

## **CHAPTER 2**

### **LITERATURE REVIEW**

In this chapter the writer discusses about Definition of Design, Video, Vlog, Script, Traditional Food, Batak Cuisine, The role of technology in the distribution of food information, and Media that used to promote Batak Cuisine.

#### **2.1 Designing**

##### **2.1.1 Definition of Designing**

Nowadays, there are so many definitions of designing from different context, and point of view. Design is the first step before making an object, be it clothes, furniture, buildings, and so on (Guru, 2018) . Generally when making a design it is necessary to enter elements as considerations, calculations and as desired, so in other words Design is a description of the formulation of various elements including there are various kinds of considerations. While, Wiyancoko (2010) says that design is anything related to concept creation, data analysis, project planning, drawing rendering, cost calculation, prototyping, frame testing, and test riding. Furthermore, in the opinion of Sachari (2005) regarding the definition of design contains the sense as an artist's creations to meet the certain needs in a certain way. In addition, design is a creative activity by producing an innovative design or result and also has the same principle values and elements.

#### **2.2 Video**

##### **2.2.1 Definition of Video**

Digital video is audio/visual in a binary format. Information is presented as a sequence of digital data, rather than in a continuous signal as analog information is. Information in the natural world, received through the five senses, is analog. That means that it is infinitely variable. Digital A/V information, on the other hand, consists of discrete units of data that are placed so close together that the human senses perceive them as a continuous flow. Analog data, such as video recorded on tape, is transmitted as electronic signals of varying frequency or amplitude that are added to carrier waves of a given frequency. To make that information usable on a computer or a modern media player, analog-to-digital conversion translates an

analog signal to a series of zeroes and ones, which represent, respectively, "negative" and "positive," "off" and "on," or "low" and "high." The opposite action, digital-to-analog conversion, recreates the analog signal for playback (Rouse, 2005).

### **2.2.2 Advantages of Video**

Video is a powerful tool for promotion, Macfarland (2014) has mentions several advantages of video, they are :

1. A video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.
2. A video is being watched online more and more every year including an 800% increase in online video consumption over past six years, a 55% majority of video news viewers among internet users and 2 billion video views per week monetized on Youtube.

## **2.3 Vlog**

### **2.3.1 Definition of Vlog**

According to Mail (2018) Video blogging, or vlogging is a popular method to share your ideas on a subject to your audience online. Unlike the traditional blogging, which is usually composed by words and images, vlogging transform your content into an audio-visual broadcast. Vlog posts consist of creating a video of yourself or an event, uploading it to the internet, and publishing it within a post on your blog. Vlog stands for video blog, a video that opens various variations from the vlogger. Vlogger is the name for people who make Vlogs, usually vlogs contain information which is funny, unique, and educative, in order to be able to attract the attention of the viewers who watched the vlogs.

From 2012 to 2016, worldwide digital video viewers have grown from 372 million to nearly 700, an increase of 87% .Digital video time spent has also risen sharply by 120% from 26 minutes per day to nearly an hour (fueled largely by mobile which has overtaken desktop viewing). As viewing habits skewer increasingly towards online video are proving to be in demand and popular with

audiences (Kix, 2018).

In conclusion, a vlog is a video blog post. The term can also refer to a blog made up entirely of video blog posts. Vlog posts are created by creating a video of yourself or an event, uploading it to the Internet and publishing it within a post on your blog. Whereas television content does not provide users a selection of contents or schedule by individual preference, online platforms provide users freedom of content selection without time limitation. Because of that Youtube is the most famous video sharing platform in the world. According to Brown (2019) few vlogging tips to start vlogging on Youtube that every vlogger should follow are :

1. Think of a Topic

To start with, you should think of a topic for vlogging. It can be anything, as long as it is not boring, insulting or illegal. As there are various successful vlogs out there, they have developed some sort of themes or formats, such as how-to tutorial, lecture, interview and so on. In order to further inspire you to figure out your vlog topics.

2. Shoot a Video With Good Equipment

To shoot a better video, it can use of a tripod or a book to elevate the camera to the right height. Then get close to the top edge of the monitor, without having the monitor in view, so that your eyes look in the direction of the camera when reading the teleprompter. Do not forget to zoom in if necessary. You can also record your video with a webcam. The idea is to get your face out there so that the audience can see you, hear from you and “feel” like they know you

3. Edit a Video

After shooting your video, you may need to do some editing jobs to make it better. Choose a vlog video editing tool according to your needs. Then add several video effects, add titles and subtitles, compress video size, change the playback speed or adjust the length of video. You can use some free video editing software on your PC like Windows Movie Maker or iMovie on your Mac to edit your vlog video.

#### 4. Choose a Platform

When video is ready, it is time to post it online. Actually you do not have to own a website or blog to post your video. Most vloggers choose to post on video sharing sites such as YouTube or Vimeo. It is easier to do YouTube vlogging or Vimeo vlogging since the content can be easily embedded and shared in blogs, websites or social media.

#### 5. Describe Your Video

No matter where you post your videos, it is important to make them fully accessible to your audience. People are more likely to stumble across your videos if they have good keyword tags and searchable descriptions. So carefully title and describe your videos before publishing your vlog to the web.

#### 6. Interact With Your Audience

Remember to respond to comments, messages, and video responses from your audience. This leaves a good impression and your followers will appreciate it.

So the writer can conclude that there are six vlogging tips to start vlogging on Youtube that every vlogger should follow they are think of a topic, shoot a video with good equipment, edit a video, choose a platform, describe your video, and Interact with the audience.

### 2.3.2 Element of Vlog

There are five elements that can make the video more interesting to watch (Thomas, 2011) :

#### 1. Sounds

**Figure 2.1 Sounds**



(sources:<https://www.medicalnewstoday.com/articles/312914.php>)

One of the most important elements of a video is sound. If people can not hear your video, they will not watch it. It is like trying to read a blog post in tiny font – it just can not be done unless you want to put your face on the computer screen. Use an external microphone when recording to make sure that what you are saying will be heard. Also play around with the location of the microphone to make sure that it is not too close (so you sound like Darth Vader) or too far away (so again you can not be heard).

## 2. Lighting

**Figure 2.2 Lighting**



Source : <https://www.vectorstock.com/royalty-free-vector/various-stage-lights-in-the-dark-spotlight-on-vector-20124086>

Lighting for video is much the same as with still photography lighting. Natural light is best. Facing the light makes a pleasing presentation. If the lights are behind you then your face becomes dark, lost in the shadows. Not what you are going for at all.

Furthermore, Thomas (2011) offers some tips of lighting. The lighting tips are:

1. If you are shooting outside – shoot early in the day, late in the day or when it is overcast for best results.
2. If you are shooting inside – be careful of windows and lighting. If there is too much light coming through the window, try covering it with a white

sheet. This works like magic for your video. Remember, lighting needs to be in front and not behind you.

3. Using trial and error is a great learning tool. If it is not the best, make adjustments and try again!

### 3. Editing

There are several video editing programs available. Three of the most common are Windows Movie Maker and Windows Live Movie Maker (for PCs) and iMovie (for Macs). To make editing easy, especially when first getting started with vlogging, try recording in small clips and piecing them together during the editing process. Add transitions, text and music to your videos to add some entertainment, but less can sometimes be more.

There are several tutorials available online for all three programs. Google to get started on how to edit using Windows Movie Maker and iMovie. Or better yet, go to Danielle Smith for some great vlogging tutorials.

### 4. Length

Length is another key aspect to videos. The shorter your video is, the more likely people will watch it. 4 minutes or less is the best way to keep people watching and coming back for more. Do not do a long intro at the beginning of your video. Get to the point immediately. Use a title slate in the opening and closing of your video so that your site URL and Twitter handle will always be shown, but will not take up a significant amount of time. This will also brand your video and help direct people back to your site.

**Figure 2.3 Length**



(Source : <https://www.hypebot.com/hypebot/2016/03/the-best-days-of-the-week-and-times-of-day-to-post-to-youtube.html>)

## 5. Entertainment

Remember that a vlog is just like a blog post, you want to engage your audience. You do not necessarily have to be a stand-up comic extraordinaire, but you do have to find a way to grab their attention and keep it. You can wow them with your mad editing skills, your fun personality, or your story-telling ability. Whatever the case, just as we all want to read well-written posts, we all want to watch well-done videos

The beauty of a vlog is to let the world see the unique personality behind the words on the blog. To watch mannerisms or hear the cute accent or southern twang (that would be me) is a bonus you do not get with a written post.

**Figure 2.4 Entertainment**



(Source : <https://www.shessobright.com/2018/08/13/9-youtube-videos-you-should-be-watching/>)

## 2.4 Script

### 2.4.1 Definition of Script

Faturahman (2015) states that script are essays that are still written by hand, written by someone who has not been published and news material that are ready to be designed.

## **2.4.2 Stages of Script Writing**

Stages of script writing according to Ahmadi (2011) usually consist of some activities, they are :

### **1. Formulating Data**

The idea of a story that will be made into a video and television program can be taken from true stories or non-fiction and imagery or fiction

### **2. Doing Research**

Research in this context is a study and collecting the information, related to the script that we want to write. The information can be get from books, newspapers or other publicity materials.

### **3. Writing Outline**

Outlines generally contain an outline of information that you will write into a script.

### **4. Writing Synopsis**

Synopsis and outline will help focus your attention on developing ideas that you have chosen before. Writing synopsis must be clear, so that it will give a picture of the contents of the video or television program that we will create.

### **5. Finalizing the Script**

Finalizing the script is the final step before the script is submitted to the producer and director to be produced. The final script is the result of a revision of the inputs provided by content experts and media experts.

So the writer concludes that there are five stages of script writing, there are formulating data, doing research, writing outline, writing synopsis, and finalizing the script.

## **2.4.3 Qualification of Good 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.

Every detail, every line of a great script comes back to the central theme. The characters and the story written in the script are the platform on which the call to action is built. The best scripts stay focused, because this single message is what viewers will remember and act on once the video is done.

### **2.5 Batak Cuisine**

Batak cuisine is the cuisine and cooking traditions of Batak ethnic groups, predominantly found in North Sumatra region, Indonesia. Batak cuisine is part of Indonesian cuisine, and compared to other Sumatran cuisine traditions. Batak refers to an ethnic group inhabiting the region of North Sumatra. Besides their unique traditions, culture, and houses, the tribe boasts a wide variety of food that includes preserved foods using local spices, such as andaliman (Batak pepper), honje flower, asam cikala (a pineapple-like fruit), and lokio (Batak onion). Moreover, freshwater fish, pork, chicken, and even blood and dog meat are sometimes used (Rofiq, 2018).

There are a lots of Batak cuisine that famous and still exist till now, they are :

## 1. Babi Panggang Karo (BPK)/ Karo Roast Pork

**Figure 2.5 Babi Panggang Karo (BPK)**



(Sources: <https://witaworld.files.wordpress.com/2017/05/bpk.jpg>)

Babi Panggang Karo also known as “BPK” is identical as the popular Batak karo foods from Medan. Basically BPK is a *barbecue pork* add with tradition spices from karo lands and usually served with pounded cassava leaves (Indonesia: daun ubi tumbuk), pork soup and blood chili sauce. It is one of favorite foods all of the time. What makes BPK different from the other barbecue porks are the spices they used, how it is grilled, how it smells and specially the sauce is made from the mixed pork blood with other spices such as chili, white onion, shallot, andaliman (similar to sichuan pepper), lemongrass, and so on. BPK could be found in some Batak restaurant and Lapo in Medan/ North Sumatra and other cities in Indonesi (Wita, 2017).

## 2. Saksang

**Figure 2.6 Saksang**



(Sources: <https://witaworld.files.wordpress.com/2017/05/saksang.jpg>)

Saksang is one of popular Batak cuisines from Batak tribe. Mostly it served in Batak ceremony or event and also as popular/ essential dish in Batak marriage celebrations. However, saksang is also sold in many *Lapo* and Batak restaurant in North Sumatra as well as other province like Jakarta, Bali etc. Saksang is made from minced pork or sometime dog meat. This meat is then stewed with its blood added with coconut milk and spices like coriander, shallot, garlic, andaliman (similar to Sichuan pepper), kaffir lime, chili pepper, lemongrass, ginger, turmeric, bay leaves and so on. The taste is spicy and savory. It is usually served with other Batak cuisine like arsik (goldfish dishes) and daun ubi tumbuk (pounded cassava leaves) (Wita, 2017).

### 3. Ikan Mas Arsik/ Goldfish Arsik

**Figure 2.7 Ikan Mas Arsik**



(Sources: <https://witaworld.files.wordpress.com/2017/05/ikan-mas-arsik.jpg>)

Ikan Mas Arsik is popular Batak Cuisine in Medan. It is an Indonesian spicy dish made of ikan mas (gold fish) as the main ingredients, add with andaliman (similar to shicuan pepper), shallots, garlic, ginger, torch ginger fruit (asam cikala), turmeric root, galangal, lime, chili and long beans. The process of cooking the dishes takes 3 – 4 hours to get the best texture and flavor. The dishes in many Batak or Medan restaurant and *Lapo*. Ikan mas arsik is also often served or as essential dishes in many Batak a customary ceremony, events and wedding ceremony. One to remember when eating this dish, be careful with the small fish bone inside, there's a lot. But it is worth for the taste. So whenever you visit Medan do not forget to try this dishes. It is halal food and usually served with with rice and other Medan or batak cuisine like spicy fried anchovy (Wita, 2017)

#### 4. Arsik Babi

**Figure 2.8 Arsik Babi**



(Sources: <https://www.borukaro.com/resep-babi-arsik-khas-batak/>)

Arsik is one of the typical Batak cuisines. Various dishes can be shaded as main ingredients such as carp, tilapia, and pork. For the seasoning it is almost the same as the goldfish arsik, similar to yellow spices. What makes it different from other dishes is the taste of andaliman spices (Karo, 2018).

## 5. Kidu Kidu

**Figure 2.9 Kidu Kidu**



(sources: <https://resepnusantara.id/resep-membuat-kidu-kidu-batak/>)

Kidu Kidu is one of the traditional foods from North Sumatra. This food is one of the famous foods. However, there are also a few people who do not like this food with the reason of being disgusted, because these foods do contain the inside of the pork intestine, this food looks like a sausage, where the intestine functions as a wrapper from the filling and is served with lemongrass sauce (Samuel, 2018).

### 2.5.1 Ways to Preserve Traditional Foods

Traditional food is a culture phenomenon which studied nowadays for its existence, the more we proud and want to know about it, culture also can determine which food can be eaten or not, at the same time giving stamp and validate it in certain area. So, food does not only for life, but also to maintain the culture (Rahmalianti, 2016) .

There are some ways to preserve traditional foods, they are :

1. People must be encouraged to consume their own foods, in the middle of the MEA (ASEAN Economic Community), culinary heritage can compete with other foreign foods (Hazliansyah, 2016).
2. Traditional foods needs to be preserved. One way is to introduce the cuisine to children. so they get to know it (Baskoro, 2015).
3. One way to preserve culture is through our snacks and authentic culinary delights. This sounds strange, but this activity has been done for a long time so that our native culture is not lost and destroyed. Culinary is considered the right media to promotion our nation's original culture (Soerono, 2012).

## **2.6 The Role of Technology in the Distribution of Food Information**

Technology could be used and the ways that the technological equipment in one's life could be maintained. When one knows what to do, it would be possible for one to live one's own life in a convenient manner, and this would allow one to easily be a part of the modern society in a successful manner. There would be so many ways in which technology would be used in the modern lifestyle. From the moment that you wake up, to the moment that you go to sleep, you would be able to see that there would be various equipment ranging from mobile phones, laptops, coffee machines, electronic ticketing systems, lights, refrigerators and even electronic cars. Without these technological advancements, one would not be able to live the modern life in a convenient manner. It will be quite clear that there are certain steps that could be taken in order to ensure that technology is used in the most effective ways possible.

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

Nowadays, the internet is one of the greatest creations and gives everyone in the world with Internet access instant access to an endless supply of knowledge and entertainment. As mentioned earlier, the Internet contains an endless supply of knowledge and information that allows you to learn about almost any topic or question you may have. Using a search engine like Google, you can

ask virtually any question and find a web page with an answer to that question.

There are also millions of videos on sites like YouTube that help explain various topics and even online courses that can be taken to help teach you about many different subjects. Not only looking for information, we can also use it as a media to promote traditional food in an area. The traditional food can be promoted by uploading the image or video to social media.

## **2.7 Media That Used to Promote Traditional Food**

Social media has grown tremendously in the last few years. From 2006 onwards the growth rate is unexpectedly very high. The way technology is growing, it is obvious that more and more people are going to grasp its benefits. It has brought a lot of advantages for the society. From progressed nations to under-developed countries, every nation is utilizing the power of social media to enhance life and use it for the betterment of the people (Ahmad, 2016).

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration (Wise, 2014). Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps (Hudson, 2018).

The writer concludes from the definition above that sites such as wikis, blogs, forums, and both social and professional networking sites are considered social media. Each of these different types of social media has their own features that differentiate them from one another while still having many, if not all, the features given in the definition.

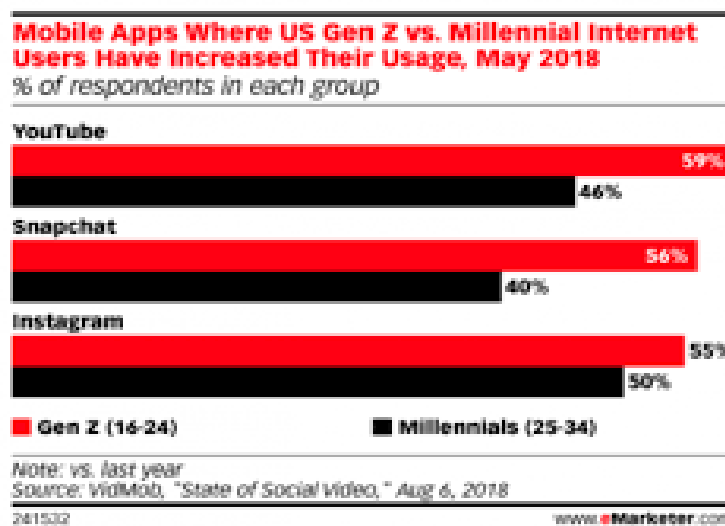
### **2.7.1 Youtube**

Youtube is video search engine website in which you can share educational, entertaining and any kind of international videos. In other words, its like a TV, but the difference is you can search whatever you want (Kumar, 2017).

YouTube is one of the most popular video sites on the Web today. Millions of videos have been uploaded and shared here, ranging from movie trailers to

amateur videos of cats and everything in between. Anyone with an Internet connection can share content on YouTube, whether they are organizations with large budgets or an individual with a video camera. YouTube is owned by Google, and is one of their most popular peripheral properties. YouTube was the first large-scale video sharing site on the Web, and it is available in nearly every country and over fifty different languages. Anyone can upload content here, which makes for an utterly astonishing array of watchable content (Collins, 2019) Founded in 2005.

**Figures 2.10 Youtube statistic**



(Sources: <https://blog.hootsuite.com/youtube-stats-marketers/>)

The writer concludes that YouTube videos can be used by people from all over the world, from all types of backgrounds. Therefore, there is a wide range of videos available on YouTube. Some examples include amateur films, homemade music videos, sports bloopers, and other funny events caught on video. People also use YouTube to post instructional videos, such as step-by-step computer help, do-it-yourself guides, and other how-to video. So, the writers think that YouTube is the most suitable social media that can be used to promote Batak cuisine by making video blogs or vlogs that show the place, foods, and tell the details about Batak cuisine that you want to promote. After that, upload it on YouTube.



