

CHAPTER II

LITERATURE REVIEW

2.1 Culinary Tourism

Long (2004 cited in Murray 2015) states that culinary tourism is the exploration in participation of the food ways, and the participations includes the consumption, preparation and presentation of a food item, cuisine meal system, or eating style considered to a culinary system not one's own. In addition, Wolfe (2006 cited in Murray (2015) states that culinary tourism is development and promotion of prepared food and drink that become an attraction for tourist. Ontario (2015) adds that culinary tourism is tourism experience that focuses on learning about consuming food that reflects the local, regional, and national cuisine, heritage, culture, tradition and culinary techniques. In short, the writer can conclude that culinary tourism is the exploration of tourism experience that reflects about the local culture and becomes the attraction for the tourist to promote and develop food and drink itself.

2.2 Traditional Food

Traditional food has the meaning of everyday people's food, both in the form of staple food, interlude, or special dishes that have been available for generations from the time of our ancestors. This food is only consumed by ethnic groups from certain regions, processed from local resources (ingredients) with recipes obtained from generation to generation that are in accordance with the tastes of the community (Marwanti, 2000:112). The Ministry of Culture and Tourism (2004) explains that traditional food can be called regional special food or special food in an area, which is one of the elements of culture. Based on the explanation above, researcher concludes that traditional food is anything that can be eaten that comes from an area and is only owned in that area so that it can become a characteristic for the area, processed according to food recipes that have

been known as cooking techniques and tools handed down from generation to generation .

2.2.1 Characteristics of Traditional Food

The characteristics of traditional food according to Sosrodiningrat (in Marwanti, 2000:113) are:

1. Food recipes obtained from generation to generation.
2. Food processing uses certain traditional tools.
3. Food processing techniques are a technique that must be done, to get a taste and appearance that is typical of food.

While according to Nurhayati (2013:46), the characteristics of traditional food are :

1. Processed based on recipes or spices that have been known and applied from generation to generation in the family or community system.
2. Raw materials are available in the local area.
3. The way of processing food is carried out specifically in ways that have been developed by the local community.

2.3 Nutritional content in fish and its benefits

Fish is one of the foods that contain various kinds of substances. The prices are generally cheaper, absorption of fish protein is higher than other animal products such as beef and chicken, because fish meat has protein fibers shorter than fibers beef or chicken protein. The types are very diverse and have several advantages, including those containing omega 3 and omega 6, and complete amino acid composition (Pandit, 2008).

According to Budiarmo (1998), Fish is a very good food quality, because it contains approximately 18 grams of protein for every 100 grams of fresh fish. While dried fish can reach 40 grams of protein in 100 grams of dried

fish. Supported by Astawan (2004), compared to other food ingredients, fish contains essential amino acids that are complete and very needed by the human body, therefore the quality of fish protein is proportional to the quality of protein in meat. Fish in general and marine fish in particular are foods that are rich in iodine. This substance is needed by the body to form the hormone thyroxine. The iodine content contained in fish reaches 83 micrograms / 100 grams of fish. While meat only contains 5 micrograms / 100 grams. Thus the consumption of high sea fish can prevent disruption due to lack of consumption of iodine.

Fish can also reduce blood cholesterol levels, reduce blood triglyceride levels, improve children's intelligence and improve academic abilities, reduce the risk of death from heart disease, reduce rheumatic symptoms, reduce cancer cell growth activity and also contain omega 3 and omega 6 (Pandit, 2008). Omega 3 contained in fish prevents heart disease and other degenerative diseases. People who like to eat fish have a longer average life expectancy than people who consume less fish (Pandit, 2008).

Fish are more recommended for consumption than animal meat, especially for those who suffer from cholesterol and disorders of blood pressure or heart (Suhartini and Hidayat, 2005).

2.4 Promotion Media

Saladin (2003) defines promotion as one element in marketing of the company that used to inform, persuade, and remind consumers about the company's products or services. According to Flaminggo (2014), there are four promotion media; printed promotion media, electronic promotion media, internet promotion media, and product promotion media.

a. Printed promotion media

Promotion through printed media is the most common ways to promote something. This kind of promotion usually done by using banners advertisements in newspapers, magazines, books, stickers, pamphlets

,flyers and booklets.. This type of promotion is the easiest way to deliver by upper to button society. And also this kind of promotion is an affordable cost.

b. Electronic promotion media.

This way of promotion has the good effect in product marketing. This kind of promotion usually uses television or radio as a media to promote something but promotion using electronic media require a high budget.

c. Internet promotion media

This kind of promotion is the developing of the electronic media promotion. This kind of promotion usually through the media banner website or also paid advertising programs such as Google AdWords and facebook ads.

d. Product promotion media d. This kind of promotion usually through a product such as bags, t-shirts, hats, etc.

2.5 Booklet

According to Purwanto (2008 cited in Gustaning 2016) booklet is a mass communication media that aims to convey messages that are promotional, suggestion, and 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. Booklet is a good educational tool because it is easy to share, tailored to meet the needs of certain communities, it is also possible to be stored, read over and over, and shared with others as stated by Robert (2009) in Gustaning (2016).

According to Roymond (2009: 71), Booklet is small (half quarto) and thin, nothing more from 30 sheets of back and forth containing writing and drawing. From the explanation above about the definition of booklet we can conclude that booklet is a small book, no more than 30 pages that the contains

about picture and writing with the purpose are to do promotion and to give suggestion. Booklet also possible to be stored, read over and over, and shared with others.

2.5.1 The Advantages and Disadvantages of Booklet

Sabetti (2011) states that there are some advantages and disadvantages of booklet. The advantages of booklet are as follow :

- a. The content of the booklet is more detailed and clear. It is because the reader can read more about the content.
- b. The cost of booklet is cheaper because booklet uses printed media when compared to using audio and visual media and audio visual.

While the disadvantages of a booklet are : First, a booklet is distributed limitedly, it means that the booklet cannot be distributed to all society. Second, because of the indirect process of booklet delivery the feedback of readers cannot be gotten.

Besides, Notoadjmojo (2005 cited in Guni 2016) defines there are some advantages and disadvantages of a booklet. The advantages of a booklet are :

- a. A booklet is cheap and easy to make, because a booklet use printed media, so a. the cost is cheaper than uses audio media, visual media and audio visual media.
- b. The process of making a booklet can be done at any time and adjusted to the target condition.
- c. The content of a booklet also visual (image) so that it can cause a sense of beauty and increase understanding and passion in learning, more detailed and clear, easy to understand and not cause a misperception (UhaSuliha, 2002: 29).

- d. A booklet is easy to fold because it is made of paper.
- e. A booklet is a practical information medium. It is because a booklet is very easy in the distribution so that it can be directly distributed to the target and includes many people.
- f. A booklet is a print medium that can be taken anywhere and it is non-electrical uses

Moreover, Notoadjmojo (2005) adds that booklet has the disadvantages. The disadvantages of the booklet as follow:

- a. A booklet is a print medium so it cannot produce sound effects and motion effects.
- b. A booklet brings unknown feedback because it is difficult to access the result.
- c. A booklet is less precise when used on low literacy or low literacy targets.
- d. A booklet is easy to lose if it is not kept in the save place.
- e. A booklet is less quickly reaches the target, if used as the only way to deliver health information to the target.
- f. A booklet cannot be spread to the whole society.
- g. The content of a booklet contain either in text or visual form, so it can overcome the limitations of space and time. For not all objects can be brought into the room.

2.5.2 Booklet Binding Method

According to Leonard (2014), there are three binding techniques as follows :

a. Saddle-stitching

It is one of the popular methods because it is the most easy and cheapest method. This method uses stapler to make the booklet if possible. And can be used for more than 40 pages depends on the paper thickness

b. Perfect Binding

This methods is often used for books. This is also known as adding "spine". This is ideal to use for books or catalogue with a higher page that need to be long lasting.

c. "Wire O" Binding/ Spiral Binding

This method is popular in the school or university. Because the hole of the papers is punch thought the document near the bound edge and held together using wire or plastic coils.

2.5.3 Elements of Booklet

According to Bly (2009: 38), a booklet consists of interesting headlines that attract people to read the booklet, table of contents, introduction, booklet content and bibliography. In accordance with its purpose, the booklet can also contain additional offers, information for additional information on where to buy or order a product. This linking media learning booklet will be made into a learning media in print. According to Arsyad (2006: 87-89), there are six elements that should be considered when designing print-based media, namely consistency, format, organization, attractiveness, font size and use of blank spaces.

1. Consistency

Consistency at spacing, format from page to page, distance between title, first line, side line and between title and main text. Spaces that are not the same can cause booklets to be less neat and judged bad.

2. Format

Use a single column format when using long paragraphs and use when using paragraphs with short writing. Different contents are better separated and labeled visually.

3. Organization

Compilation of page views can be made and arranged using boxes to separate parts of the text so that students more read and understand the information presented.

4. Attraction

New parts of a chapter or new material are introduced with different ways. This can attract attention and motivate students to read.

5. Font size

The font size of a print media is tailored to students, messages and the environment. The font size is good for text is 12 pt, but for the booklet itself usually uses 10 ptsize.

6.Empty Space

Empty space is filled by adding contrast. Giving empty space is important to give students the opportunity to rest during reading. Empty space can be in the form of spaces around the title, border, spaces between columns, beginning of paragraphs, spaces between rows and paragraphs. Adjustment of spacing between lines and the addition of spaces between paragraphs can be utilized to improve the appearance and level of readability.

Based on several opinions above, it can be concluded that to make a good booklet that can be used for learning needs to pay attention to the various elements in it, namely the contents of the booklet consisting of a table of contents, introduction, contents of booklets and bibliography, as print-based media booklets need pay attention to consistency, format, organization, attractiveness, font size and use of blank spaces and as teaching material for booklets