

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Framework**

This chapter explains the theoretical framework used in the research on developing a short movie to promote traditional cuisine of Semarang. The discussion involves tourism, culinary tourism, traditional cuisine of Semarang, and promotional media. This theoretical framework serves as the basis for the media planning and development process in this study.

##### **2.1.1 Tourism**

Tourism in general can be understood as travel activities undertaken by an individual or group to a place outside their place of residence for a temporary period of time. The term tourism comes from two words, “*pari*” and “*wisata*”. The word “*pari*” means many, multiple, or going around completely, while “*wisata*” means travel activities or traveling (Wirawan & Octaviany, 2022). Based on this definition, tourism can be interpreted as a travel activity carried out repeatedly from one place to another. According to Law No. 10 of 2009 concerning tourism, tourism refers to various kinds of tourist activities supported by various facilities and services provided by the community, entrepreneurs, the central government, and local governments (Bonita, 2016).

The United Nations World Tourism Organization (UNWTO) also defines tourism as a social, cultural, and economic phenomenon related to human mobility to a place outside one’s living environment for various purposes, both personal and professional. Another opinion is stated by Suwantoro (2004 in Wirawan & Octaviany, 2022), who states that tourism is closely related to the concept of travel, whereby a person temporarily moves from their place of residence to another place for a specific purpose, but not for the purpose of performing work that generates wages (Wirawan & Octaviany, 2022). Thus, tourism activities are generally carried out to gain new experiences and provide enjoyment for the individuals or groups who engage in them (Ridwan & Aini, 2020).

### **2.1.2 Tourism in Semarang City**

Semarang city is continuing to pursue the development of the tourism sector as part of its efforts to raise the region's potential. The development of tourism is outlined in Semarang City Regulation Number 5 of 2015 concerning the 2015–2025 Master Plan for Tourism Development in Semarang City. The diversity of these destinations shows that Semarang City has considerable tourism potential that can be further developed (Chaerunissa & Yuniningsih, 2020). The tourism sector not only plays a role in boosting the economy but also serves as a means of introducing the cultural potential and local wealth of a region, making it an important sector in regional development. Semarang City has various resources that can be developed as tourist attractions for both domestic and foreign tourists (Sumastuti et al., 2021).

There are many interesting tourist destinations in Semarang, ranging from nature tourism, cultural tourism, historical tourism, religious tourism, artificial tourism, to culinary tourism, each with its own characteristics and uniqueness (Chaerunissa & Yuniningsih, 2020). Historical tourism in Semarang can be seen from the existence of the Kota Lama area, which has various colonial buildings. In fact, religious tourism is also one of the city's attractions, as seen in destinations such as *Masjid Agung Jawa Tengah* and *Sam Poo Kong*, which are frequently visited by tourists. In addition to these tourism potentials, Semarang City is also known for its diverse culinary traditions, which serve as a unique appeal for tourists. Therefore, culinary tourism has become an important component in the development of tourism in Semarang City and holds significant potential for further development as a regional tourism attraction (Sumastuti et al., 2021).

### **2.1.3 Culinary Tourism**

The culinary term in Indonesia has been widely familiar since 2005 through a television program titled *Wisata Kuliner*, which featured various unique and reputable dining establishments. Since the show's debut, the term "culinary" has become increasingly popular and is often associated with the activity of sampling various types of food and beverages (Achiel & Taufik, 2022). According to Harmoko (2025), culinary tourism can be defined as the intersection of travel activities and the experience of enjoying food. In this context, food and beverages

are not only complementary to travel, but can also be the main reason for planning a trip. Culinary tourism shows that the activities of eating and drinking are an important part of the tourist experience because they connect tourists with the cultural values of a region, as traditional dishes, cooking techniques, and food presentation reflect the cultural identity and uniqueness of an area.

Culinary tourism is a trip for the purpose of buying or enjoying local cuisine and learning about the process of making it (Ikhsanto, 2020 in Mahonny 2024). In the development of the tourism industry, culinary tourism has emerged as a growing trend. The phrase “culinary tourism” was first introduced in 1998 by Lucy Long, an assistant professor in the field of Food and Culture at Bowling Green State University, Ohio (Muliani, 2019). In 1998, Lucy defined culinary tourism as a form of exploration carried out by tourists to discover the flavors of food and eating habits that have developed in a particular region. Tourism is an activity of traveling together to expand knowledge, obtain entertainment, and engage in recreation, while culinary means cuisine or food (Saputra et al., 2021). Based on these definitions, culinary tourism can be interpreted as a travel activity that uses food and its surrounding atmosphere as attractions in a tourist activity (Mahonny, 2024).

In Indonesia, the development of culinary tourism has increased since the emergence of various television programs with a culinary theme, such as *Makan Besar*, *Detektif Rasa*, and *Bikin Laper*, which feature various cuisines from different regions. Since then, food has become one of the objects that tourists specifically seek when visiting a destination. According to the Global Report on Food Tourism published by the World Tourism Organization, culinary tourism is one of the key factors motivating tourists to travel. The report shows that 79% of tourists travel to attend culinary events held in a destination. In addition, 63% of tourists are interested in participating in culinary tours, while 62% of tourists are motivated to learn about local food through cookery workshops (Sahabudin, 2021).

#### **2.1.3.1 Traditional Culinary**

Food is a tradition because it has been passed down from generation to generation and initially played a role in various rituals and traditional ceremonies (Widyartini et al., 2021). The food processing, both in how it is cooked and the

ingredients used, continues to be passed down from one generation to the next. These foods are closely related to local traditions, provide specific sensory experiences, and are highly nutritious (Mahonny, 2024). Sumantri (2010) explains that food is one of the basic human needs that must be met in daily life. The types of food are generally influenced by the availability of raw materials in the surrounding environment, so each region has different types of food.

Traditional cuisines are foods made using local ingredients and processed using techniques that have been passed down from generation to generation by the local community, resulting in distinctive flavors, shapes, and presentation methods (Fitriyani, 2025). Traditional cuisine also consists of foods derived from local agricultural products, the production process of which has been mastered, resulting in products with distinctive flavors, shapes, and consumption methods that characterize a particular community (Sahabudin, 2021). Cultural elements play an important role in the production of traditional cuisine, such as skills, creativity, artistic value, tradition, and community tastes. Therefore, traditional cuisines can be viewed as culinary heritage passed down from generation to generation and have become part of Indonesian society (Mahonny, 2024).

### **2.3.3.2 Traditional Cuisine of Semarang**

The city of Semarang has a diverse and unique culinary heritage, reflected in the unique flavors of each dish. Semarang's traditional cuisine is generally prepared using local ingredients and following traditional recipes that have been passed down from generation to generation, resulting in distinctive flavors (Saputra et al., 2021). In this study, an interview was conducted with the Head of the Marketing Division of the Semarang City Culture and Tourism, which stated that *nasi glewo*, *nasi ayam Semarang*, and *roti ganjel rel* are recognized as part of Semarang's traditional signature cuisine. These various traditional cuisines are not only part of the culinary identity of the people of Semarang, but also have the potential to be developed as culinary tourism attractions (Rahman, 2023). However, based on the results of a questionnaire conducted on 55 respondents, it was found that *nasi ayam Semarang* (16.4%), *nasi glewo* (7.3%), and *roti ganjel rel* (1.8%) have low recognition rates, indicating that these three dishes are not yet as popular

as Semarang's iconic foods. Therefore, this study focuses its discussion on these three traditional cuisines, as follows.

#### 1. *Nasi Glewo*

*Nasi glewo* is a traditional cuisine from Semarang that has a distinctive taste and rich spices. It is served with beef muscle cuts, commonly known as *koyor*, stir-fried chayote, *areh* sauce similar to *gudeg* sauce, and *melinjo* chips. The use of coconut milk and spices in the cooking process also gives it a distinctive aroma that is one of the characteristics of *nasi glewo* (Maria & Harsanto, 2023).

#### 2. *Nasi Ayam Semarang*

*Nasi Ayam Semarang* is one of Semarang traditional cuisine consisting of white rice served with seasoned shredded chicken, intestine satay, pindang eggs, *krecek*, and complementary vegetables such as urap. This dish is usually topped with savory coconut milk *opor* sauce, creating a combination of savory, sweet, and slightly spicy flavors that are its hallmark. The combination of various side dishes and coconut milk sauce makes *Nasi Ayam Semarang* one of the traditional cuisines that represents the rich flavors of the people of Semarang and attracts tourists who are looking to enjoy traditional cuisine (Nugraheni & Wijoyo, 2021).

#### 3. *Roti Ganjel Rel*

*Roti Ganjel Rel* has a long history and is part of Semarang culinary heritage. This bread is made from main ingredients such as wheat flour, brown sugar or palm sugar, butter, and spices such as cinnamon, which give the bread its distinctive aroma. It is usually sprinkled with sesame seeds on top. The name "*ganjel rel*" comes from the shape of the bread, which resembles a railroad tie. This food was originally known as *ontbijkoek* during the Dutch colonial period and later developed into one of the culinary heritages of the Semarang community that is still known today (Safitri et al., 2024).

### **2.1.4 Promotional Media**

The word "*media*" is from the Latin word "medium", which means intermediary or connector (Ardan, 2021). In the field of communication, media functions as a means used to convey messages or information from the source to the recipient, thereby creating a process of message delivery between the two

parties. Information conveyed through the media can be in the form of text, sound, or images. These media can take the form of conventional media such as newspapers, radio, and television, as well as digital media that utilize the internet and various social media platforms. Wilbur Schramm, quoted in the book *Marketing Techniques and Promotional Media Security in the Digital Economy Era*, explains that media is a technology that acts as a carrier of messages so that information can be seen, read, or heard by the audience, thereby making the communication process more effective (Wulandari et al., 2025).

In a different way, Kotler and Armstrong (2001, p. 62) explain that promotion is an activity that aims to provide information, influence, and persuade consumers to be interested in a product or service. Based on this view, media and promotion have a close relationship in marketing activities because media is used as a means to convey promotional messages to consumers (Rasmansyah, 2017). Therefore, promotional media can be understood as a communication tool used to convey information about products or services to the target audience with the aim of attracting attention and influencing consumer interest. This is in line with the opinion of Puspitarini and Nuraeni (2019), who state that promotional media is a means used to introduce products or services to the public while increasing the interest of potential consumers.

#### **2.1.4.1 Types of Promotional Media**

Media is a tool used to convey messages or information to an audience. According to *Media Indonesia*, written by Ardan (2021), media consists of several types such as audio, visual, and audiovisual. Audio media relies solely on sound to convey information, such as radio. Visual media conveys information through images or text without sound, such as posters and illustrations. Meanwhile, audiovisual media combines sound and images so that information can be conveyed in a more engaging and easily understandable way, such as video. Audio-visual media has proven effective in capturing consumers' attention, particularly in food promotions, as it offers a more engaging and communicative experience (Sajarah & Imanto, 2026), thereby conveying messages clearly and engagingly to the audience.

#### **2.1.4.2 Short Movies**

Movies are a form of audio-visual communication media used to convey messages to individuals and groups (Effendy, 2003). Current developments in technology and social media have led to an increase in the production of short movies because they can be easily published through various digital platforms such as YouTube and Instagram. In general, movies produced for various purposes can be divided into documentaries, short movies, and feature movies. The development of electronic media has also made movies an effective medium for conveying information because they combine sound and images simultaneously (Elvaretta & Ahmad, 2021).

Elvaretta and Ahmad (2021) explain that short movies are movies that have a relatively short duration, usually less than 60 minutes and can even be less than 10 minutes long. Compared to feature movies, short movies have a simpler structure and give the filmmakers more freedom to express their ideas and messages to the audience. Therefore, the story concept and the use of communication media are important factors in ensuring that the message is easy to understand. Based on these considerations, short movies were chosen as the supporting media in this design because they are able to convey information and educational messages to the audience in a concise yet interesting manner.

#### **2.1.4.3 Production Process of Short Movies**

The production process of short movies involves several stages to ensure that the message to be conveyed is well understood by the audience. Pham (2013) explains that the film production process generally consists of three main stages, such as pre-production, production, and post-production. The pre-production stage focuses on planning activities, such as developing the storyline, writing the script, storyboard creation, survey and location permission. The production stage involves shooting, which includes setting up the lighting and audio and receiving direction from the director during the filming process. Next, the post-production stage is carried out to compile and process the recorded footage through editing so that it becomes a short movie that is ready for publication.

## **1. Pre-Production**

According to Pham (2013), the pre-production stage is the initial stage in the filmmaking process that focuses on planning before the shooting process takes place. During this phase, various preparations are made to ensure a smooth production process, such as defining the objectives and desired outcomes, developing the storyline, writing the script, creating the storyboard, conducting location surveys and obtaining filming permits, and establishing the shooting schedule. In this phase, all activities are part of the scene planning and filming preparation that takes place before the production process begins. The following are the planning activities carried out during the pre-production phase.

### **a. Storyline**

A storyline is a narrative framework used to organize and develop a sequence of events in a work. It serves as a guide for conveying information or a message in a structured manner, ensuring that the story unfolds coherently from beginning to end. The development of a storyline is based on the information gathered and serves as the foundation for determining the plot and themes to be presented (Wahyudin, 2013).

### **b. Script**

Scriptwriting is one of the important stages in short movie production. The script contains the sequence of scenes, dialogues between characters, and descriptions of the situations that are shown in the movie. The script is structured systematically and dramatically so that it can serve as a guideline for the entire production team in carrying out the filmmaking process (Ayudya, 2023).

### **c. Storyboard**

A storyboard is a visual technique used to plan the shooting of a movie. At this stage, each scene is depicted in a series of sketches arranged in sequence. The storyboard helps the production team understand the visual flow of the story and provides an overview of the final result of the movie (Surya et al., 2023).

d. Location Survey and Permission

Location surveys and permissions are a crucial part of the pre-production step of a short movie. A location survey is carried out to find a spot that fits the story concept, visual needs, and technical requirements for filming. In addition, the location survey also assists the production team in adjusting the lighting, environmental conditions, and access while the shooting is taking place. Once the location is chosen, the next step is to get permission from the relevant authorities so that the production process can run smoothly. Location permits are needed to make sure that the shooting activities are done with the permission of the owner or manager of the place. This helps reduce any problems during the production process.

e. Shooting Schedule

A shooting schedule is a timeline for filming that is created before production begins. It serves to organize shooting times, scene sequences, locations, cast members, and other production requirements so that the production process can proceed in a more structured and efficient way. Creating a shooting schedule helps the production team manage technical requirements throughout the filming process.

## **2. Production**

The production stage is the implementation stage of all plans that have been prepared in the pre-production stage (Putri & Ardoni, 2019). At this stage, scenes are recorded to produce various video clips that are used in the movie. During the filming process, several important aspects need to be considered, such as the actor's movements, image composition, and camera settings. Once all preparations, such as equipment and filming locations, have been made in accordance with the storyboard and script, the filming process can begin. In this process, the director gives directions to the actors, while the cameraman is tasked with recording the scenes according to the planned visual concept (Kurniawan, 2022). In the production of the "*Simpul Merekah*" short movie, various filming techniques were employed to visually and clearly convey the promotional message about traditional

cuisine of Semarang, including the use of appropriate camera angles and type of shot.

a. Camera Angle

A camera angle is the angle from which a scene is filmed, reflecting the viewer's perspective. Choosing the right angle can make the storyline more engaging and easier to understand, as the camera serves as the viewer's "eyes" in observing the scene and defining the visual space within a shot (Dhany & Manesah, 2024). A camera angle refers to the placement and direction of the camera during filming, selected based on specific objectives. The use of appropriate camera angles can help create a sense of depth and visual dimension, while also directing the viewer's perspective toward the scene being shown (Kurniawan, 2022). The types of camera angles are as follows:

1) Eye Angle

Eye angle is a shooting technique in which the camera is positioned at the same level as the subject's eyes. This angle creates a natural and neutral impression, allowing the audience to feel as if they are directly facing and interacting with the subject in the scene. It is commonly used in conversations between characters or everyday activities to create a realistic viewing experience.

2) Low angle

A low angle is a shooting technique in which the camera is positioned lower than the subject. This angle is used to convey a sense of strength, authority, and dominance in the subject. For example, it can be used to make a building appear majestic or a figure appear powerful.

3) High Angle

High angle is a technique for taking photos from a position higher than the subject. This angle captures a wider area and makes the subject appear smaller. For example, it's used to capture scenes of crowds, such as markets, streets, or activities in public spaces.

## b. Type of Shot

Type of shot is a filming technique that involves determining the frame's coverage of the main object, whether wide or narrow. The choice of shot aims to direct the audience's attention and clarify information within a scene (Fernandes, 2021). Therefore, the shot type must be determined precisely and strategically based on function, aesthetics, and narrative needs to ensure the resulting visuals are more communicative (Karwandi et al., 2015). Type of shots are divided into 8 sizes, and each has a different focus and function in filming:

### 1) Extreme Long Shot

An extreme long shot captures a wide-angle view with the primary focus on the surroundings, resulting in the object appearing very small or even barely visible.

### 2) Very Long Shot

A very long shot shows the object in its entirety, taking into account the foreground and background, and typically uses the golden ratio composition.

### 3) Long Shot

A long shot shows the subject's entire body from head to toe, clearly revealing the relationship between the object and its surroundings.

### 4) Medium Long Shot

A medium long shot is a filming technique that frames the subject from the knees up to the head. This shot strikes a balance between focusing on the subject and showing the surrounding environment, allowing the audience to see the subject's expressions, gestures, and the context of the scene all at once.

### 5) Medium Shot

A medium shot is a filming technique that frames the subject from the waist up. This shot allows the audience to clearly see the

character's expressions and gestures, thereby focusing attention more on the subject than on the surrounding environment.

6) Medium Close-Up

A medium close-up shows the subject from the chest to the head, aiming to clarify facial expressions while still showing part of the body.

7) Close-up

A close-up shows a human subject from the shoulders to the head. It is used to clarify expressions and details and is often utilized as a cut-in.

8) Extreme Close-Up

An extreme close-up is a shot taken at a very close distance to highlight specific details on the object, such as the eyes, nose, or mouth.

### **3. Post Production**

After the filming process is complete, the next stage is post-production (Rifai et al., 2018). The initial stage in post-production is offline editing, which is the process of initially compiling the storyline from the raw footage without any additional visual effects. This is followed by online editing, which is the advanced editing process that includes adding visual effects to improve the appearance of the images to make them more attractive. At this stage, narration, sound effects, and background music that match the theme of the movie can also be added. In addition, if necessary, additional information such as titles or subtitles can also be added to complement the content of the movie. According to Morissan (2015), all activities carried out after the shooting process until the material is ready for publication are included in the post-production stage, such as editing, adding illustrations, visual effects, and music. The post-production process as follows:

a. Offline Editing

The editing process involves arranging the footage and audio from the production according to the sequence outlined in the script.

b. Online Editing

This process is the final refinement of the entire editing process. At this stage, footage from the offline editing is color-corrected to make it more

visually appealing and in line with the director's vision and mission.

c. Music Scoring

The process of creating background music for a movie is usually handled by professionals with expertise in music, based on the director's instructions.

d. Sound Mixing

This process involves adjusting the audio and music to ensure they are balanced and do not clash.

e. Subtitling

Subtitling is the process of transcribing or translating dialogue in a film into text displayed on the screen so that the content of the conversation can be more easily understood by the audience (Sugihartati & Yuliana, 2019). During post-production, subtitles help clarify the delivery of information and enable the film to reach a more diverse audience.

#### **2.1.4.4 YouTube as a Publication Platform**

YouTube is one of the video platforms that is widely used by the public to obtain information and entertainment in the digital age. Fauzan (2019) states that YouTube is a video sharing site that allows users to express their ideas, opinions, and activities through uploaded video content. Through this platform, users can easily access and share various types of videos from different regions. YouTube has a wide user reach and is often used as a promotional medium to introduce products, services, and tourist destinations to the public. The presentation of information in audio-visual form is considered to be able to attract the audience's attention and facilitate the process of delivering messages in a more interesting way. Therefore, YouTube is considered one of the most effective platforms for publishing short movies as a promotional medium, including introducing traditional cuisine to a wider audience (Ihsannudin & Dewi, 2023).

Data shows that YouTube is the most widely used social media platform by internet users in Indonesia with a percentage of 88%, while Instagram stands at 80% (We Are Social & Hootsuite, 2019). This shows that YouTube plays an important role as a medium for video content distribution. In addition to being used to upload

videos and live streams, YouTube also provides features such as YouTube Stories that can be used to promote video content to audiences (Wahyuningsih, 2022). Therefore, social media has now become an important tool in digital marketing, including in introducing tourism potential such as regional culinary specialties, one of which is Semarang's traditional cuisines.

## **2.2 Previous Studies**

Research on the use of audio-visual media as a means of promoting culinary tourism has been conducted by several researchers. This section presents three previous studies relevant to this research. Putra, Prayanto, and Yudani (2015) in a journal entitled "*Promosi Perancangan Video Promosi Street Food Semarang Untuk Mendukung Pariwisata di Kota Semarang*". The study shows that promotional videos can be used as a medium to promote local cuisine to tourists through the visually appealing presentation of food (Putra et al., 2015). In the study, the promotional video featured various foods sold at street food stalls in Semarang, such as *lumpia*, *wingko babat*, *wedang tahu*, *lekker*, *mangut*, *pecel*, *soto Semarang*, *sego kucing*, *galantin*, and *es kopyok* (Putra, Prayanto, & Yudani, 2015). Although both studies discuss culinary promotion in Semarang City through audio-visual media, the aforementioned study focuses on street food in general, while this study specifically highlights traditional cuisines of Semarang, which are *nasi glewo*, *nasi ayam Semarang*, and *roti ganjel rel*.

Latifah (2023), in her final project entitled "*Penyusunan Konten Video Promosi Wisata Kuliner sebagai Sarana Pengembangan Wisata di Pasar Gede Solo dalam Bahasa Jepang*", found that promotional videos can be used as a culinary marketing tool to present information and visuals of food to tourists. The promotional video created in the study featured various local specialties found in Pasar Gede Solo as culinary attractions of the area (Latifah, 2023). However, the study focused on the culinary specialties of Solo, while this study highlights traditional cuisines of Semarang.

Noviyanti, Setiawan, and Setyawan (2017) in a journal entitled "*Perancangan Video Promosi Wisata Kuliner Kota Semarang dalam Program*

“*Ayo Wisata ke Semarang*””. The study found that a 2-minute promotional video supported by audio and visual elements was able to provide information about Semarang culinary tourism in an engaging and understandable way for tourists (Noviyanti, Setiawan, & Setyawan, 2017). The video featured several typical Semarang culinary delights such as *tahu gimbali*, *mie kopyok*, *bandeng presto*, *lumpia*, and *soto Semawis*. Although both use promotional videos to promote Semarang culinary delights, the dishes featured in the aforementioned study differ from those that are the focus of this study.

Based on these previous studies, it is evident that audio-visual media has been widely used as a promotional tool for a region’s culinary tourism. However, research that specifically highlights traditional cuisines of Semarang such as *nasi glewo*, *nasi ayam Semarang*, and *roti ganjel rel* as the main objects in the production of promotional short movies is still limited. Therefore, this study focuses on the production of short movies as a promotional medium that features these three traditional cuisines as part of Semarang’s culinary promotion.