

CHAPTER II

LITERATURE REVIEW

2.1 Traditional Food

Kwik (2008) stated that traditional food is a system of food indigenous people that can be defined to items that are from the local, natural environment that are culturally acceptable. It also includes the sociocultural meanings, acquisition/processing techniques, use, composition, and nutritional consequences for people using the food.

Meanwhile, according to Venny (2013):

“Makanan tradisional adalah makanan, minuman, makanan jajanan serta bahan campuran yang digunakan secara tradisional dan telah lama berkembang secara spesifik di daerah atau masyarakat Indonesia. Biasanya makanan tradisional diolah dari resep yang sudah dikenal oleh masyarakat setempat dengan bahan-bahan yang diperoleh dari sumber lokal yang memiliki citarasa yang sesuai dengan selera”.

According to Endang (2013), traditional food is a form of culture that is characterized by regional, specific, diverse and types that reflect the natural potential of each region. Food is not only a means to meet one's nutritional needs. Food is also useful for maintaining human relations, a symbol of the identity of a particular society, and can also be sold and promoted to support tourism that can support a region's income.

While Kristbergsson and Oliveira (2016) stated that traditional food is food with special equipment that distinguishes it from other similar products, in the use of traditional ingredients and processing. Ministry of Culture and Tourism (2004) stated that traditional food can be referred to as regional special food or special food in an area which is one of the cultural elements.



Figure 2. 1. Kerak Telor

Source: <https://caramembuat.id/cara-membuat-kerak-telor/>



Figure 2. 2. Pempek

Source: <https://doyanresep.com/resep-pempek-palembang/>

Based on the explanations above, the writer concluded that traditional food is anything that can be eaten that comes from an area and passed down from generation to generation. The ingredients and technique of cooking are based on the local society, traditional food usually consumed by local people.

2.2 Copywriting

Arouff (2018) states that copywriting is the process by which something is written in order to promote ideas or opinions or even a person or business activity. Copywriting is mainly conversational and based on persuading people to take action. Its aim is to hook the prospect and persuade them to act or react to a cause. This may be the purchase of a product or simply by subscribing to something (Act). It may also be used to dissuade people from their beliefs or action (React). It is important to note that advertising is different to copywriting. While advertising creates awareness for a product, copywriting induce people to take action immediately. Word such as ‘click, download, fill, complete or buy “are action words to be done “now”’.

People behave differently because they have different feelings and desires. It is believed however that words can change people’s thinking, attitudes, beliefs and behaviours. One of the best way to do so is to use the tested and proven to work copywriting formulae AIDA (Attention, Interest, Desire, and Action). The first thing to do therefore is to catch the attention of the viewer. Once that is done it is important to arouse his interest and create the desire to buy (picture the promise in his mind). Finally, as the prospect is in the buying mood, make him take the action to do so.

Copywriting is found everywhere and there are different types of copywriting techniques. It may include Headlines, emails, banners, slogans, commercial scripts, press releases and is found also on billboards, brochures, online sites and other advertising media. The key of copywriting success is to hook the prospect with a great headline (Attention). In writing the headlines for example, try to limit the headline to 5 to 8 words. Catch the attention of the reader by providing a basic promise of benefits. For example: lose 15 kgs in 7 days (it means tell the reader what it is going to do for him).

Below are some examples of headlines and sub headlines as well as some power words which can use for E-booklet:

Headlines	Sub Headlines	Power Words
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Ideas to.....	Absolutely no..... required	Amazing, awesome, boomig.
Reason Why....	Here's how to get started.	Greatest, hot, informative
Steps to....	If you want to get....., you need to act now!	Boost, deal, easy, grab
Tricks to.....	Now you can instantly...	Jaw dropping

Table 2. 1. List of Power Words

While, Astono (2020) states that:

“Copywriting adalah seni menjual lewat tulisan. Sebuah ilmu yang harus dikuasai oleh setiap marketer dan penjual. Ada banyak teknik copywriting yang ideal tetapi yang paling populer adalah dan paling mudah diikuti adalah AIDCA. A= Attention: perhatian, tarik perhatian dengan sebuah headline yang menarik. I= Interest: minat, ceritakan masalah dan beritahu jalan keluarnya. D= Desire: Hasrat, ciptakan keinginan yang dapat memenuhi kebutuhan emosional. C= Conviction: keyakinan, ubah skeptisisme menjadi rasa percaya dengan testimonial, data statistik dsb. A= Action: Aksi, arahkan secara jelas bagaimana mereka bisa memperolehnya”.

2.3 Electronic Media

Arsyad (2011: 3) states that the word media comes from the Latin *medius* literally means middle, intermediary or introduction. In Arabic, the media is an intermediary or the introduction of the message from the sender to the recipient of the message. Where does this say that the media, if understood broadly are human, material, or event build conditions that make students able to gain knowledge, skills and attitude.

Many restrictions are given by people about the media. Technology Association and Communication Education (Association of Education and Communication Technology / AECT) at America, limiting media as all forms and channels that people use to channel messages or information. Gagne states that the media are various types components in the student environment that can stimulate them to learn according to Sadiman (2002). While electronics are devices that are based on the principles of electronics. So, electronic media are all media devices that use electromeonomic energy for users to access the content. A simpler

understanding of electronic media is all information or data created, distributed, and accessed using forms electronic.

2.4 Booklet

According to Gustaning (2014) :

“Booklet adalah buku berukuran kecil (setengah karto) dan tipis, tidak lebih dari 30 lembar bolak balik yang berisi tentang tulisan dan gambar-gambar. Istilah booklet berasal dari buku dan leaflet artinya media booklet merupakan perpaduan antara leaflet dan buku dengan format (ukuran) yang kecil seperti leaflet”

It can be concluded that booklet is a small book, no more than 30 pages that contains about pictures and writing of certain topic. Booklet is also a combination between the leaflets and books with a small size format. Moreover, Gustaning (2016) stated that, *“Booklet adalah media komunikasi yang bertujuan untuk menyampaikan pesan berupa saran promosi, larangan ke masyarakat umum, dan dibuat dalam bentuk media cetak”*. It means that booklet is a media to communicate that aims to promotional suggestion, prohibitions to the public, and in the form of print. Booklet is an alternative media counseling that provides effectiveness and efficiency in the results and extension process.

While According to Simamora (2009:71) booklet is a small book (half quarto) and thin, no more from 30 sheets of back and forth containing writing and pictures. The term booklet is derived from the book and leaflet means media booklet is a combination of leaflet and book format(size) as small as a leaflet. The structure of the booklet's contents resembles book (introduction, content, cover), it's just a way of presenting its contents much shorter than a book. While Atmaja (2008: 70) states, booklet is a mold with a special shapebook. Booklets can be used to show examples of work copyright related to the product. Things to consider in making a booklet is how we arrange the material as attractive as possible one glance into the booklet, usually it becomes the first concern is the side view first. Moreover, Maulana (2009: 174) claims that booklets are a medium for conveying messages in book form, both in the form of writing and drawing.

Moreover, The University of Melbourne (2012) stated that a good writing in Booklet required a good spelling and diction that helps the reader easy to

understand the circumstance of the writing easily. Furthermore, According to (Widjono, 2012) effective sentences are short, concise, clear, complete and can convey the information precisley, etc, because uneffective sentences will affect the perfect writing

From the explanation above, the writer can concludes booklet is a small book, no more than 30 pages that contains about picture and writing with the purpose are to do promotion and give suggestion. Booklet also possible to be stored, read over and over, and shared with others.

2.5 PALI Traditional Food

Penukal Abab Lematang Ilir has traditional food that is Sagarurung. Sagarurung from one of the villages in PALI regency that is Tanjung Kurung Village in Abab area. It is suspected to have existed from the time of the ancestors of the past the discovery of a lot of fish species of Serandang or in the Indonesian language Kerandang fish (*Chana pleurophthalma*) in the Sabah River in the village of Tanjung Kurung. In fact, people often find the fish in *Lebak* (rice fields), *Lebung* (small lake) and tributaries in Tanjung Kurung Village. In ancient times only Kerandang fish could be processed into sagarurung.



Figure 2. 3. Sagarurung

Kerandang or Serandang fish (*Chana pleurophthalma*) is a type of freshwater fish member of the Channidae tribe (cork relatives). These ferocious fish spread limited, in Kalimantan and Sumatra, sometimes Kerandang fish is also called Ocelated Snakehead. The shape of the fish is like that of the Toman fish, but the body is slightly yellowish green. Due to the large number of fish found in the river in the village of Tanjung Kurung, the local community makes the fish as food or side dishes when eating rice and aims to keep the fish durable and can be eaten in the future, the cage fish is preserved by smok.

During the smoking process, the fish is divided into two objectives of this process to maintain the quality of the fish meat to remain tasty and not smell of smoke during the smoking process. Furthermore, kennels are peppered with kitchen growth such as tamarind, salt, onion, chili, finely ground. These spices are not stir-fried, but are directly placed in the middle of the Kerandang fish that have been split before. The contrasting color between the spices and smoked fish was even more tempting, and made culinary connoisseurs even more curious to taste it.

However, Kerandang fish is now a step found both in the Sabah River and around other rivers. Therefore, the local community took the initiative to make sagarurung with other freshwater fish, such as cork fish, tilapia, toman fish, catfish and other fish.