CHAPTER II

LITERATURE REVIEW

2.1 Breakfast

According to Jetvig (2010), Breakfast is food that is eaten in the morning. Breakfast time starts at 06:00 AM in the morning until 10:00 AM. Breakfast is recommended to eat light foods for digestion work, so it is recommended to consume foods that have high fiber content with sufficient protein but with low fat content. In addition, consuming protein and high fiber content can also make a person feel full until lunch time.

Breakfast is an important activity before doing physical activity on that day. A healthy breakfast should contain four healthy five perfect elements. This means we really have prepared ourselves to face all activities with complete ammunition (Khomsan,2002).

2.2 Kinds of Breakfast

World of Hospitality (2019) says there are four kinds of breakfast, as follow:

1. **Continental Breakfast**

   Continental Breakfast is the simplest type of breakfast, Continental breakfast was originally done by European and Irish hotels. Usually consists of Fresh juice / Fresh Fruit, Bread Pastry with preserved, and Hot Beverages.

2. **English Breakfast**

   English Breakfast Is a type of breakfast or traditional full breakfast from England. Usually consists of Fresh juice / Fresh Fruit, Bread pastry with preserved, Cereals, Egg dishes / Hotcakes, and Hot Beverages.

3. **American Breakfast**

   American Breakfast is a complete morning meal or usually referred to as "Full Breakfast", besides being popular in America, this morning

dish is also popular in England and Ireland, but now American Breakfast is already available in hotels, restaurants, and cafes.

American Breakfast consists of Fresh Juice / Fresh Fruit, Bread Pastry with Preserved, Cereals, Egg dishes, / Hot Cakes / Cold meat & Fish, Hot Beverages.

4. **Indonesian Breakfast**

Indonesian Breakfast is a type of breakfast typical of Indonesia, the type of service is a typical food from the regions of Indonesia, the food served is not much variation in the dish.

Indonesian Breakfast consists of Fresh Juice / Fresh Fruit, Cereals (such as steamed rice, fried rice, chicken porridge), Egg dishes (such as Omelet, Beef Eggs), Meat and Poultry (such as Chicken Satay, Fried Chicken), and Hot Beverages.

2.3 Kinds of Breakfast in Palembang

According to Muhammad (2018), there are four kinds of breakfast in Palembang: Laksan, Celimpungan, Burgo and Lakso

1. **Laksan**

Laksan is another culinary wealth from Palembang's Typical Food History that you must taste. Laksan is basically similar to pempek, a mixture of finely ground fish and Tapioka flour. This fish meat dough is made in an oval shape and then cut parallel. The shape is similar to a smaller limp which is cut as thick as 1 to 1.5 cm. The difference is, the laksan is not served with black cuko, but with coconut milk sauce Coconut milk sauce is usually added with other seasonings like ebi or small shrimp which makes the taste more savory and delicious. Laksan is usually served with red chili sauce and don't forget the sprinkling of fried onions.

2. **Burgo.**

Burgo is a typical Palembang dish that is often served for breakfast the people there. At first glance this food is similar to kwetiaw because of its thin shape. For ordinary people, at a glance Burgo will look like a vegetable rice

cake with coconut milk sauce, But when you look closely and start enjoying it, then there are striking differences from this culinary. White pieces that look like rice cake, it turns out is a piece of processed made from rice flour and sago flour which is shaped like a rolled omelet. This fried omelet formation is then sliced to be enjoyed with coconut milk sauce. Palembang Burgo can be served on all occasions, but is usually used as a breakfast in Palembang. As a friend, Burgo is doused with coconut milk broth which is a processed product from cork fish broth or belida fish. The thick broth color is turbid yellowish due to the use of coconut milk and onion seasoning as well as turmeric and hazelnut. Soft rolled omelet, savory coconut milk broth and delicious addition of fish and fried onions make this food very different.

3. Celimpungan

Basically, celimpungan is the same as making pempek, that is, both using sago and fish meat. The difference lies in the shape of the dough and sauce used. If Pempek is identical in various shapes and uses a sauce called vinegar, while celimpungan uses a sauce made from coconut milk with a round shape of the dough similar to fish balls. Celimpungan sauce made from coconut milk has a yellowish color, but the taste is not spicy.

4. Lakso

Lakso is a savory Indonesian noodle dish served in a sauce made from tasty yellowish coconut milk, usually mixed with fish, and sprinkled with fried onions. This dish is one of the specialties of Palembang, the capital of South Sumatra, Indonesia. Lakso is simply described as Palembang style laksa. However, this foodactually very different from laksa which is commonly found in neighboring countries such as Malaysia and Singapore. Lakso is very similar to burgo, although burgo is a pancake made from rice flour which is folded, cut, and served in white coconut milk sauce. In Palembang, lakso along with burgo is a popular snack choice for breakfast.

2.4 Video

The video transmits a signal to a screen and process the order in which the screen captures should be shown. Videos usually have audio components that correspond with the picture being shown on the screen. According to Sholechan (2012), Video is technology for capturing, recording, processing, transmitting and rearranging moving images. Usually use celluloid film, electronic signal, or digital media. According to Ciampa et al (2016), there are four components that make a good video, they are:

1. **Good lighting**

   Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It does not matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good.

2. **Top quality audio**

   The better a video sounds, the better it looks, visual can easily be accepted when the sound is clear.

3. **Steady camera**

   Steady camera will produce a steady shoot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display did not shake or move too much. Therefore, using a tripod is highly recommended.

4. **Shot structure**

   A good video displayed the object in different shot types and angles. The editor should strive for nice selection of shot types angles in order to keep the viewers engaged.

The writer can conclude that, video one type of audio-visual media to convey information though images combined with audio that aligns and they look real. Besides a video is a good media to promote a tourism object.

2.5   The Processes of Editing Video

In the editing process, it is not just a matter of combination pictures. There were loss of variable to know the editing process. According to Multimedia club (2015) there are the terms of editing video which must be known by an editor as follows:

1. **Motivation**

   In movies, pictures such as city streets, mountains, sea, clouds, etc. are often shown before the main image (subject / object). The purpose of the drawings is taken as a guide and explanation of the next picture. In addition to images, motivation can also be raised in the dorm of audio, for example: telephone voice, water, door knock, footsteps and so on. Motivation can also be a mix of images and audio.

2. **Information**

   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.

3. **Composition**

   One important aspect for editors is the understanding of good image compositions. Good here means standards agreed upon or in accordance with Camera works.

4. **Continuity**

   Continuity is a state in which there is continuity between the first picture and the previous image. While the function of the continuity is to avoid the jumping (scene that feels jumping), be it on the picture or audio.

5. **Titling**

   All the letters needed to add image information. For example: the main title, the name of the cast and the creative team.

6. **Sound**

   Sound in editing is divided according to its function, as follows:

a) Original Sound

All original audio / sound of subject / object taken along with shooting / visual.

b) Atmosphere

All background sounds / backgrounds around the subject / object

c) Sound Effect

All sound produced / added when editing, can be from the original sound or the atmosphere.

d) Music Illustration

All kinds of sounds, either acoustically or electrically generated to illustrate / impress the emotion / mood of the audience.

2.6   AIDA Model of Copywriting

Copywriting is the creative process of writing advertising promotional texts that are used by any brand. It is about persuading people to accept the offers commodities or services (Albrighton, p: 5-6, 2013). To build positive and attractive qualities which help in making the brand attractive copywriters use words to create concept and content for memorable messages. Specifically, they write the words, phrases or sentences for broadcasting and printing materials that helps in the development of an identity for product and advertisers.

Advertising or promotion aims to provide information, persuade or remind target customers, advertisements are designed for creating attention or awareness, interest, desire, and action (Kotler, 2010). The AIDA is the acronym that refers to Attention, Interest, Desire and Action. AIDA formulation of "think feel do", from the "know" stage to the "feel" stage and finally to the "do" stage was used to construct a copy. This theory describes the four physiological phases experienced by a viewer upon receipt of information or a new idea about a product or service (Michaelson and Stacks, 2011). The AIDA model is a basic framework in structuring an advertisement based on perception.

Here below, the four stages of AIDA:

1. Attention

   The advertiser has to raise customers' awareness of a brand, product or specific services involved. This first step focuses on ways to attract attention.

2. Interest

   The advertiser draws the attention to convey the benefits of the product by providing a solution or hope to a certain problem. Explaining the feature and benefit to better their interest is the best way.

3. Desire:

   This stage suggests that a marketer seduces the customers to purchase a product by providing a breakthrough to their consumers. Some consumers may doubt the product or service so an outcome should be offered.

4. Action

   Action is the final step of the process which is eventually driving the purchase of the product or service.