CHAPTER II
LITERATURE REVIEW

2.1. Design

In general, design can be interpreted as a motive that is the principle of making an object. Design is the first step before making good objects that are clothes, furniture, buildings, and so on. In other words, design is a picture of the formulation of various elements including various kinds of considerations. Another people said, Design is a creative process in solving problems in matters relating to the design of an object that is functional or aesthetic. Which in principle looks at the technical aspects, functions, materials, without releasing the elements of color, lines, texture, composition, balance, and shape (Beta, 2008).

The person who produces a design is called a *designer*, which is a term generally used for people who work professionally in one of the various design areasusually specifying which area is being dealt with (such as a textile designer, product designer, concept designer, web designer (website designer) or interior designer), but also others such as architects and engineers. A designer's sequence of activities is called a design process, possibly using design methods. The process of creating a design can be brief (a quick sketch) or lengthy and complicated, involving considerable research, negotiation, reflection, modeling, interactive adjustment and re-design.

2.1.1. Kinds of Design

Broadly speaking, the kinds of designs can be divided into two types. Saddoen (2020) the types of design are as below:

1. Structure Design

   A design that describes the shape of an object or a certain object that consists of several design elements such as shape, size, color, the arrangement of lines and so on.

2. Decoration Design

   A design that is specifically designed to provide decoration to an object. This decoration design has a purpose which is to increase the beauty and quality of the existing object structure design.

2.1.2. Type of Design

   The design methods themselves are how a designer creates an object of design. Saddoen (2020) the several methods can be done, which are as below;

1. Explosing

   Design methods by seeking inspiration through critical thinking to produce a design like never before.

2. Trendspotting

   Design methods by making a design based on trends that are developing at that time.

3. Phototyping

   Design methods by modifying or improving ancestral designs that have been inherited.

4. Managing

   Design by creating designs in a sustainable and continuous way.

5. Refreding

   Design method by reprocessing an existing design to be something different and better than before.

2.2. Culinary

   Culinary is a processed food in the form of side dishes, snacks and drinks. Culinary cannot be separated from cooking activities that are closely related to daily food consumption. The word culinary is an element of English absorption which is culinary, which means related to cooking. While people who work in the culinary field are called chefs or chefs (Puspitasari, 2018).

In its development, the use of the term culinary is used for a variety of activities, such as culinary art, namely the art of the preparation, cooking and serving food, usually in the form of food. There is also a culinary tour, a tour that aims to try to enjoy the results of cuisine at the tourist attractions. Furthermore, According to the International Culinary Tourism Association (ICTA) says that culinary tourism is a unique eating and drinking activity carried out by every traveler who travels.

2.3. Culinary and Tourist

Tourists are one component in the tourism sector that plays a role in the success of tourism programs. One indicator of this success is the achievement of the number of tourists who will come or visit a tourist destination. A tourist profile is a specific characteristic of different types of tourists who are closely related to the needs and needs of tourists in traveling. Characteristics of tourists based on Seaton and Bennet (1996), namely:

1. Socio-demographic Characteristics

   Socio-demographic characteristics try to answer the question "who wants what". The division based on these characteristics is most often done for tourism analysis, planning, and marketing because the definition is very clear and relatively easy to share. Included in the socio-demographic characteristics include gender, age, marital status, education level, occupation, social class, family size or a number of family members and others elaborated from these characteristics. Socio-demographic characteristics also relate to one another indirectly. For example the level of education of a person with work and income level, as well as the age with marital status and family size. The division of tourists based on socio-demographic characteristics is most significantly related to their travel patterns. Gender and age groups, for example, are related to the choice of the type of tourism being carried out (Seaton & Bennet, 1996). The type of work a person or family type will affect the leisure time that person has, and further on his "ability" to travel.

2. Geographical Characteristics

Geographical characteristics divide tourists based on their location of residence, usually divided into village-city, province, or country of origin. This division can also be further grouped based on the size (size) of the city of residence (small, medium, large/ metropolitan), population density in the city and others.

3. Psychographic Characteristics

Meanwhile, psychographic characteristics divide tourists into groups based on social class, lifestyle and personality characteristics. Travelers in the same demographic group may have very different psychographic profiles. So based on the understanding of these experts, it can be interpreted that tourists are people who travel from one region to another or from one country to another country with no permanent residence and only temporary residence both domestic and foreign tourists. Tourists have several characteristics, namely characteristics of tourists based on socio-economic aspects, characteristics of tourists based on geographical aspects, characteristics based on psychography and characteristics based on travel patterns.

Tourists in a city or country always do activities based on the characteristics and also the contractions provided by the city or country of destination. Culinary tourism activities can be a choice of activities carried out by tourists in finding the impression that will be brought back to their original place. For example, local cuisine is a reflection of the history and culture of the area so that it can be used as one of the tourist attractions. In addition to the beauty of natural attractions such as natural scenery, regional specialties can be a major destination for tourists, and these tours can be referred to as culinary tourism. Culinary tourism is important because tourist destinations must be more than just nature, culture and art, but must reflect the experience sought by tourists.

2.4. Culinary and Tourism

The relationship between tourism with culinary tourism is very closely related. With the holding of tourism not only adds to the country's foreign exchange but can introduce culinary tourism to local and foreign tourists, with the aim that they can find out about Indonesian food, not only that they can see the shape, and also can taste the delicious food-meal. Other acquisitions can also help people who are engaged in culinary business can be said to be a business field for the community.

Minister of Tourism acknowledged that 60 percent of tourism in Indonesia is strongly supported by the cultural or creative industries. The culinary industry became one of the most influential industries for tourism in Indonesia.

This proves that Indonesian cuisine is liked and ready to be one of the factors driving the community's economy, especially in the case of small-scale business. He noted that in 2013 the culinary sector contributed gross added value of IDR208.6 trillion with an average growth of 4.5 percent from 2012-2013. The culinary sector also absorbs a workforce of 3.7 million people with an average growth of 0.26 percent. Business units created from the culinary sector were recorded at 3.0 million with an average growth of 0.9 percent. "Currently culinary tourism is not a momentary phenomenon but has become the main attraction and destination for trips to a destination", (Yahya, 2015). Therefore culinary tourism is believed to be able to become the main element that serves as an adhesive for the series of trips, given that tourism is a multi-attribute and prospective sector as a gateway as well as the image of Indonesian tourism.

2.5. Promotion

Promotion is one of the variables in the marketing mix that is very important to be carried out by companies in marketing service products. Promotional activities not only function as a communication tool between the company and consumers but also as a tool to influence consumers in purchasing or using services following their desires and needs (Lupiyoadi, 2006). Moreover, another people says that, promotion includes all the activities the company

undertakes to comunicate and promote its products to the target market (Kotler, 2004). In addition, Kotler and Armstrong (2012) say that promotion means activities that communicate the benefits of the product and persuade target customers to buy it.

Based on the definitions above, the writer can conclude that promotion is a communication activity carried out to promote an item that you want to sell to customers at the right price and place.

2.5.1. Role of Technology in Tourism

At this time mobile technology increased significant growth. The utilization of mobile technology can be a solution for wider promotion. One of them is used for tourism promotion.

According to Budi (2016), there are three important things that must be done in the management of regional tourism, namely *Branding*, *Advertising*, and *Selling*. Increased promotions and branding will increase the number of tourists. The high number of tourists will provide a multiplier effect, for example on improving the economy and welfare of residents and developing other business players in the tourism industry.

2.5.2. Promotion Media

There are four promotion media such as printed promotion media, electronic promotion media, internet promotion media, and product promotion media (Ardani, 2017):

a. Printed promotion media

   Promotion through print media is the most common ways to promote something. The kind of promotion usually done by using banners, advertisment in newspaper, magazine, book, sticker, and so on. This type of promotion is the easiest way to deliver by upper to button sociaty. And also this kind of promotion is an affordable cost.

b. Electronic promotion media

Way a promotion has a good effect in product marketing. This kind of promotion usually uses television or a radio as a media to promote something. But, promoting using electronic media requires a high budget.

c. Internet promotion media

This kind of promotion is the developing of the electonic media promotion. This kind of prommotion usually through the media banner website or also paid advertising program such as Facebook, Instagram, Blog, Youtube, and so on.

d. Product promotion media

Thuis kind promotion usually through a product such as bag, t-shirt, hat, and so on.

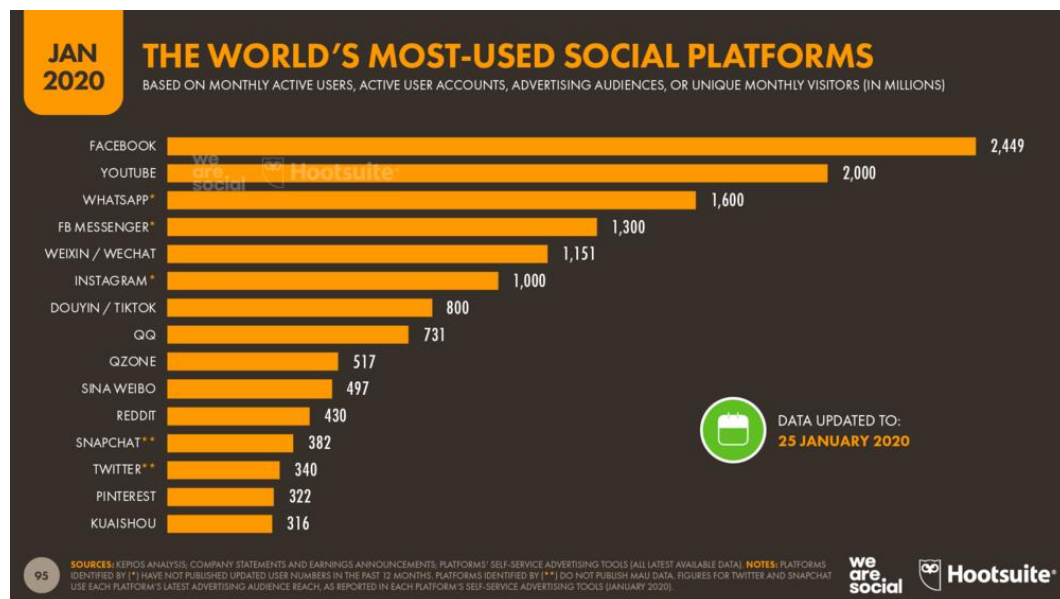Promoting culinary tourism on social media:

Figure 1. Platform social media users

Source: WeareSocial and Hootsuite (2020)

Data from WeareSocial and Hootsuite about the world's digital landscape. This 2020 data reveals some interesting things related to the development of the digital world, including data about Indonesia. The bar chart shows that the most

video-based social media platform users are youtube. The bar chart shows that the majority of users of video-based social media platforms are youtube. Although Facebook is the first rank that has many users, the use of Facebook as a media to promote video is still lacking, because most people use Facebook to provide information in written form. Whereas for Youtube users it is definitely focused on the video being shared. After that, it was followed by other media such as WhatsApp, FB Messenger, Instagram, and so on.

Videos distributed on Youtube are various. I can be a news, travelling, food, tutorial, and many other. Some of the video uploaded on Youtube are video blogging on tourism destination and culinary tourism.

2.6. Script

Script is the design of the delivery of stories or ideas with the film media (Briant, 2006). Another definition of script is the basic idea that is required when makin video. Also the quality of a script is really important and crucial in the final outcome of the video. A script generally contains explanation of descriptions of messages of information (Hanifa, 2013).

2.6.1. Stages of Script Writing

Based on Hanifa (2013) stages of script writing usually consists of some activities, they are:

1. Formulating Idea

   In *Kamus Besar Bahasa Indonesia (KBBI)* " idea is design that set in mind". It means idea is a design that is arranged in mind. As long as the idea has not been poured into a concept with real writing or images, then the idea is still in the mind. Ideas lead to emergence of a concept that is the basis of all kinds of knpwledge, both science and philosopy. The idea is an intellectual property such as copyright.

2. Doing Research

Research is necessary one you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be book, newspaper, or other publiation and person or resource person who can provide accurate information about the content of substance to be written.

3. Writing Outline

Outline is the framework, stretch, stroke, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are orgenized systematically, logically, clearly, structurely, and orderly. Outline is very important as a step-by-step guide in the writing process (Hanif, 2013).

2.6.2. Script Regulation

Script consists of the title, name of the writer and number of draf. All of them are written in capital letters. This is a regulation of script outline (Kartawiyudha, 2017):

1. Number of Scene

It mean that each scene consist with one place or one theme.

2. Scene Heading

There are to kinds of scene heading based on where the scene takes place. EXT (exterior) indicates the location outside room and INT (interior) indicates the location inside room. They are followed by indication of place and time. Scene heading is written down with capital letters.

3. Name of Character

The character name is written with a capital letter.

4. Visual Description

In visual description, the writer should avoid usig ambiguous and poetic words. Visual description onlu cotains what will be seen later on a movie

screen such as a layout of objects inside, room or movemnts and actions done by character.

5. Voice Instructions

In the visual description there is a voice description, for example a phone, ringing, doorbell, or music, this shoud be written in capital leter.

6. Parenthetical

Parenthetical shows how to pronounce dialog.

2.6.3. Developing Writing Script

The best tour scripts don't feel as if they've been written by anyone at all, but the cruel irony to effortless sounding, entertaining scripts is that they take a lot of hard work to write and develop. Creating, improving and refining your script will be a lengthy process, and one which starts as you begin developing your tours, and evolves over time. Below are our basic tips for developing tour scripts (Kost, 2015):

1. Keep it intertaining

The number one rule for a great script is to make sure to keep it entertaining. The last thing you want are tour attendees getting bored and distracted. On tours that involve activities (like food tastings) it can be easy to think that the script can take a back seat. However, most people going on tours are looking for a full-on experience, and that includes an entertaining guide.

2. Have a introduction and conclution

Think of the start and end of your tour script as the book ends to your tour. You want to layout expectations for the day when you start and sum up the experience at the end.

3. Have effective transition

You don't want your guides abruptly changing topics throughout your tour for a few reasons;

a. It can be disorienting and difficult to follow

b. It makes memorizing and giving presentations more difficult for your guides

c. Effective transitions don't only make topic changes more logical, they help your script carry a common thread throughout. It'll help your attendees remember key facts, and help the tour make sense as it progresses. Transitions should be added into the script at major topic changes or when moving from one location to the next.

4. Keep it grounded in fact

Your script should aim to stick in the realm of factual commentary rather than opinion. Not only will this keep things neutral, but it also let your attending form their own conclusions about their experience.

5. Check those fact

Always check your facts to ensure accuracy. If any of your facts are more timely be sure re-check them sporadically to make sure numbers or stats haven't changed.

6. Have a good ratio of content

With a tour like food tours, where there's a central activity at hand, we like to have a good ratio of information built around the activity. Keeping presentations varied makes them interesting, while still staying on point. You don't want to end up veering too far off from the subject at hand.

7. Constant revitions

We hate to tell you this, but your script is never really done. There will always be opportunities to add new information and make improvements or adjust based on how your guides are presenting your script. You'll find as you begin your tour you'll learn new tidbits from your guides, vendors and even your participants. We recommend on initial writing you go through extensive revisions and then re-visit the script at least once a season for maintenance.

2.7. Video

Video is an audiovisual media that displays images and sounds. The message presented can be in the form of facts (events, important events, news) or fictitious (such as stories), can be informative, educative or instructional (Sadiman, 2009). Moreover, Daryanto (2010) says that video media is anything that allows audio signals to be combined with sequentially moving images.

So, from theories about video above, the writer think that video is a good way to promote culinary place in Palembang. Promotion by using video is more interesting and eye-catcing than photograph or only text. Because it combines images, sounds, and also effects that makes the video look more real.

2.7.1. Advantages of Video

According to MacFarland (2014), video is a powerful tool for promotion. He mention several advnatages of video, they are:

1. A video has become so easy to use that a person can simply use a smartphone, tablet, or computer to record a video.

2. A video is a impaccable a storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have a ability to transport your mind from the environment you are in and place you inside the environmrnt of the video.

3. A video is a being watched online more and more every year including an 800%increase in online video consumption over the past six years, a 55% majoriti of video news viewers among Internet users and 2 bilion video views per week are monetized on Youtube.

2.8. Video Blog

Vlog is web that uses video as its primary mode of content delivery, rathen than text or image (Fariz, 2013). Other people says that, vlogging is a creative content created by someone to share their life diary in the form of videos that are intentionally displayed to many people for free (Kamaru, 2014)

2.8.1. Requirement of Vlogging

The name for a vlogging maker is a vlogger (Kamaru, 2014). As an independent vlogger, someone is required to have the ability to make vlogging. The following are the conditions for making vlogging;

1. Have confidence and have good speaking skills.

   A vlogger is demanded to have speaking skills in front of thecamera. this is the same as with public speaking skills. The differences, the language used in vlogging is generally the language used every day and of course as much as possible remain polite. To practice speaking skills can be done by speaking in front of a mirror or talking directly in front of thecamera and then recording it. This is done so that we can discover how the style and character that is suitable for speaking in front of the camera. Besides, this simple method is a process that trains itself to get used to talking in front of the camera.

2. Has the ability and responsiveness in using the camera owned.

   A vlogger should prepare tools to make vlogging. For example a camera, does not need an expensive camera, even a camera that is on a cellphone can be used to record video. Everything just needs to be put to good use. To make vlogging can provide other supporting tools such as, *Lighting* for lighting in making a video in the room, *Microphone* for recording sound, *Tripod* or *Monopod* as a stabilizer in taking pictures that don't shake and so on. After all, there are many things to be learned, especially in lighting settings and shooting angles. This needs to be studied so that the resulting image will be better.

3. Have the expertise and use of one video editing software.

   At this stage, to be able to make their vlogging independently, one must be able to have the ability to use any of the video editing software. Some of the most important things that need to be learned include;
   a. Video cutting and merging techniques.
   b. The technique to add back sound in the video.

c. The technique of combining audio and video when recording separately between audio and video.

d. The technique of adding subtitles in videos.

e. How to render or save a video.