

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Traditional Food**

Every country has their peculiarities that can definitely make a country different from other countries. Traditional food refers to foods and dishes that are passed through generations and also refers to foods consumed over the long-term duration of civilization that have been passed through generations. Based on Ernayanti (2003), *“makanan tradisional di indonesia memiliki nilai budaya, tradisi, serta kepercayaan yang bersumber pada budaya lokal (local indigenous). Makanan tradisional suatu daerah bisa menjadi cermin peradaban dan budaya suatu daerah, akan tepat disuguhkan serta dinikmati oleh masyarakat setempat pula”*. Nurdiansah (2014) *“makanan adalah tradisi, yang menarik dari makanan adalah proses dan peran makanan pada berbagai ritual maupun upacara adat, secara turun temurun, resep-resep kuno dalam mengolah makanan terus diturunkan dari generasi ke generasi”*. So, it can be concluded that traditional food is food that has been existed since ancient times resulting from acculturation and has become the hallmark of a region or city, and still maintained the authenticity of flavors, shapes and colors until now. Traditional foods of a region also can be a mirror of civilization and culture of an area. It will be presented as well as the right enjoyed by the local community also. Traditional food could be significant components of overall tourist spend because food has developed from being a basic necessity for tourist consumption to being regarded as an essential element of regional culture.

##### **2.1.1 The Characteristic of Traditional Food**

The characteristics of traditional food according to Sosrodiningrat in Utomo (2016, p.14), as follows:

- Recipes of food obtained by hereditary from the generation of its predecessor.

- The use of certain traditional tools in the processing of the cooking (e.g. cooking must be processed using clay).
- The technique of cooking is a way of processing that must be done to get a sense or a typical appearance of a food.

According to Nurhayati is Setiabudi (2016, p.13) characterizes traditional food :

- Processed as a recipe and seasoning that has been known and applied as a hereditary in the family system and society.
- Raw materials are available in local area.
- The way of processing is done specifically according to the way that has been developed by the local community.

Similar to Setiabudi (2016, p.13) says that, the characteristic of traditional food are:

- Traditional food has both techniques and recipes of food processing obtained for generations
- Materials and tools used come from the local area
- The food has a distinctive taste

## **2.2 Booklet**

According to Efendi cited in Gustaning (2014), booklet is the media in form of a small book containing the texts or pictures or both. While Simamora (2009) argues that booklet is a publication medium that consists of several sheets and pages, but not as thick as a book. Moreover, Yoeti (1992) claims that booklet is almost like a guide book. The content is more complete than other forms of sales support. The making is not done individually, but usually equally shared by several sponsors who help to promote products and company services. From the explanation above the writer can conclude that booklet is a publication medium in small book version form, no more than 30 sheets that contain the texts or pictures or both, and usually help to promote products and company services. According to

Kemm and Close (1995), there are two advantages of booklet in comparison with other media. A booklet can be studied at any time, because it is designed like a book and may contain information relatively more than the poster. In addition, Ewles (1994) states that booklet has advantages as follows: a.) It can be used as medium or tool for self-learning b.) The contents are easily learned c.) It can be used as information for family and friends d.) It is easy to be made, copied, corrected and adjusted e.) It reduces the need for records f.) It can be made in a simple and relatively low cost g.) It is durable and has a wider capacity h.) It can be directed at a particular segment

## **2.2 Designing a Booklet**

Booklet can be used as small storybooks, instructional manuals, recipe books, and are often used as catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets Howard (2014) says there are several things to be considered in designing a booklet.

- Creep

Creep occurs with booklets and other publication that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.

- Creep Allowance

Creep Allowance is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be re-positioned toward the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.

- Imposition

Imposition refers to arranging pages for printing so that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.

- Saddle-Stitched

Saddle-Stitched binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stapling or "booklet making" is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat

- Booklet Envelopes

Booklet Envelopes are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

Suleman (1998) gives the following criteria to design a booklet.

1. Booklet should be in the form of text and images, or combination of both.
2. Booklet uses the words economically.
3. Booklet must use short sentences, simple, brief, and concise.
4. Booklet must use capital letters and bold
5. The letters not less than 10 pt
6. The booklet must be in accordance with the content you want to convey
7. Booklet packaging must be interesting.

### **2.3 The Elements of Booklet**

According to Tatawarna (2012) the most important thing to make a booklet is not too much using rambling sentences. It is better to use many pictures to illustrate the booklet with clear statements. Layout design should not be too standard. Make it attractive and interesting, because booklet is usually kept by people longer than brochures and others. Even people save the booklet to get information later, so people can get the information from the booklet easier. Moreover, Sitepu (2004) said that graphic design is often called as beauty (aesthetics). Beauty as the needs of every person contains the values of subjectivism. In creating attractive and valuable art visual graphic, understanding the elements or the basic elements of graphic design is very important. There are five elements of graphic design as follows, line, shape, space, texture, color.