hair, or movie reviews. Your personality will set you apart and make your vlogs stand out.

f. Create a Vlogging Schedule and Make it Known

Last but certainly not least, consistency is key in the world of vlogging. Set up a schedule for your vlogs and make sure that your audience knows it. Post it in your YouTube profile and in all of your profiles on social media. Include it in your outro. Just saying, "Look for a new video every Wednesday morning!" will get this schedule in your viewers' thoughts and increase your return viewership. It can be concluded that the vlog is usually systematic; it consists of name and address, brief history, the service, the product details, and show the details. Vlog also can be like story telling or experience sharing by visual. Vlog viewers can know the trends of the present, vlog can know the hangout places which are good, cool or in the present arguably hitz to hang out and so forth, vlog viewers can gain new

inspirations and also gain the interest to do the activity such as, culinary tourism, visit new tourism object, etc. People should create vlogs because they like to do so. Not because they desire to become famous or rich.