

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter presents about definition of Culinary Tourism, Steps to Make Blog, Traditional Snacks, and Media Used for Promoting Traditional Snacks.

#### **2.1 Culinary Tourism**

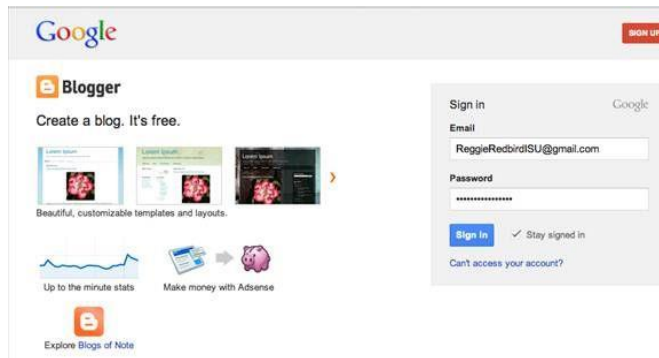
Culinary tourism is a facility that provides variety of service and culinary activities integrated to fulfil the needs of tourists' recreation, relaxation, education, and health. "Culinary tourism could also provide travellers with unique experience where they could experience the culture of a particular destination and associate it with the past history" (Karim, 2006). And the other statement, "Food is not only consumption but the tradition. It has process and the role of various ceremonies or rituals with various ancient recipes that continually passed from generation to generation" (Nurdiyansyah, 2013).

In short, culinary is part of culture and culinary tourism is a tourists' destination that provides food and beverage service, could make the experience of tasting food, any cultural experiences, and other recreation to attract people to come. Some attractions that could attract tourists to visit such as the variety of culinary activities, typical food, convenient and clean place, unique and interesting interior, good service, affordable price, friendly atmosphere, and attractive environment.

## 2.2 Steps to Make Blog

There are some steps to make blog by blogger.com (MKFogel, 2016), they are as follows:

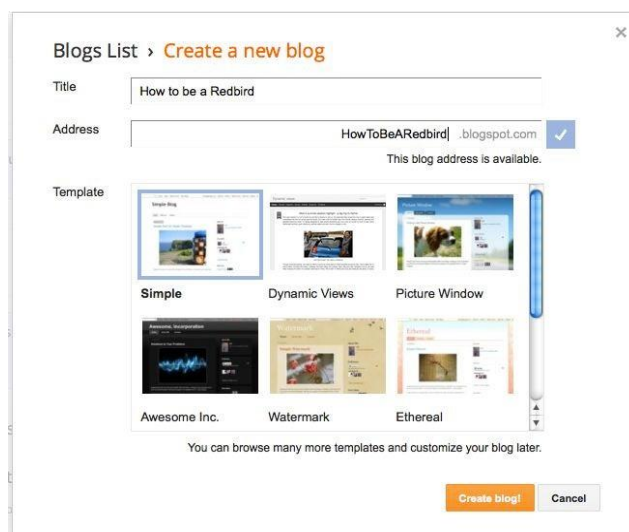
### Step 1: Signing Up for Blogger



**Figure 2. 1 Step 1 to Make Blog**

- 1.) Go to [www.blogger.com](http://www.blogger.com)
- 2.) Enter your Google Email and password into the Sign In box on the right side of the screen.
- 3.) Click Sign In
- 4.) Confirm Profile by clicking the Continue to Blogger button at the bottom of the screen.

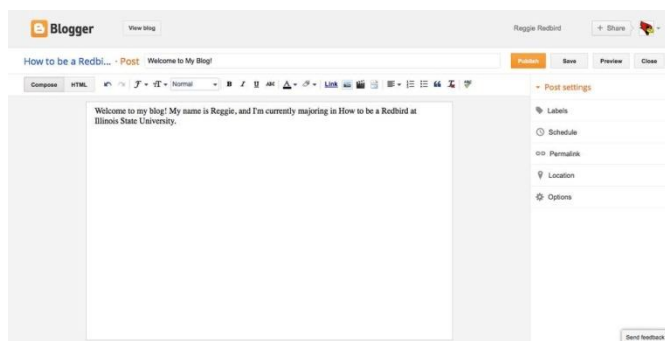
### Step 2: Creating a Blog



**Figure 2. 2 Step 2 to Make Blog**

- 1.) Click the New Blog button. The Create a New Blog window should appear.
- 2.) Type in a title for your blog in the Title box
- 3.) Type in a short address that relates to your blog's title in the Address box.
- 4.) Select a template from the options provided by clicking on one. When a template is selected, it will have a blue box around it. You must select a default template for now, but you will be able to customize it later.
- 5.) Click Create Blog button.

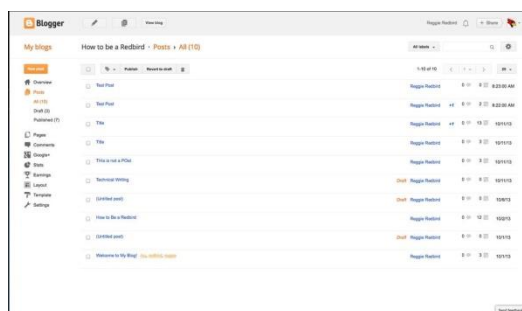
### Step 3: Creating a Post



**Figure 2.3 Step 3 to Make Blog**

- 1.) Click the button with pencil on it. When you hover over it it should say Create New Post.
- 2.) Type a title for your post in the post box
- 3.) Type up a post in the post field below the post box
- 4.) Click the Publish button. Your post is now published to your blog.

### Step 4: Editing The Layout.



**Figure 2.4 Step 4 to Make Blog**

Select Layout from the menu on the left side.

## Step 5: Adding a Gadget



*Figure 2. 5 Step 5 to Make Blog*

- 1.) Click any blue Add a Gadget button to select a new Gadget.
- 2.) You can choose from Basic Gadgets, More Gadgets, or Add Your Own.
- 3.) When you've found the Gadget you want, click the blue plus button on the right to add the Gadget to your blog.

## Step 6: Editing Template, background, widths, layout, and advanced



*Figure 2. 6 Step 6 to Make Blog*

- 1.) Template is where you can change the template from the one you chose at the beginning
- 2.) Background is where you can change your blog background image

- 3.) Widths: There are two ways you can adjust the widths of the entire blog and of the right sidebar; You can use the slider provided for you, or; You can enter in exactly how many pixels wide you want it to be.
- 4.) Advanced menu is where you can customize the template you selected. Advanced Editing Menu allow you to change the color and font of certain items.

**Step 7: Click the save button and your blog is posted! You can edit your blog anytime.**

### **2.3 Traditional Snacks**

“Traditional is everything inherited from his parents, whether it is the position, inheritance and noble” (Jabiri, 2000) Traditional is the formulation, manner or concept used by many people in this time.”

A snack is a portion of food often smaller than a regular meal, generally eaten between meals. Snacks come in a variety of forms including packaged and processed foods and items made from fresh ingredients at home (Quora, 2016). Snacks can be almost any food. Cakes, fruits, chips, meat, fish, and even candy qualify, so long as they are eaten not during meals. Snacks can be eaten at almost any time of day, the one of the most popular time being around 3:00 PM (Le, 2016).

Traditional snack sold by merchants' sidewalk or in other terms is called “street food” (Judarwanto, 2006).

From the explanation above, the writer conclude that traditional snack is a small portion of food eaten during the day for either energy or hungry use in “traditional ingredients” or “traditional composition” or “traditional type of production and/or processing method” were set up from ingredients commonly at home. Snacks went to fill up and energize the body throughout the day. Traditional snacks played a major role in traditions of different cultures and regions for thousands of years including food that have been consumed locally and regionally for an extended time period. Preparation methods of traditional snacks are part of the folklore of a country or a region.

### 2.3.1 The Necessary of Preserving Traditional Snacks

Keeping our original nation's culture is quite a difficult thing. It is evidence by so many foreign cultures have entered in this country currently. "Trends' food nowadays is one of the concrete proofs that people are more interested in western-style food" (Fikri, 2017). Since too much new selection and creations of food, people are starting to leave the traditional food for instance traditional snack.

"Culture changes could occur in various aspects of life, one of them is traditional snack which the characteristic of Indonesia is rarely to find" (Rio, 2012). In this globalization era, Indonesian traditional food is increasingly by us who are more interested in foreign food.

"Snacks came in enormous glass jars in neighbourhood joints or straight off food carts parked in the middle of noisy streets. They might not look very appetizing, but they sure taste good" (Chan, 2017).

From the explanation above, the era changes are one of the main factors that make traditional snacks get going to be forgotten, and also the foreign snacks that have entered in Indonesia. so it could eliminate the traditional snacks of Indonesia. The last is the appearance of traditional snack is not really interested yet the taste is good. Therefore, traditional snacks are rarely to found nowadays.

Traditional snacks do have a very close relationship with the culture existences. As the era goes by, snack has never been separated in our life for a long time ago. "Almost every region has a traditional snack. The local community must be encouraged to consume their own traditional snack, in this middle of ASEAN Economic Community era culinary heritage can compete with other foreign foods" (Prawira, 2006). Traditional snack is one of the characteristics of a region, therefore traditional snack is important to be preserved. "Maintaining and placing the existences of traditional snack more than foreign snack will have a big impact on the society" (Hazliansyah, 2016).

It is so important to preserve the traditional snacks by self-awareness that if the local community does not preserve it, then it region going to lose its own traditional snack. "Traditional snack needs to be preserved. The way to preserve it

is through the food itself and the original culinary delights” (Soerono, 2012). To preserve traditional snack could be by introduce the culture to the local nation and the other nations so that they could recognize and participate in preserving.

## **2.4 Media Used for Promoting Traditional Snacks**

Media Promotion is a tool to communicate a product / service / company image or the other to be better known by the wider community. Media promotion of the oldest is the medium through *mouth to mouth*. This media is very effective, but less efficient because of the speed of delivery is less measurable and predictable.

Based on (Nordquist, 2018), Media are a means of communication that carry messages from advertisers to consumers. Media promotion might be a classic, brochures, posters, booklet, leaflet, banner, baliho, billboard, neon box, standing banners, business cards, letterhead, uniforms clerks, wall clocks, radio, flying banners, blimps. Advertising media is the various means of communication companies to deliver and spread the message to the intended target market, such as menus, price lists, and so on.

If it is viewed from the perspective of the process of advertising activities, advertising media is also included in the activities of media planning, which is a process of determining how to use the festive time and space for marketing purposes. To work an advertising medium effectively it should able to reach its target audience appropriately.

### **2.4.1 Printed Media Promotion**

There are some kinds of printed media, such as; brochures, leaflets, booklets, folder, direct mails, and others (Yoeti A, 1985):

#### ***a. Brochure***

Brochure is a small booklet or pamphlet that is often containing promotion material or product information with relatively well organized lay-out. A brochure also represents the catalogue for making attractive in target are by mentioning about types and kinds of accommodation, room rate, tour itineraries, facilities.

**b. Leaflet**

Leaflet is only formed (leaf) that mentioned by kind of information completely summarizing with the promoted object.

**c. Folder**

Folder is a kind of promotion material which two, three, or four fold. Each page of the fold are include, such as; hotel building, room type, facilities, and so on.

**d. Direct Mail**

This is an offering letter sent to potential tourists with the brochures, folder, leaflet, and other.

**e. Guide Book**

Guide book gives information about tourism business units, it is also narrating tourist destinations, local language, etc.

**f. Booklet**

Booklet almost look like the guide book. Its contents are more complete than the other form of sales support. Booklet is usually made by seperated sources of each information objects.

**g. Display Material**

This can be seen at the airliner office and travel agent that is hanged or placed in desk as a display.

Besides, there are also other printed media which is commonly used for promotion by companies.

**a. Magazines**

Magazines are a mechanism for providing people with current information on broad range of topics on a regular basis, monthly or weekly (Entrepreneur Asia Pacific, 2018).

**b. Banner**

Banner serve as promotional media either in the form of products, services, events, schools, tourism sectors, and so on. Banner is commonly found in strategic streets like in public places.



Every promotion media has its own advantages and disadvantages. There are also advantages and disadvantages of printed media as follows:

First is market coverage, this is able to reach urban areas according to market coverage. Second, comparison shopping or catalogue value, the consumers can make printed media as a reference. The information can be provided by radio or television and write in the form of printed media that can be carried everywhere. Third, positive consumer attitudes, in general the printed media contains actual things that must be known to the public, and last is flexibility the advertisers can freely choose which market to prioritize. The disadvantages are short life span its mean printed media is read by people in very short time, generally less than fifteen minutes, and they only read once. The printed media only 24 hours old. Second is clutter, the content that is forced on the printed media page that does not have a good layout can disrupt the eyes and absorb the reader's power.

#### **2.4.2 Electronic Media Promotion**

Electronic media is the media that one can share on any electronic device for the audiences viewing, unlike static media (Printing) electronic media is broadcasted to the wider community (Xie-Connell, 2015). Electronic media is media that requires an electronic device to receive. These are some kinds of electronic media (Xie-Connell, 2015):

##### **1. *Television***

A television (also known as a TV) is a machine with a screen. Televisions receive broadcasting signals and turn them into pictures and sound. The promotion in television program is called commercial broadcasting (also called private broadcasting) it is privately owned by corporate media, as opposed to state sponsorship.

##### **2. *Radio***

Radio is similar to television but does not give the audience visuals, it just the sound. This method of Electronic media can be effective and much

more affordable than Television but does not engage the listeners as much as visual ads.

Every promotion media has its own advantages and disadvantages. There are also advantages and disadvantages. From time aspect, electronic media fast for dividing information to public, electronic media have audio visual to make easy audience understand what information about, and electronic media can reach wide public, and can enjoy by every people. The disadvantages of electronic media is that in displaying information or news, it cannot repeat what has been aired (Rezeki, 2017).

### **2.4.3 Internet Media Promotion**

Internet is one of from of advance in technology, information and communication. Internet is the biggest world-wide communication network of computers. The internet has millions of smaller domestic, academic, business, and government networks, which together carry many different kinds of information. The term is sometimes abbreviated as “the net”. The Internet is essentially a media used to define a communication process that is connected to various applications, such as web, email, etc. (Prihatna, 2005).

Currently the use of the internet network has growing rapidly and made the internet network continues to expand. The internet offers such facilities of sening emails, sending files via FTP (File Tranfer Protocol) and mailing list. This makes the internet function is increasing. Also it appears so many applications through social media in internet. Because it cannot be separated that social media is a part of internet. When people want to check or browse their social media, the internet use is required.

The advantages of the internet are enormous. The development of information drove very quickly and practically. The internet today has become an effective and efficient communication media the services offered for the convenience of humans in communicating very diverse.

#### ***a. Social Media***

Social media is the new type of promotion media that is popular to the people right now. World's most popular social networking sites certainly have changed over the years, and they'll undoubtedly continue to change as time moves forward. Old social networks will be replaced by the popular ones which is evolving each time. 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. The ability to share photos, opinions, events, etc in real-time has transformed the way we live and, also, the way we do business (Hudson, 2018).

By using social media, also the company does not need a lot of cost to promote the product or service because the reach is quite wide among people. Social media is a new set of communication and collaboration tools that enable many types of interactions that were previously not available to the common person.

Some kinds of social media that could be used for promoting (Wahyuningsih, 2016), they are as follows:

### ***1. Facebook***

This social media is choice of people to establish their communication with colleagues and family. Their existence is one of the reasons why Facebook is becoming a social media which used as an online promotional media. The use of Facebook as a promotional media is relatively easy for online business' customers.

### ***2. Instagram***

Instagram is so accessible that can be used both on smartphone and web browser. Instagram is becoming the highest social media booster of existence among the other social media. This is media has big opportunity to promote products and businesses. Instagram also has a hashtag's feature which it be the great promotional powers as a business media. In addition, active interaction with customers is also one of the

tricks that can make customers pay more attention to attract the products.

### **3. Youtube**

Youtube is a broadcast media that founded in 2005 has become an interested media by many people to express themselves through videos. Youtube is one website that is currently in great demand by many people of all groups, ages and genders. Therefore promoting a business on Youtube is a mandatory part of a business promotion plan. The main step to promote a business on Youtube is by uploading the video through a personal account, then selecting the right category for the type of business to be promoted, the title of the video must be interesting by many people and contain many keywords so that people can see the video appearing on the first page on Youtube when the search results videos related to keywords coming out.

#### ***b. Blog***

This media has similarity as the real website but the uses of blog is limited, it just for supporting promotional efforts. To promote the product at Blog they could make an article about business and online shop products and Blog could show the achievements that have been achieved as well. To further optimize its usage, many of the online businesses use blog as their promotion to attract more customers.

#### **2.4.3.1 Blog**

A blog is an online diary or journal located on a website. The content of a blog typically includes text, pictures, videos, animated GIFs and even scans from old physical offline diaries or journals and other hard copy documents (Jamie, 2019). Blog content can appear as posts on one continuous streaming page or posts on individual pages through one or more pages set up in a format as post title links, quote and related tags. Blog is a website in which items are posted on a regular basis and displayed in reverse chronological order (Rowse, 2005). In short, blog is a type of website that focuses mainly on written content, also known

as blog posts. A person who posts these entries is called a “blogger” (Rowse, 2005). Blogger often write from a personal perspective that allows blogger to connect directly with the readers by comments.

#### **2.4.3.2 Differences of Blog and Website**

A majority of people still wonder whether there is any difference between a blog and a website. The issue is whether people truly understand the difference between a website and a blog. They certainly are not the same thing. The following explains the basic differences of blog and website (Cohn, 2018):

*Table 2. 1 The Differences of Blog and Website*

<b>No</b>	<b>Blog</b>	<b>Website</b>
1.	Content is regularly updated	Static content
2.	Informal	Formal/professional
3.	Interactive to the readers	Interactivity does not exist. There is only one-way
4.	Informative and educational	Communication
5.	Interactivity about industry/customer issues	Transactional
6.	Promoting interactivity	Communication about products and/or services
7.	Affiliate marketing	A requirement in business

In short, Blog and website work in very different ways, serve very different purposes and produce different short-term results. Website is basically impossible to build relationships with the readers because website is static. For instance, a person has purchased something from website, there is no potential for interactivity with the customer so it will never have a chance to develop and grow. Otherwise, blog is constantly supplying potential customers and existing customers with interesting and useful content, therefore the readers are able to interact with the blogger by discussions that they have together can be potentially unending conversation. The readers could also ask questions that the blogger could answer it.

Blog provides a dimension to the content that it could not get from website content. Blogs have a lot of useful features that are very helpful in promoting interactivity. The purpose of blog is to provide a helpful, valuable, informative and interesting content that helps other people and they find some interesting ideas.

#### **2.4.3.3 Advantages of Blog**

There are some advantages and disadvantages of blog according to Chessy (2017):

1. Could set for various advertisements

For those of you who want to get money through a blog, there can be many types of advertisements, including Google AdSense, which has a large enough payment for each click.

2. Can have many blogs in 1 account

If you want to have a lot of blogs from various types, you don't need to create a new email anymore, because we can use the current account to create more than one new blog.

3. Indonesian language is available

Lots of languages are available, especially Indonesia.

4. Simple display

For the beginners who want to learn blogging, you should use blogger, because the display is very easy to understand so it doesn't confuse you who don't know anything.

5. Integrated with Gmail account

If you already have the account, then you just need to login, no need to create another email, so it's easy for users to enter, because of course all already have gmail.

6. Easy to do SEO techniques

SEO (search engine optimization) is our way to improve our article on Google to get high rankings, which allows us to get a lot of organic

visitors. This is very important, lucky if you use blogger, because it is very easy to do optimization.

#### 7. Owned by Google

Blogspot is one of Google's product. We should be proud to use it, because we will find it easier to increase our page rank in search engines.

#### 8. Easy editing

We can very easily make certain edits, such as html and other blogger settings that are easy to understand.

### **2.4.3.4 Disadvantages of Blog**

#### 1. Simple default template

Templates are the most important thing for blogs, so they are better to look at. With an attractive, simple, friendly, responsive, user friendly and so on, it allows readers to like and our blogs are also getting more qualified, to uphold article ranking. While, blog only has several template.

#### 2. Statistics are less specific

Seeing visitors coming in with the features provided by blogspot is indeed very possible, but not really specific.

#### 3. Bound with regulations

Indeed, we should be happy to enjoy the free services, but we must be able to follow the regulations issued. If you violate, you can get banned, such as for example violating copyright.