

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about traditional food, characteristics of traditional food, traditional food in Palembang, application, importance of mobile phone application in promoting traditional food.

2.1 Traditional Food

Human needs food for live. Food and human can not be separated because food is needed all the time in order to give energy for the human to do some activities. Asfihan (2019) states that food is everything that has balanced nutrients that is needed for the body in order to fulfil the needs of growing process. In addition, based on Merriam Webster Online Dictionary (2020) food is material consisting essentially of protein, carbohydrate and fat used in the body of an organism to sustain growth, repair, and vital processes and to furnish energy. Meanwhile, according to Soekarto (1990) food is a material that usually can be eaten after the process of cooking. Therefore, it can be concluded that food is needed by human to fulfil the energy and balanced nutrients that is usually cooked before consuming it.

According to Cambridge Dictionary Online (2020), Traditional means following or belonging to the customs or ways of behaving that have continued in a group of people or society for a long time without changing. From the definition of food and traditional, Fardiaz (1998) states that traditional food is food and drink including snacks and mixing ingredients, and has long been developed in one region and processed from recipes that have long been known by the community with the local taste. In addition, Marwani (2000) states that traditional food is folk-day foods, whether it is staple food, snacks or special dishes that have gone back to ancient time.

The followings are three categories of traditional food (Murdijati ET AL, 2017) :

1. Extinct traditional food

Extinct traditional food means that the traditional food that is difficult to be found. It is caused by the limited ingredients or the local community starts to stop making the food because of the lack of interest from these food.

2. Unpopular traditional food

Unpopular traditional food means the traditional food that is not too difficult to be found, but it is not popular in the local community and get lack of interest from the local community.

3. Popular traditional food

Popular food means the traditional food that is very easy to be found. It also get interest from the local community. This popular traditional food usually becomes an icon of one of the regions that every tourists and visitors must taste.

While Sosrodiningrat (1991) gives three characteristics of traditional food as follows:

1. Food recipes are handed down from generation to generation.
2. The process of cooking the food uses certain traditional tools
3. Food processing techniques are the techniques that must be done to get the distinctive taste and appearance of the food.

2.1.1 Palembang Traditional Food

Palembang is one of the city in Indonesia that has various traditional food. The famous traditional food from Palembang is Pempek. In fact, pempek is not the only one traditional food from Palembang. According to *Dinas Kebudayaan dan Pariwisata* (2014), Palembang has 130 kinds of traditional food. Meanwhile, Yoss (2011) states that there are 23 traditional foods from Palembang besides pempek. The traditional food is divided into three categories,

1. Main dishes:
 1. Pindang patin
 2. Mie celor
 3. Martabak HAR

4. Burgo
 5. Laksan
 6. Sambal tempoyak
 7. Sambal lingkung
2. Snacks:
1. *Kemplang*
 2. Dadar jiwo
 3. Telok ukan
 4. Gulo puan
3. Traditional cake:
1. Kue lapis kojo
 2. Kue lapis maksuba
 3. Kue delapan jam
 4. Kue bolu suri
 5. Kue gandum
 6. Kue lumpang
 7. Kue srikaya
 8. Engkak ketan

2.2 The issue of application

According to Hendrayudi (2009), an application is a collection of program commands made to do certain jobs (specifically). In addition, Abidin (2010), applications are supporting programs that are made specifically to complete certain tasks. Example from applications are ACDSee, Jet Audio, WinAmp, Windows Media Player, Microsoft Office, Corel Draw, and others.

According to Pressman and Bruce (2014), mobile applications are applications that have been specifically designed for mobile platforms (for example iOS, Android, or Windows Mobile). In many cases, mobile applications have a user interface with unique interaction mechanisms provided by the mobile

platform, interoperability with web-based resources that provide access to a variety of clear information relevant to the application, and local processing capabilities for the collection, analysis, and format of information by means of the most suitable for mobile platforms. Apart from that the mobile application provides persistent storage capabilities in the platform.

2.2.1 Regulation of making application

Curtbertson (2019) states that there are 8 rules and regulations for developing a mobile application:

1. Pay Attention to Visual Appeal

Be aware of the latest trends and follow best practices in designing your android app. Focus on achieving a perfect balance between an attractive design and ease of use. Choose colour combinations and patterns to highlight the most important features, rather than being a source of distraction for the user.

2. Avoid Getting Carried Away with Technology

It's quite normal for Android app developers to be passionate about technology and coding. There's been increasing use of the latest JavaScript framework and deep nesting of views in the layout. Instead, focus on keeping things as simple as possible to avoid problems later.

3. Write Easy to Understand Codes

Android application programmers should prioritize clear and understandable code over the cool and complex code.

4. Conduct Frequent App Testing

Many Android application developers make the mistake of writing loads of code and waiting for the Quality Analyst to do the job of testing. Doing so many result in unnecessary bug reports and time invested in implementing resolutions.

5. Security Should be Your Prime Focus

Apps that abuse or misuse any device, network or personal data are immediately flagged and removed from the Google Play Store. Even if the

app is being offered for free, there are certain responsibilities that Android app developers need to shoulder.

6. Ensure Pristine App Content

Identification of bad apps has been made possible by the implementation of machine learning and powerful techniques are employed to detect inappropriate and abusive app content as well as undesired features like impersonation and malware.

7. Listen to Users

The only way you can adapt and evolve as an Android application developer is by keeping your eyes and ears open for user feedback. User delight underlines the adoption and success of your app.

8. Aim at Providing a Great App Experience

Users want a seamless and uninterrupted app experience. Android app developers should focus on reducing user time spent on looking for what they need and on accomplishing tasks.

2.2.2 Element of mobile phone application

Berilsam (2017) states that there are 6 elements of mobile phone application:

1. Color

Color is one of the most important elements of mobile design. The Internet is filled with studies and articles about the psychology behind colors in marketing and all these principles apply also to mobile apps so you have to think about the color while building your mobile interface and it to your mobile app design elements.

2. Font

Next, with the same thoughts in mind consider the way your content is displayed. In case you have a funny app or game, then a hilarious font will enhance the comic effect. On the other hand, if you own a serious app which presents real facts from the economic world then make sure that the typography chosen will reveal the gravity of the news presented. You should

not forget the strength you give to your content with font while designing app user interface. The font you select for your app can build or ruin your customers' interest in an instant. At the same time, you must remember the principles listed above and to stick to the style selected for your app user interface for avoiding confusion. So, font is one of the most necessary mobile app design elements.

3. Icons

Necessary elements of mobile design, of course, include icons. Those small images are more important than you can imagine while designing mobile app. They create a great impact for the overall perception of users about your app. There are various types of icons but we will enumerate only the main ones:

- App Icons – for representing an app;
- Clarifying Icons – explain certain tasks;
- Interactive Icons – used mainly for navigation;
- Decorative Icons – created for a more attractive look;

No matter what kind of icons you choose, you have to keep in mind that they need to be clear and to express exactly the type of action you are waiting for your customers. Avoid similarities with your app user interface that can generate confusion or hesitation.

4. Illustrations

Don't forget to include illustrations in your must mobile app design elements list! It is needless to say that all creatives added inside your app have to follow the highest quality standards. Besides that, they need to be handled in a smart way in order to reflect the point you are trying to prove with your text. Just like fonts, illustrations need to follow a specific theme and to be carefully chosen for creating the wanted impact. Remember that mobile devices come in different sizes and with various screen resolutions and you have to provide the best experience for all of your users so your app ui should be adaptable to different devices. At the same time be careful with the licenses and make sure that you have the rights to use them for your app user interface

5.Brand Design

With a clever user interface, you can attract customers interested in the features offered by your creation. Never forget that your app represents your brand in the eyes of smartphone users. Your mobile ui should represent your brand perfectly. Add your logo inside the app and make sure that users are aware of the fact that your company provides high-quality services and every time they see this small picture they will know that they can trust your products. It is about building a long-lasting relationship between your business and your customers.

6.Navigation

Besides colors, fonts, images and other visual effects, you have to make sure that users don't get lost inside your app. Customers should be able to find what they need from your app easily and this happens with a good navigation in mobile interface. In every moment they have to know where they are and the next step required for the wanted activity. Use every instrument you have for guiding them and for describing the necessary steps they need to make for achieving their purpose. You have to find the right balance between interactivity and simplicity but keep in mind that a tangled interface isn't benefiting from any type of app, not even for puzzle games.

2.2.3 Steps of Creating Application

According to Mistry (2019), there are 9 steps in creating an application successfully. Those steps are:

1. Define your objectives

Smartphone app development is a time taking process. Companies spend a lot of money to develop and maintain their app. But if your objectives are not clear, you probably won't get the desired benefit. The first step to build your own app is to figure out the reasons why you want to build an app. The best way is to answer these questions: Do you want to solve a problem? Want to reach more customers? or just doing it for brand awareness.

2. Plan functionality and Features

Let's move on to the second step to create an app. After defining the objectives, the second important thing that comes into play is planning your app's functionality and features. Identify top functionalities and features that you want to include. This is one of the creative steps of app making where you'll have to write down all the functionalities you want to add and features needed to achieve the solutions and get the expected results, mostly known as an MVP version of the app. The best way is to make sure you carry out market research to find what your competitors on the app stores like Apple's App Store or Google Play Store and see what they are lacking or innovating.

3. Research your competitors

It's important that you should know the answers to these questions before jumping into the app development.

- What are the objectives of your app?
- Who are the target users of your app?
- Are app users looking for an app like yours?
- Who are your top competitors in the marketplace?

You'll get an idea of the demand for the app you're making and help you fill the gaps your competitors had left.

4. Design wireframes

You've defined your objectives, planned functionalities, and features, and done competitors' research to get insights. Now, it's the time when you have to think about the design of your app. Give it its first skeleton and combine the individual blocks together with wireframing.

Wireframing is the visual representation of your app's layout and the flow between the different screens. This is one of the best distraction-free methods where you don't have to bother about different graphic elements. The wireframe will be based on the use cases i.e. the specific tasks your users will

perform on the app. A wireframe is like a bridge between your raw thoughts and the final product before any you start to create an app.

Your goal should be optimizing the number and order of app screens to reach each goal. You can also create multiple app screens flows for the same task to determine which will provide the best experience to the users.

5. Choose a development path

Once you finish the wireframing, here comes the most important part where you must choose the platform and coding language. We know it's not easy for all people to discuss application building platforms and programming languages. But if you are clear with your requirements, budget and target users, this isn't that difficult too.

6. Build your mobile app

Building a quality mobile app considering all the requirements and following the guidelines takes time. Being a leading mobile app development company, we have highlighted some important points you should keep in mind.

- Get rid of any unnecessary elements that don't support users' tasks. Remember, content is your interface. A landing page is extremely important.
- Use a single input field whenever possible. Multiple fields and making users switch between different modes creates a bad user experience and the pushes user instantly leave your app.
- Overusing push notification is another bad practice. This annoys the user and gives them a major reason to uninstall your app.
- Consider future-proofing your app. Today, you might want to just fulfill the demands of your target users. But you should also make sure that the application can bring you profit for further development. The efficiently you market your app, the earlier you receive profit and the faster you add more features and grow your app.
- Choosing the right and speedy database also plays an important role in the success of your apps. So always consider these factors while choosing a

database: Required size, Data structure, Speed and scalability, and Safety and security of data.

7. Test your mobile app

After the development is done, it's time to test your mobile application to ensure there are no bugs and the user experience is as intuitive as you created and tested your wireframes. While there are various kinds of testing available, we would recommend you go for at least two testings: Internal Test and the External Test. Internal testing means testing your app by the development team as if you were the end-user. On the other hand, external testing requires you to give the app to people who are not familiar to use your mobile app. The aim to test your app is to fix bugs and user interface issues.

8. Launch your mobile app

As your app is now completely developed and tested, it's time to let the world know about it. Launch the application through Appstore, Playstore or Website.

9. Promoting

It is a common myth that good products don't need marketing, but that's not true. Marketing is the voice that tells users who you are, what you stand for, and how you're different from others. Whether you have published the app on the app store or not, you can start promoting it. Some of the common ways to promote your app are: use a banner to your website, publish a dedicated blog post about the app, send emails to your existing customers, promote it on social media like Facebook by making interactive videos, publish photos or videos on YouTube, Tweeting on Twitter, etc. One more way is that you can also ask influencers to promote your app in their social network via photos or videos if you want to reach more users.