

CHAPTER II

LITERATURE REVIEW

2.1 Culinary

The word culinary comes from Latin, which is related to something related to cooking or kitchen. Furthermore, the term culinary originates from cuisine or products related to cooking and gastronomy or consumption patterns, so that culinary can be interpreted as an given practice of consumption, or consumption-based consumption practices (Virna, 2007). While Wongso (2015) states culinary becomes very important as a national culture. Indonesia has a lot of different food diversity among regions, it must be maintained so that it is not claimed by other countries. Like dance, culinary is part of the identity of Indonesian culture.

Culinary is an inseparable thing in the structure of human life, all humans need food and drink. The use of culinary words or terms can also vary, just call activities, such as culinary art, namely the art of preparation, cooking and serving food, usually in the form of food. Culinary is a part of life that is closely related to daily food consumption (Arudam, 2015). Moreover Fadheli (2013) defines that Culinary is a part of life that is closely related to daily food consumption. Culinary can also be interpreted as a processed product in the form of food and also in the form of side dishes, snacks along with drinks.

Based on the statements above, it can be concluded that culinary is a matter relating to cuisine that characterizes the region and becomes part of life that can be made in the form of food and drinks.

2.2 Alas Coffee

Alas Coffee is one of the brands that produces coffee in the city of Pagaralam. The name *Alas* is taken from the abbreviation of *Anak-anak asli* Semidang Alas. The name was taken because Semidang Alas is a place or village that produces Robusta coffee in Pagaralam. *Alas* Coffee was established in January 2020. The owner is Taufiq Suni Pratama. *Alas* Coffee has become a sponsor in a coffee brewing competition in Muara Enim in August and also received a certificate as a good quality of producing coffee beans at the event. Currently, *Alas* Coffee

provides several coffee products such as Robusta, Luwak, Arabica and coffee perfume. From all of that types, Robusta is the most popular product for the customers because it is affordable, tastes good and become a characteristic of coffee that comes from Pagaram. For marketing, the owner works closely with his friends in Lampung to market the product by online and offline. The customers can order it online by using Instagram, Whats App and Shopee, besides coming to the coffee store directly.

2.3 Robusta Coffee

Robusta coffee was first discovered in Congo 18981 by botanists from Belgium. Robusta is a plant native to Africa which covers the Congo, Sudan, Liberia and Uganda regions. Robusta began to be developed on a large scale in the early 20th century by the Dutch colonial government in Indonesia. This type of coffee has a very fast growing process, therefore this type is more widely cultivated by coffee farmers in Indonesia. Robusta coffee is grow very well at an altitude of 0-900 meters above sea level. But ideally planted at an altitude of 400-800 meters (Panggabean, 2011). Robusta coffee has the physical characteristics of the seeds rather round, thick arches and the center line from the top down almost flat (Rukmana, 2014).

There are 4 types of coffee groups that are known. Namely Arabica coffee, Robusta coffee, Liberika coffee and Ekselsa coffee. Coffee groups that are known to have economic value and are traded commercially are Arabica coffee and Robusta coffee. Meanwhile, the Liberika and Ekselsa coffee groups are less economical and less commercial (Rahardjo, 2013). The taste quality of Robusta coffee is below Arabica coffee, but Robusta coffee is susceptible to leaf rust. Therefore, the largest coffee plantation area and coffee production area is Robusta coffee. The characteristics of Robusta coffee have a taste like chocolate, bitterer, and slightly sour, the smell produced is distinctive and sweet. Robusta coffee plants are usually able to produce at the age of 2.5 years. The economical age of Robusta coffee can be up to 15 years. However, the level of Robusta coffee production is strongly influenced by the level of its maintenance (Haryanto, 2012).

It can be concluded that Robusta coffee was first discovered in Belgium and is a native plant of Africa but, this coffee is mostly cultivated by coffee farmers in

Indonesia because it has a very fast growth process. Robusta coffee also has physical characteristics and taste, superiority, and age of the plant.

2.4 Design

Beta (2008:5) states that design is a creative process in solving a problem in terms of what is needed to design a place that is intended functional or aesthetic. Which in principle looks at the technical aspects, functions, materials, without releasing color, lines, texture, balance, and shape. Pilliang (2008:384) further explained, thus the design is a creative-progressive activity with the product, the final product is novelty and difference. Then according to Sachari and Sunarya, (2001:10), design is a physical translation of the social, economic, and human life aspects, and is a reflection of the culture of his day. Design is one of the manifestations of intangible culture, design is a product of values that apply at a certain period of time.

From the definitions, it can be concluded that design is a creative activity that results in a design or an innovative result in accordance with the special sciences and professions undertaken and is a reflection of the culture of its era which concerns copyright.

2.5 Promotion

Tjiptono (2002:219) states, promotion is a form of marketing communication meaning marketing activities that seek to disseminate information, influence or persuade and or remind target markets for companies and their products to be willing to accept, buy and be loyal to the products offered by the companies concerned.

According to Asri (2003:360), the purposes of the promotion function are as follows:

1. Informing

Informing the complete information to prospective buyers about the goods offered, who is the seller, who is the maker, where to get it, the price and so on. The information used can be given through writing, images, words and so on, which are adjusted according to circumstances.

2. Persuading

Persuading prospective consumers to want to buy the goods or services offered. It should be emphasized here that persuading does not mean forcing potential customers so that the decision taken may actually be a negative decision.

3. Reminding

Reminding consumers of the existence of certain goods, which are made and sold by certain companies, at certain places with certain prices. Consumers sometimes really need to be reminded, because they do not want to bother to always look for what items are needed and where to get them.

Mustafa (2010:1.32) states that there are three forms of promotional media used by a company or organization, they are:

1. Publication

Publication is a non-personal impulse so that there is a demand for news products or services about things in the media requested or through an interesting presentation radio, television, or on stage. Publications are usually free of charge and therefore published forms of promotion that have the potential to be utilized.

2. Advertisement

Advertisement is promotional media in the form of presentation of ideas, products or services by paying. Advertising can be done in various forms. Can be through print or electronic media such as newspapers, magazine, booklet, radio, and television.

3. Individual contact

Promotions conducted by individuals are carried out through direct meetings between representatives of the organization and the target market. Promotion with personal contacts is a more effective means than other means or promotions. Individual contacts can be arranged according to the needs, interests and personal consumers.

2.6 Booklet

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 of 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 is just a way of presenting its contents much shorter than a book. While Atmaja (2008:70) states, booklet is a mold with a special shape book. Booklet can be used to show examples of work copyright related to the product. Things to be considered 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 that is the side view first.

Moreover, Maulana (2009:174) claims that booklet is a medium for conveying messages in book form, both in the form of writing and drawing. Then according to Satmoko (2006:2), booklet is a small book that has at least five pages but no more than forty-eight pages beyond the cover count.

Based on the explanation above, it can be concluded that booklet is a small book that has a content structure like a book that is used to show examples of products and as a media for conveying information in the form of text or images.

2.6.1 The Elements of Booklet

Booklet is included in the type of graphic media that is picture or photo media and also included in print-based text. Therefore, there are several elements that must be considered when designing printed text. According to Arsyad (2009:85), there are six elements that must be considered when designing printed text, including:

1. Consistency

Format and spacing must be consistent, if the lines are too close will make the writing appear unclear at a certain distance. Consistent format and spacing will make the booklet look neater and better.

2. Format

The display format in the booklet uses a one column display because the paragraphs used are long. Each different material content is separated and labeled to make students to read and understand it easily.

3. Organization

Booklets are arranged systematically and separated using boxes so that students are easy to read and understand the information in the booklet.

4. Attraction

Booklets are designed to be interesting, such as adding images that relate to the contents of the material, so that motivates students to continue reading.

5. Font size

The font used in the booklet is the type of font that is easy to read and usually uses a font size of 11. The booklet avoids the use of capital letters in all text, capital letters are used as needed.

6. Space

Space is empty blank spaces that can be in the form of spaces around the title, margins, space between columns, the beginning of a paragraph, and between spaces or between paragraphs. To improve the appearance and readability, you can adjust the spaces between lines and add spaces between paragraphs.

2.6.2 Writing a Booklet

Enre (1988:8) states that there are six things or characteristics of good writing, namely:

1. The writing must always be meaningful

Posts must always be meaningful. Good writing must be able to state something that has meaning for someone and provide evidence of what is said. If not, the writing will not be useful.

2. Clear writing

Good writing is clear writing. A booklet can be called clear if the reader can read it with a fixed speed and capture the meaning of the writing after trying in a reasonable way.

3. Economical

A good writer will not let the time of readers be lost in vain. Therefore, the writer will remove all excessive words from writing a booklet.

4. Solid and intact

A booklet is said to be coherent and intact if the reader can follow it easily because it is clearly organized according to a plan and the arenas of the parts are related to one another.

5. Follow the grammatical rules

What is meant by writing that adheres to grammatical rules is writing booklet that uses standard language, that is, the language used by most educated community members and expects others to also use it in formal or informal communication, especially in written form.

6. There is a final settlement

If all of the features above have been fulfilled, then there must be a final settlement of the writing. The final solution functions so that the writing a booklet that has been produced does not float so that makes the reader disappointed.