

CHAPTER II

LITERATURE REVIEW

2.1 Design

According to Eames (1969) in 1969 Q& A session with Charles Eames and Madame L'Amic of the Musee des Arts Decoratifs stated that, Design is a plan or arranging elements in such a way as to best accomplish a particular purpose.

Meanwhile (Hardt, 2006) design is the planned and innovative use of available knowledge to from processes environment, products and services with point of departure in user needs.

From the explanation above it can be conclude that, the definition of design from Matt in his statements is in line with the opinion of Hardt. Matt and Hard means that design is used as a plan to arrange everything needed for the specific purpose. In arranging elements, the elements can be idea, knowledge or else that can be create something that usefull for specific functions.

Moreover, Reswick (1965) stated that design is creative activity it involves bringing into being something new and useful that has not existed previously. *From* The definition of Reswick about design, it takes us on the idea that when we do design means we do a creative activity which in the process contains the creation of something new and useful things that were not there before.

2.1.1 Principles of design

Design process can run well when it follows some principle. According to Lovett (1998) states that principles will guide a designer to create something.

There are 4 principles such as, balance, gradation, repetition, and unity.

1. Balance

Balance in design is similar to balance in physics. A large shape close to the center can be balanced by a small shape to the edge. A large light toned shape will be balanced by a small dark toned shape (the darker the shape the heavier it appears to be)

2. Gradation

Balance of size and direction produce linear perspective, gradation of color from warm to cool and tone from dark to light produce aerial perspective. Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along the shape.

3. Repetition

Repetition with variation is interesting, without variation repetition can become monotonous.

4. Unity

Relating the design elements to the idea being expressed in a painting reinforces the principle of unity e.g. a painting with an active aggressive subject would work better with a dominant oblique direction, course, rough texture, angular line etc. whereas a quiet passive subject would benefit from horizontal lines, soft, texture and less tonal contrast.

From explanation above, the writer concludes that design is a plan to arrange a concept before starting to create something with the specific elements and principles.

2.2 Documentary Video

According to Brata (2007 : 57)

“Video dokumenter merupakan satu bentuk produk audio visual yang menceritakan suatu fenomena keseharian. Fenomena tersebut cukup pantas diangkat menjadi perenungan bagi penonton. Materi dokumenter dapat berupa cerita tentang keprihatinan sosial, pengalaman dan pergaulatan hidup yang memberikan inspirasi dan semangat hidup bagi penonton, atau kilas balik dan kupasan tentang peristiwa yang pernah terjadi dan ada kaitanya dengan masa sekarang”

Based on the description above, it can be concluded that in documentary video it tell us about real events and people, often avoiding traditional narrative structures. Documentary video is a audio visual that record daily activities, it its can included experience, or something that relally happened. The presence of documentary videos is expected to inspire and also be exciting for the audience.

Besides, Elisabeth (2018) stated that, *“Video Dokumenter Kunci utama merupakan penyajian fakta. berhubungan dengan tokoh, peristiwa dan lokasi yang nyata merekam peristiwa yang sungguh – sungguh terjadi tidak menciptakan suatu kejadian.”* Based on those explanations above, it can be concluded that first point remains in documentary video is a fact that really happened. Documentary video can be in the form of a story of a person or character, an event about something. In short, documentary films represent reality without being engineered.

On the other hand, *“A nonfiction film. Documentaries are usually shot on location, use actual persons rather than actors, and focus thematically on historical, scientific, social, or environmental subjects. Their principle purpose is to enlighten, inform, educate, persuade, and provide insight into the world in which we live.”* Frank Beaver, (2006 Dictionary of Film Terms, p. 119.)

Based on the description by the experts,. This means that documentary film means showing back the facts that exist in life. Since the era of silent films, documentary films have evolved from simple forms to increasingly complex with increasingly varied types and functions.

2.2.1 Elements of Documentary

According to James (2017) elements of Documentary are :

Narration

Narration is the verbal description of what is happening in a documentary film and is performed by a narrator. In historical documentaries, the narrator tells the story of the historical event or period that forms the subject of the documentary. In nature documentaries, the narrator describes the animals on the screen and provides context and background information on their behavior. The narration can be delivered through a voice over, by a narrator visible on-screen or some combination of both. Good documentary film narration has a clear, logical structure that helps the viewer better understand the subject of the documentary.

Interviews

Interviews are used to provide context, eyewitness statements and expert knowledge to the documentary. In documentary films, they usually consist of the interviewee visible on-screen answering questions delivered by an off-screen interviewer, who may also be the narrator of the documentary. Interviewees are often depicted sitting in their offices or homes, looking into negative space and not directly at the camera. Interviews are edited so that the statements made by the interviewees fit into the logical structure of the narration of the documentary.

Location Shots

Location shots are used in documentary films when discussing a particular place. In historical documentaries, location shots may show the place where particular events took place. These might be overlaid by computer generated

reconstructions of what the location looked like in the past. Location shots are often used at the beginning of a documentary film to provide a context for the start of the narrative.

Music and Sound

Historical documentaries music from the relevant period is often used. Music can also be used to generate a sense of irony. Sound is an integral part of many sections of a documentary film. It is important that the narrator's and interviewee's voice levels are at an appropriate level and quality.

Graphics

Graphics consist of anything that appears on the screen that was not actually filmed. They are widely used in documentary films. The opening titles and credits will make use of graphics, as will subtitles and translated text. Graphics are also used to explain complex ideas in a visual diagrammatic form. Computer-generated graphics are often used in documentaries to create images that would otherwise not be available to film, such as ancient buildings that have since been demolished and extinct animals.

Archive Footage

Archive or stock footage is film shot for purposes other than the particular documentary film in which it is shown. It is often used to portray famous historical events or to give a sense of context of a particular historical period. Archive footage is often cheaper for the documentarystmaker to procure than original film and interviews.

Based on the description by the expert, the writer concluded that elements of documentary video are important because each elements represent the characteristic of documentary video.

2.3 Video

According to MacFarland (2014) video is powerful tool for promotion. He mentions several advantages of videos, they are :

1. Video has become so easy to use that people can simply use a smart phone, tablet or computer to record a video
2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from environment you are in and place you inside the environment of the video.
3. Video is being watched online more and more every year including an 800%in
4. Crease in online video consumption over the past six year, a 55% majority of video news viewers among internet users and 2 billion video view per week are mentioned on YouTube.

Based on the description above, it can be concluded that video is easy media for fromote and saw something in a interesting way.

While Ciampa and more (2016) states there are four components that make a good video, they are :

1. Top quality audio, The better video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear.
2. Steady camera, Steady camera will produce a steady shoot as well. Steady shoots will ease the editor when selecting the best shots. The results of video will look professional if the display does not shake or move too much. Therefore, using of a tripod is highly recommended.

4. Short structure, editor should strive for a nice selection of short types and angels in order to keep the viewer engaged.

In conclusion, video has many advantages and powerful tool as a media promotion. By watching videos people can know and get information easily so, they do not have to be confused.

2.4. *Pempek*

According to (Kensan Julius, 2014) *Pempek* is undoubtedly one of the most common household dishes in Indonesia. Originated from Palembang, these fried savory fishcakes are considered as one of the most popular street foods of all time. Based on the description above it can be concluded *Pempek* is very famous traditional food from Palembang or people usually called Fishcakes. *Pempek* originally come from Palembang, and until now *Pempek* still one of kind food tariditional that still famous in Palembang.

“Around the 16th century, in Palembang, South Sumatera, Indonesia, there was an old Chinese immigrant who lived near the Musi River and he noticed an abundance of fish there. The indigenous people simply grilled, fried or boiled their fish. The Chinese man mixed tapioca and other spices and sold the mixture around the village on his cart. The people referred to the old man as “*pek-apek*” which is Chinese slang for “old man”. Today the food is known as *empek-empek* or *Pempek*” (Layton, 2014)

Based on the description above, the writers concluded that the history of *Pempek* is introduce by old Chinese Immigrants who lived in near Musi River, the ols mad mixed tapioca and the other ingredients and sell it around the village. Then, usually people ask him “*pek-pek*”, and today the food named refereed the slang name of the old man its, *Pempek*.

2.4.1 Pempek Sepeda

Pempek Sepeda is a typical Palembang food, namely *Pempek* in general, but the difference is, this *Pempek* is sold by the seller using the bicycle around from one area to another. This snack made from fish and tapioca flour is not only known by people in Palembang , but throughout the Indonesia.

“para penjual Pempek ini ternyata tidak memproduksi Pempek sendiri, namun mereka mengambil ke para agen Pempek dengan sistem setor, yakni menjual terlebih dahulu Pempek, barulah Pempek yang terjual disetor ke agen dan Pempek yang tidak laku dikembalikan, (Pairat, 2017)

Based on the dscription above it can be conclude that system of selling *Pempek* sepda its by deposits. *Pempek Sepeda* did not produce *Pempek* by individual, but they are take by the agent that produce *Pempek* in a large scale.

“Pempek menjadi komoditas ekonomi ketika diperkenalkan oleh masyarakat yang diperdagangkan di Sepeda. Atau satu dikenal dengan Pempek Sepeda. Banyak orang menjual Sepeda karena orang perlu makan meningkat Pempek, yang dulu hanya sebagai makan sore, tapi sekarang itu konsumsi utama. Mereka menjual karena memang permintaan Pempek sangat meningkat “(Panji, 2019)

From the explanation above we can conclude that in that time *Pempek Sepeda* was first introduced by the people who sell *Pempek* using bicycles, the reason being that is the demand for *Pempek* food is increasing or changed to the level of consumption of the many consumption of *Pempek*. Therefore seller *Pempek* begun using bicycle to sprang up the *Pempek*.

2.5 Traditional Food

In the traditional food making role of human culture is very important, that is the form of skills, creativity, a touch of art, tradition and taste. The higher of the human culture, the food and the wide variation in the form of increasingly complex and increasingly complex ways of making the vagaries way presented. The appeal of food, such as flavor, color, shape and texture plays an important role in assessing food (Soekarto, 1990).

Based on the description above it can be concluded that Traditional food is a food that most has characteristics in some population. which a person is born and grows

(Winarno, 1994) stated

Traditional food made from ingredients obtained locally and presented in accordance with local tastes and traditions. The ingredients to make traditional foods can easily be said to be obtained because basically these materials can be easily bought in the markets of the traditional food-producing areas and are usually adjusted with the desired taste so there is a traditional food which tasted spicy, sweet, and others.

Based on the description by the experts the writers concluded, Traditional food system of indigenous peoples can be defined to the system from the local, natural environment that is culturally acceptable and also includes socio-cultural significance, the acquisition or processing techniques, the use, composition and the consequences for people who use food. Traditional foods are foods and beverages, including street food as well as a mixture of traditionally used and developed specifically in the area or the people of Indonesia. Usually traditional food prepared from recipes that have been known to the local sources that have relatively flavors to suit the tastes of local communities.