

## CHAPTER IV FINDINGS AND DISCUSSION

This chapter describes the research finding and discussion.

### 4.1 Findings

#### 1. Preliminary Study

The writer did three steps of preliminary study, they are **literature study**, **field survey**, and **arranging product draft**.

The result of field survey in some areas like Pasar 26 Ilir, Sekanak, Pasar Kuto, dan Pasar Cinde which was about to know the main ingredients of the foods and their prices. There are varieties of Pempek, kinds of Pindang, main ingredients of Lakso, main ingrediets of Maksuba and Nasi Minyak. The ranges price for these foods are from Rp 1.000 to Rp 300.000. All those infromation were recorded in video.

After the writer collected the data from preliminary study and field survey, the writer made the first draft of famous Palembang traditional foods video. The writer used Adobe Premiere CC 2017 as the video editing software to edit the video.

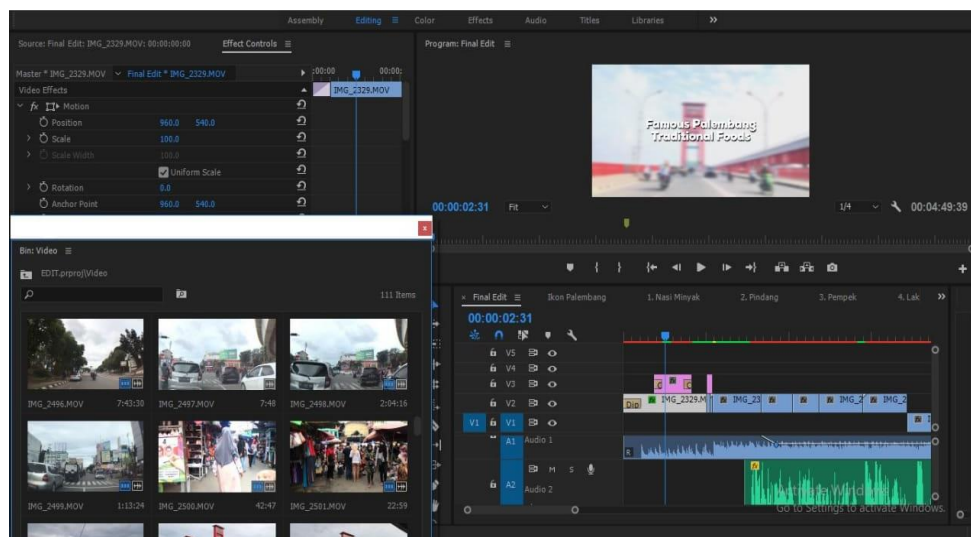


**Figure 4.1 Adobe CC Premiere 2017**

In editing process the writer combined the scenes into one frame. The draft video was divided into three categories, they are:

## 1. Opening Session

In opening session the writer used font style Clarendon Blk Bt with size 26 and the font color is white.



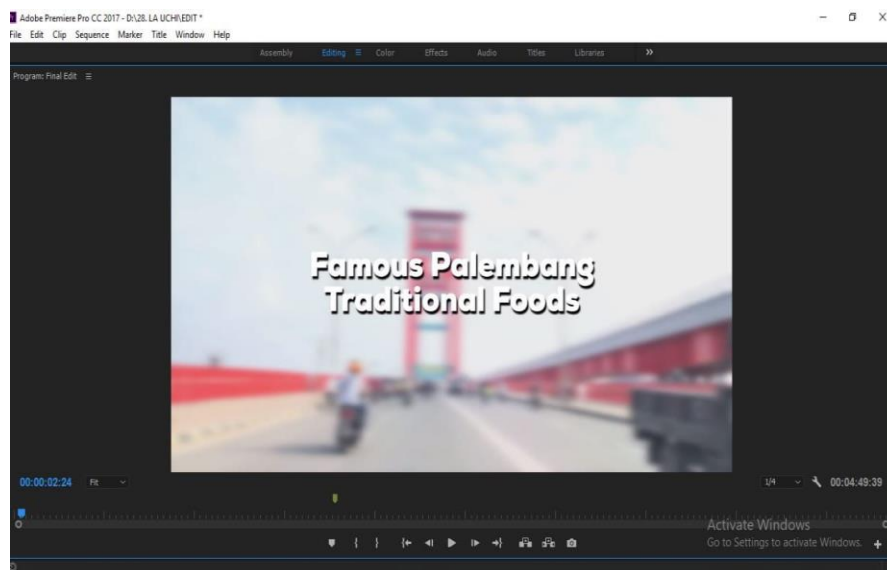
**Figure 4.2 Title Scene**

For the subtitle the writer used prestige Nexa Black in regular style and the font size is 100.



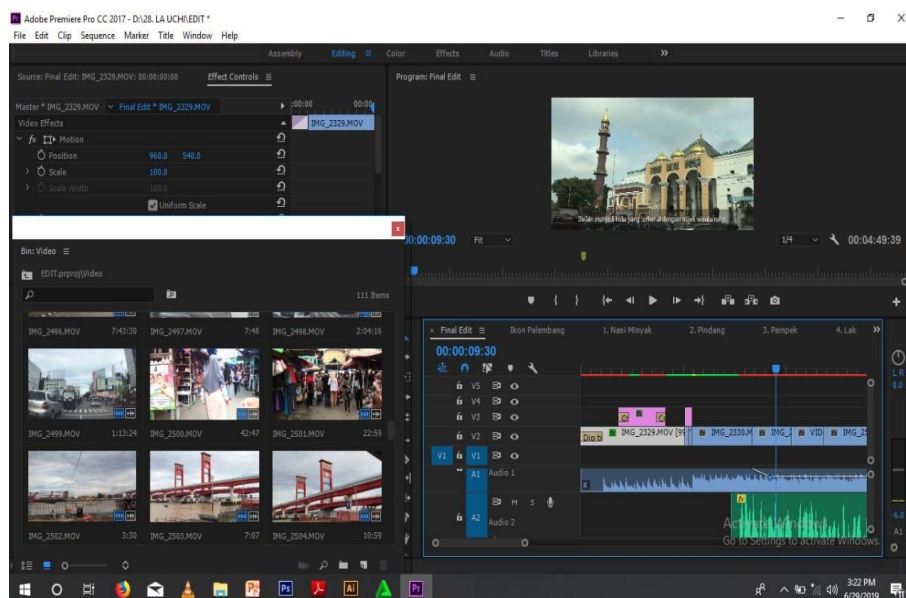
**Figure 4.3 The Font Style of The Subtitle**

The quality of the video format is mp4 with duration about 4 minutes and 51 seconds. The concept of the video is to give information for viewers about famous Palembang traditional foods. The video contains the name of the foods, the range price of the foods, the main ingredients of the foods, and where to find the foods. In this video, the writer typed the text in Bahasa Indonesia and the information is narrated in English orally. The purpose is to make foreign viewers know the information.



**Figure 4.4 Opening Scene**

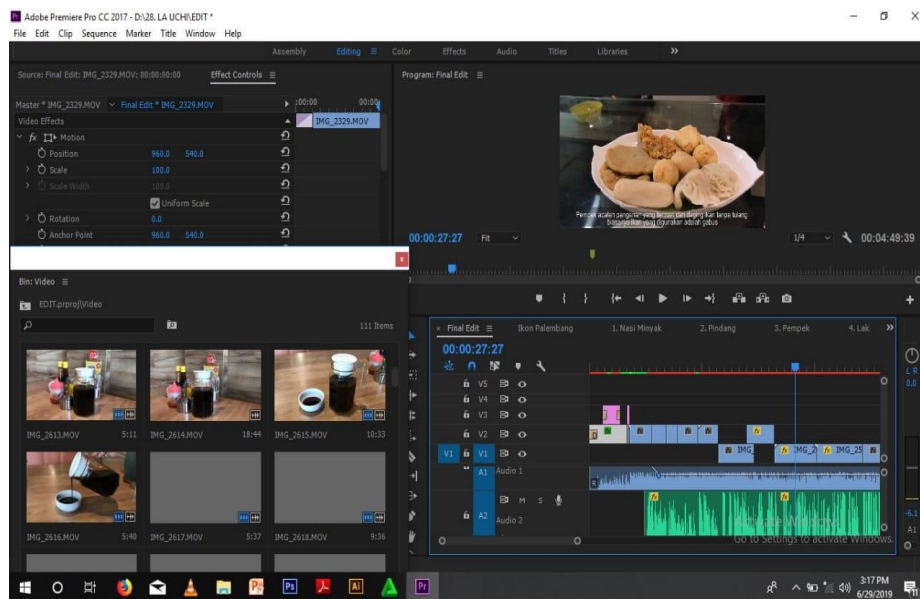
This is the scene showed some landmarks of Palembang like Ampera bridge, Monpera, Musi River, and Masjid Agung. The narrator explained about some general information about Palembang. This scene was taken around Ampera Bridge. The title is “Famous Palembang Traditional Foods”. In making the video title, the writer used the Arial font with the narrow size in white.



**Figure 4.5 Masjid Agung**

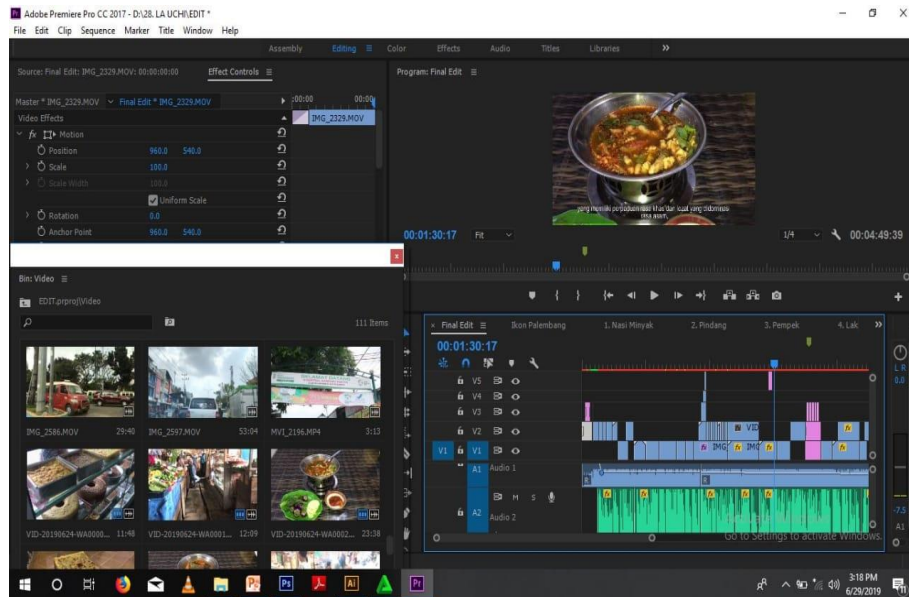
## 2. Main Session

The scene showed the famous Palembang traditional foods. This scene provided five Palembang traditional foods They are Pempek, Pindang, Lakso, Maksuba, and Nasi Minyak. In the main session there was the serving process of those five traditional foods. The main session also explained about the main ingredients of Pempek, Pindang, Lakso, Maksuba, and Nasi Minyak.



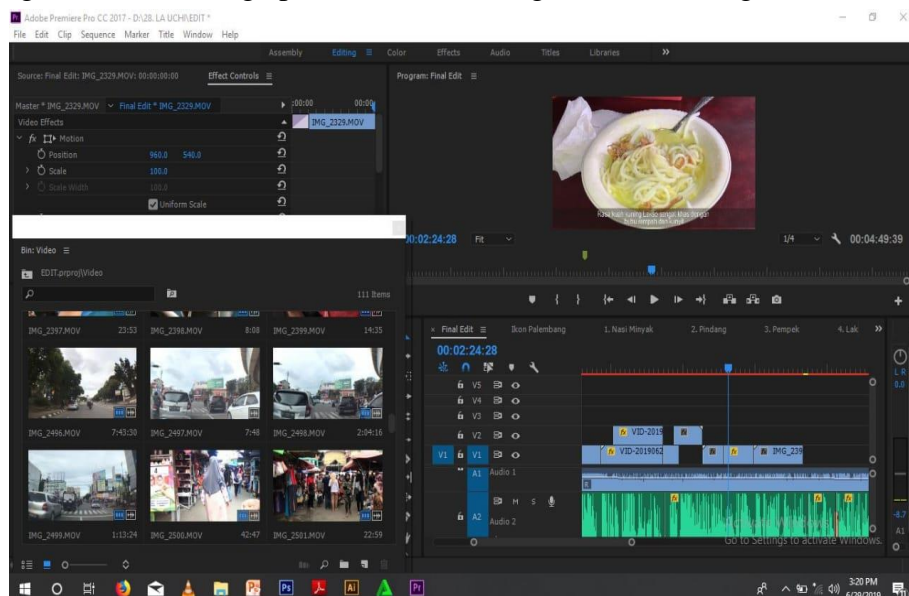
**Figure 4.6 Pempek**

This scene showed the kinds of Pempek and its sauce called Cuko. The writer took the video from the left to the right to show the looks of variety of Pempek. In this scene the writer explained the main ingredients, the range price, and the selling area of Pempek.



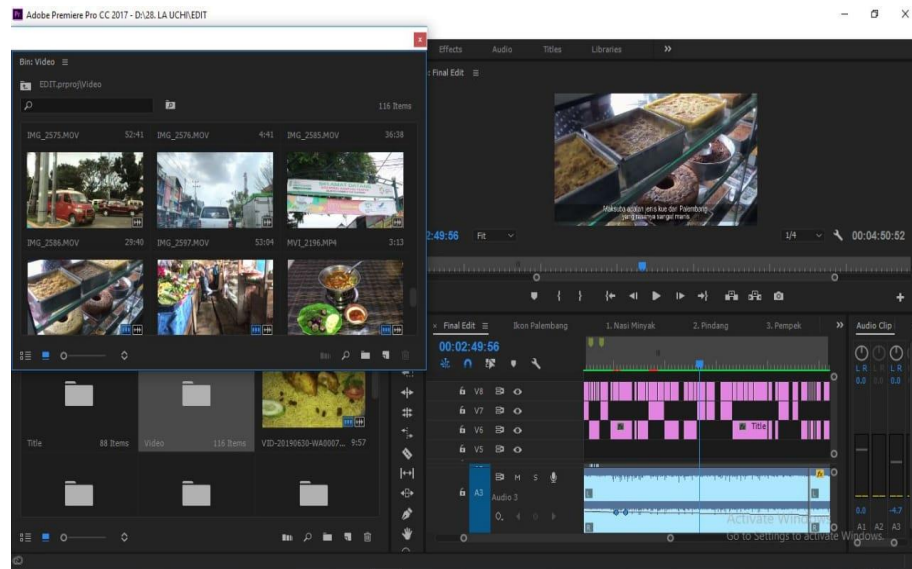
**Figure 4.7 Pindang**

This scene showed the making and serving process of Pindang and its kinds. In this scene, the writer explained the names of Pindang based on its origin, the main ingredients, the range price, and the selling area of Pindang.



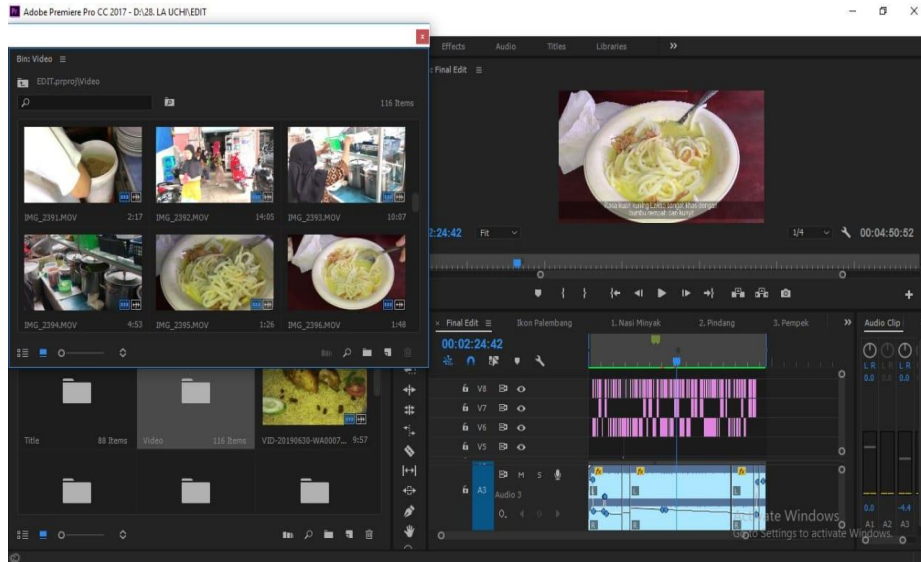
**Figure 4.8 Lakso**

This scene showed the Lakso and its sauce. The writer showed the serving process of Lakso. In this scene, the writer explained the main ingredients, the range price, and the selling area of Lakso.



**Figure 4.9 Maksuba**

This scene showed the situation of Pasar Cinde where people usually sell Maksuba. In this scene the writer showed the making process of Maksuba and explained the main ingredients, the range price, and the selling area of Maksuba.

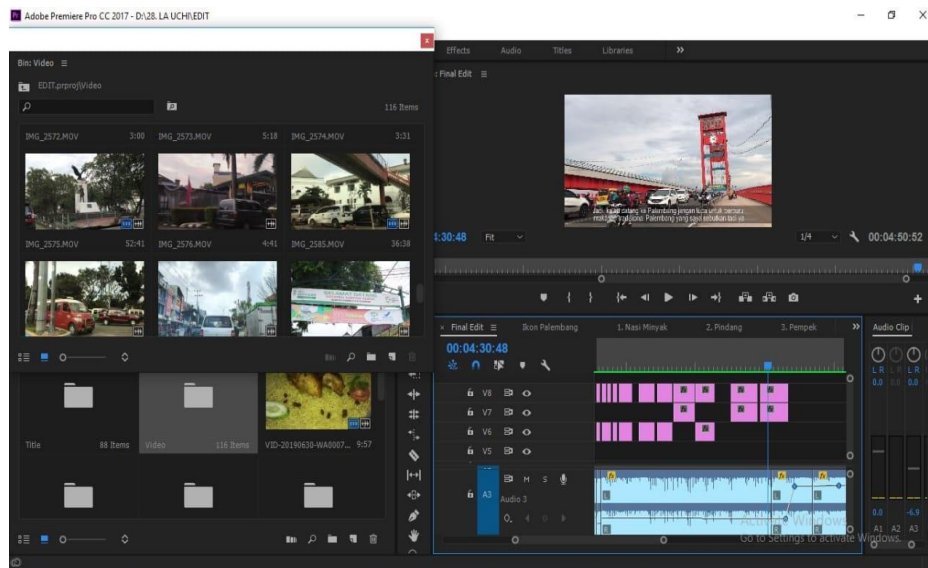


**Figure 4.10 Nasi Minyak**

This scene showed Nasi Minyak and its side dish that usually ordered by the guests. In this scene, the writer showed the serving process of Nasi Minyak and explained the main ingredients, the range price, and the selling area of Nasi Minyak.

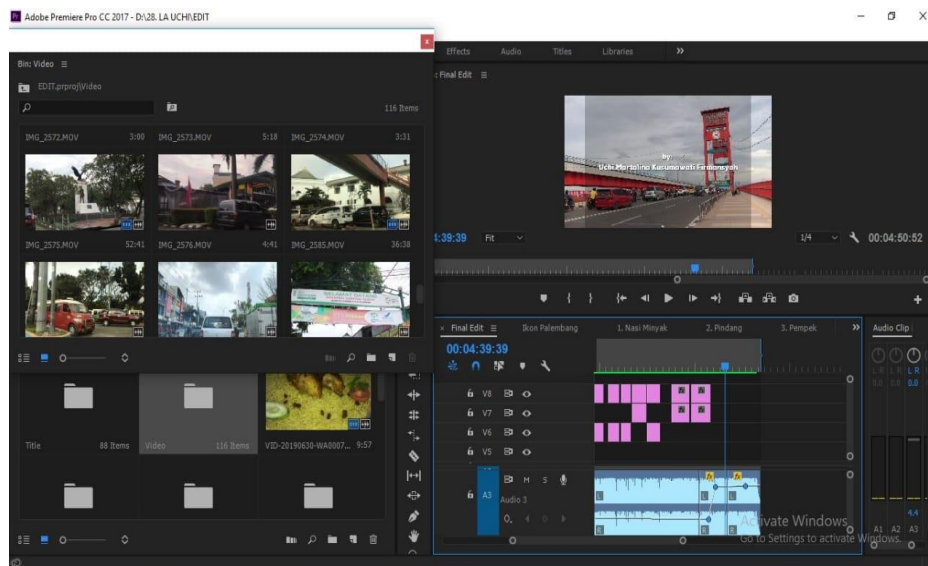


### 3. Closing Session



**Figure 4.11 Closing Scene**

This is the last scene in the video, it showed the landmark of Palembang, Ampera Bridge. In this scene, the writer persuaded the viewers to try famous Palembang traditional foods that already explained in the previous scenes.



**Figure 4.12 Post Credit Scene**

This scene showed the credits of the people who were involved in the video making such as the writer, the dubber, the writer's advisors, and the experts.

## 2. Model Development

The development of the product consists of **limited trial** and **wider trial**.

### a. Limited Trial

In limited testing, the writer showed the draft to three experts. First of all, the writer gave the script to the first expert, he is Mr. Moehamad Ridhwan as the lecturer in English Department in State Polytechnic of Sriwijaya. He gave suggestion that the writer should pay attention on the grammatical error. The script revisions are as follows:

Original	Corrected
<p>Hello everyone...you all must know the oldest city in Indonesia right? Yup.. Palembang, which mostly known by many Indonesians for its main landmark, Ampera Bridge, and its authentic food, Pempek. Palembang is the capital city of South Sumatera, <b>it had been</b> grown to be an industry and trade city. The <b>geographical</b> of Palembang which <b>laid</b> in the egde of Musi River and not far from Bangka strait <b>make</b> this city is so strategic. Since this city is the oldest city in Indonesia it has some historical heritage, no wonder if the <b>citizen</b> of Palembang <b>is</b> very diverse such as Melayu, Middle east, and Tionghoa. <b>Consists</b> of 16 sub-districts and 107 villages, Palembang presents alot of traditional foods. But <b>did</b> you know that there are some Palembang</p>	<p>Hello everyone...you all must know the oldest city in Indonesia right? Yup.. Palembang, which mostly known by many Indonesians for its main landmark, Ampera Bridge, and its authentic food, Pempek. Palembang is the capital city of South Sumatera, <b>it has</b> grown to be an industry and trade city. The <b>geography</b> of Palembang which <b>lies</b> in the egde of Musi River and not far from Bangka strait <b>makes</b> this city is so strategic. Since this city is the oldest city in Indonesia it has some historical heritage, no wonder if the <b>citizens</b> of Palembang <b>are</b> very diverse such as Melayu, Middle east, and Tionghoa. <b>Palembang consists</b> of 16 sub-districts and 107 villages, Palembang presents alot of traditional foods. But <b>do</b> you know that there are</p>



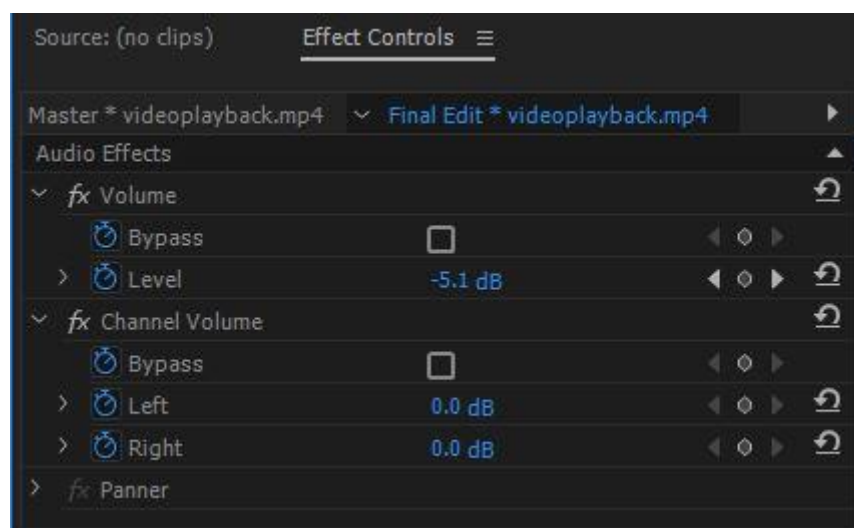
<p>traditional foods <b>which</b> <b>are</b> worth to <b>try</b> besides Pempek.? So today <b>I want</b> to tell you about five famous traditional foods in Palembang.</p>	<p>some Palembang traditional foods worth <b>trying</b> besides Pempek.? So today <b>I will</b> to tell you about five famous traditional foods in Palembang.</p>
<p>Pempek is made <b>from</b> a mixture of boneless ground fish meat, most commonly tenggiri, with water, salt and sago flour.</p>	<p>Pempek is made <b>of</b> a mixture of boneless ground fish meat, most commonly tenggiri, with water, salt and sago flour.</p>
<p>It served with a dark brown sauce called Cuko <b>which</b> produced by adding palm sugar, chili pepper, garlic, vinegar, and salt to boiling water.</p>	<p>It served with a dark brown sauce called Cuko produced by adding palm sugar, chili pepper, garlic, vinegar, and salt to boiling water.</p>
<p>Kelesan is traditional food that <b>will</b> be found in Limas House which has certain properties and uses.</p>	<p>Kelesan is traditional food that <b>can</b> be found in Limas House which has certain properties and uses.</p>
<p>In 1916, Pempek was just starting to be <b>hired</b> in the village</p>	<p>In 1916, Pempek was just starting to be <b>produced</b> in the village</p>
<p>There are five kinds of pindang <b>acoording to its original</b> and each region has a different kind of pindang with different</p>	<p>There are five kinds of pindang and each region has a different kind of pindang with different forms of its own</p>

forms of its own character, both the ingredients and the cooking techniques.	character, both the ingredients and the cooking techniques.
it has a clear sauce with slices of ginger, galangal and lemongrass.	it has clear sauce with slices of ginger, galangal and lemongrass.
This restaurant presents four types of pindang, these are; pindang ikan, pindang udang, pindang telur ikan, and pindang tulang.	This restaurant presents four types of pindang, they are; pindang ikan, pindang udang, pindang telur ikan, and pindang tulang.
the shape of burgo is more likely roll pancake while lakso is looks like noodles.	the shape of burgo is more likely roll pancake while lakso looks like noodles.
For the filling, the dough uses a mixture consisting of rice flour and sago flour and the water is kneaded until it is slippery and formed with a noodle grinder then twisted until shaped like a pempek keriting	For the filling, the dough uses a mixture consisting of rice flour and sago flour and the water is kneaded until it is slippery and formed with a noodle grinder then twisted until it takes a shape like a pempek keriting
People usually eat Lakso as a breakfast	People usually eat Lakso as breakfast
This cake is favorite dessert that often served	This cake is favorite dessert that is often

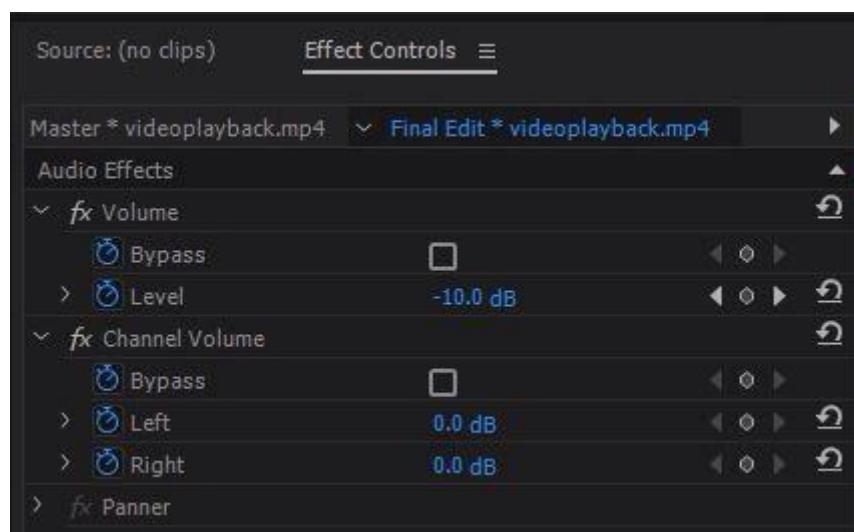
on special days such as Eid or wedding parties.	served on special days such as Eid or wedding parties.
The price of this cake is so <b>variety</b> , it depends on how many duck eggs <b>that</b> used in the main ingredients.	The price of this cake is so <b>various</b> , it depends on how many duck eggs used in the main ingredients.
Certain <b>mosque</b> in Palembang <b>served</b> free nasi minyak after Friday mass prayer, every last friday of the month. But now people can eat nasi minyak as daily <b>consume</b> food since there are some restaurants that sell nasi minyak in Palembang	Certain <b>mosques</b> in Palembang <b>serve</b> free nasi minyak after Friday mass prayer, every last friday of the month. But now people can eat nasi minyak as daily <b>consumed</b> food since there are some restaurants that sell nasi minyak in Palembang
Unfortunately people only know Pempek as the tradiitonal food of Palembang while there are alot of other traditional foods that are worth <b>to try</b> like Pempek, Pindang, Lakso, Maksuba, and Nasi Minyak.	Unfortunately people only know Pempek as the tradiitonal food of Palembang while there are alot of other traditional foods that are worth <b>trying</b> like Pempek, Pindang, Lakso, Maksuba, and Nasi Minyak.

**Table 4.1 Script Correction**

After arranging product draft of the video, the draft of the video was given to the second expert. The writer had an interview with Mr. Haikal Fikri as an editor of Momenku.co on July 3<sup>rd</sup> 2019. He gave some suggestion about the video. Mr. Haikal Fikri stated that the opening of the video was good enough. The writer showed the view of Ampera Bridge, Masjid Agung, and Museum of Sultan Mahmud Badaruddin II with shot structure but the backsound of the video is too loud. He suggested the writer to make the backsound lower than the sound of the narrator. The followings are the revisions of the video editing:



**Figure 4.13 The Volume of The Backsound**  
(Before revision)



**Figure 4.14 The Volume of The Backsound**  
(After revision)

In the draft, the writer made the music illustration too loud. After having suggestion from Mr.Haikal Fikri, the writer changed the volume of the music illustration from -5.1 dB to -10.0 dB.

Other advise is about subtitle. Mr. Haikal Fikri suggested the writer to check the capitalism of the foods' name. In the draft, the writer wrote the name of the foods without capitalism. After having suggestion with Mr.Haikal Fikri, the writer capitalized the initial of the name of the foods (see figures 4.15 and 4.16).



**Figure 4.15 Capitalism Error**  
*(Before revision)*



**Figure 4.16 Capitalism Correction**  
*(After revision)*

After doing the script and video editing revisions, the writer gave the video to the third expert to see the expediency of the content in the video. The third expert was Mr. Abdul Latief as the head of Dewan Perwakilan Daerah of Himpunan Pramuwisata Indonesia (HPI) Sumatera Selatan. He said that the video is great, the writer told the complete information about the foods including the selling area and its prices. Mr. Abdul Latief liked the backsound of the video, the song Yasaman, because Yasaman is one of the Palembangse songs. There is no revision from Mr. Abdul Latief.

#### d. Wider Trial

The second is wider trial. After the writer developed the product based on the three previous experts in limited testing, the writer continued to improve the product from three other experts to check the video as a whole.

First, the writer gave the script that already revised in limited trial to Mrs. Ari Eka Sari, S.I.Kom. as the reporter of TVRI Sumsel. She gave advice that the writer should make it shorter because the narration only to support the visual in the video. She also suggested the writer to mention the selling area only instead of the names of the stores that sell those famous Palembang traditional foods. Thus, the writer removed the ineffective sentences from the script that already visualized in the video.

<b>Shorter Script</b>
<p>Not only famous for its religious tourism, sports tourism, and historical heritage of the Srivijaya kingdom, Palembang is very famous for its culinary tourism. Well, today I will tell you the famous Palembang traditional foods. What are them?</p> <p>The first one is Pempek. Pempek is a food made of boneless fish meat, usually the fish used is tenggiri which is mixed with water, salt, and sago flour. It is served with a dark brown sauce called cuko that is made of palm sugar, chili, garlic, vinegar and salt. You can find Pempek in almost every corner of Palembang, one of them is Pasar 26 ilir. You can find various types of Pempek there, such as pempek Kapal Selamat, pempek tahu, pempek Kulit, pempek Krispy, pempek Adaan, pempek Telur,</p>



pempek Lenjer, pempek Pistel, pempek Keriting, pempek Lenggang, pempek Panggang, Otak-otak, Model, and Tekwan. The range price for small pempek is Rp. 1,000 - Rp. 2,000 while the range price for pempek Kapal Selam, Model and Tekwan is Rp. 7,000 - Rp. 10,000.

The second is Pindang. Pindang is the South Sumatra traditional dish cooked in the form of a soup that has a blend of distinctive and delicious flavors dominated by sour, spicy, fresh, and savory flavors. There are five types of pindang according to the original region and each has a different taste and character, such as Pindang Meranjat, Pindang Pegagan, Pindang Musi Rawas, Pindang Palembang, and Pindang Sekayu. In Palembang you can find Pindang in the Sekanak area and Benteng Kuto Besak. The sellers sell Pindang Ikan, Pindang Tulang, Pindang Telur Gabus, and Pindang Udang with the range price of IDR 20,000 - IDR 65,000 per portion.

Then Lakso. Lakso is made of rice flour and sago which is shaped like noodles and served with yellow sauce. The taste of its yellow sauce is very typical with spices and turmeric. You can add the fried shallot on it to make it more tasteful. Many restaurants sell Lakso in Pasar Kuto area with the price of IDR 10,000 - IDR 15,000 per portion.

The city of Palembang is also famous for its cakes, one of them is Maksuba. Maksuba is a type of cake from Palembang that tastes very sweet. This cake is a favorite dessert that is often served on special days such as Eid al-Fitr or weddings. Maksuba is believed to be one of the dishes for the honored guests at the Palembang Sultanate Palace. The main ingredients of this cake are duck eggs, sugar, butter, and sweetened condensed milk. To reduce the fishy smell from duck eggs, people usually add vanilla extract in the dough. The range price for Maksuba cake is Rp. 250,000 - Rp. 300,000 per pan, you can find Maksuba in Pasar Cinde.

The last one is Nasi Minyak. Nasi Minyak is the result of assimilation between local Malay culture and Arab settlers who settled in Palembang. This rice is cooked with samin oil and several other spices, usually served with various side dishes such as Malbi, Pentol, Fried Chicken, Goat Curry, pickled cucumber, krupuk, and spicy sauce with

pineapple. In Palembang Nasi Minyak is used to be a traditional dish which is usually served for special events and celebrations. But now you can find Nasi Minyak every day in the Kuto area at a price of Rp. 12,000 - Rp. 15,000 per portion.

Now after hearing my explanation, are you interested in tasting the famous Palembang traditional foods? So, if you come to Palembang don't forget to try for the famous traditional Palembang foods that I have mentioned.

#### **Table 4.2 Shorter Script**

The second expert in this trial was Mr. Dicky Safran as the head of News division in TVRI Sumsel. The writer showed the draft to Mr. Dicky on July 5<sup>th</sup> 2019 to ask about the quality of the video as a whole. He said the video is good enough to be produced since the narration is clear, the transition between the opening song and greeting is smooth, the subtitle is clear, and the resolution of the video is high. Mr. Dicky said the video was ready to be produced without any revision.

After doing the script and the video editing revisions, the writer gave the draft to the last expert to see the expediency of the content in the video. The last expert in this trial was Mrs. Koryati as a Palembang culinary observer. She said that the whole video was good. The content of the video is good, the voice of the narrator is clear and she suggested the writer to share the video on social medias to promote famous Palembang traditional foods. There was no revision needed.

### **3. Final Product**

After interviewing all of the experts, the writer decided to make the final design of the video as follows:

1. Opening Session



**Figure 4.17 Title scene**



Selain menjadi kota yang terkenal dengan objek wisata religi,

**Figure 4.18 Masjid Agung**



Nah.... saya akan mengajak anda mengenal makanan tradisional Palembang yang terkenal

**Figure 4.19 The Subtitle**

## 2. Main Session



Yang pertama pempek

**Figure 4.20 Pempek**



Yang kedua Pindang

**Figure 4.21 Pindang**



Kemudian Lakso

**Figure 4.22 Lakso**





**Figure 4.23 Maksuba**

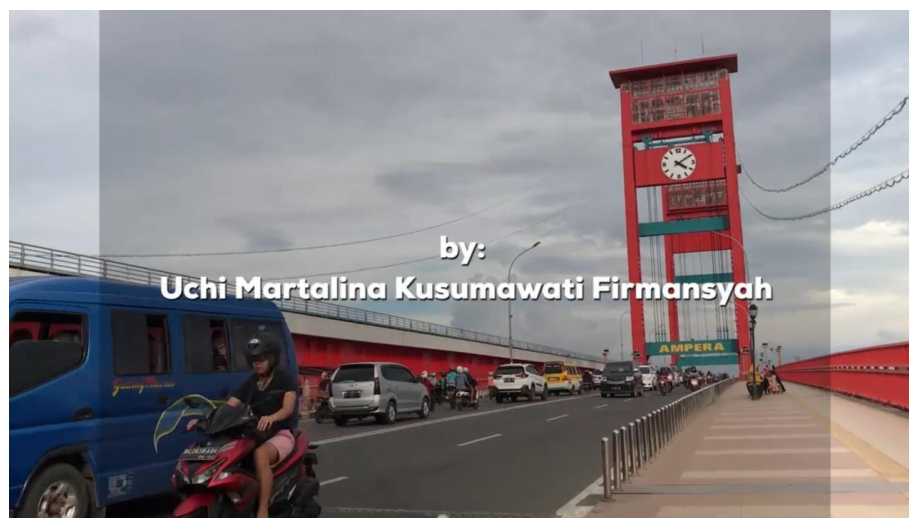


**Figure 4.24 Nasi Minyak**

### 3. Closing Session



**Figure 4.25 Closing Scene**



**Figure 4.26 Post Credit Scene**

## 4.2 Discussion

In findings, the writer had shown the design of the video to the experts. The design was revised twice based on experts' suggestion. The video is about "Famous Palembang Traditional Foods". In this report, the writer used Research and Development method modified by Sukmadinata.

In limited trial, the writer had an interview with Mr. Haikal as an editor of Momenku.co. He gave suggestion about the design of the video. He stated that the opening of the video was good enough. The writer had shown the view of Ampera Bridge, Masjid Agung, and Museum of Sultan Mahmud Badaruddin II with shot structure. That is related to the Ciampa et al (2016). They say that a good video displays 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.

The next is about the sound of the narrator. Mr. Haikal stated that the writer should make the sound of the narrator louder than the background. It is related with the theory delivered by Nugroho (2014). The records should be free from noise and unnecessary sounds. The words or sentences must be spoken clearly and undestandable to listeners.

Other suggestion is about the music illustrations. The writer should turn the background down in order to make the narrator's voice clear in the video. The background makes the video more interesting and able to attract the viewers. It is



suitable with the theory that is delivered by Forte (2017). He states that sound and music is a tremendous component of any video production. Music is an excellent way to convey atmosphere and drama, but it has to be selected properly so that it's not intrusive.

The next is about the text of the video. Mr. Haikal stated that the text in the video was good, the colors of the texts and the fonts of the texts are proper. Mr. Haikal also found that in some scenes there were some texts that can be seen clearly. It is in line with the theory given by Karamitroglou (2019) to use pale white for the text and grey for the gosht box because both neutral to the eyes and gives impression that it does not entirely block the background image.

Mr. Abdul Latief as the head of Dewan Perwakilan Daerah of Himpunan Pramuwisata Indonesia (HPI) Sumatera Selatan gave suggestion about the design of the video. He stated that in the transision of the video had used the appropriate effect. The scene of the video is also related with the previous image. It is correlated with the theory given by Multimedia Club (2015) Continuity is a state in which there is continuity between the first picture and the previous image.

Mr. Dicky Safran as the head of News production division in TVRI Sumsel stated that the video was good because the video fulfilled the elements of a successful video. For example the music, the voice of the narrator and full information about the famous Palembang traditional foods. The video can be used as a promotion video. The suggestions and advice from the expert above is suitable with the theory that is delivered by Forte (2017). The crucial elements to create a great video are telling a story through, editing in sequence, having the right material, choocing the right music, pacing the story properly, an using transition and special effect.

The last user was Mrs. Koryati as Palembang culinary observer. She stated that the opening session was impressive with the view of Ampera Bridge in it and the Yasaman song as the music illustration. The writer told the information about the famous Palembang traditional foods like the selling area and it prices, so it can help the tourists to find the location more easily. Besides, the writer narrated the video in English and wrote the text in Bahasa Indonesia, so the video can be

understood by local tourists and foreign tourists. All the suggestions from the expert above is appropriate with the theory given by Multimedia Club (2015), Understanding information on editing actually refers to the meaning of an image. The images selected by an editor must provide a purpose or inform something.