

CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Framework

This section outlines the theoretical framework underlying the research on the development of culinary promotion media through a short movie. It covers key concepts, including tourism, culinary tourism, traditional cuisine of Semarang, and promotional media. This theoretical framework serves as the foundation for the design and development process of the media in this study.

2.1.1. Tourism

In general, tourism can be defined as the activity of individuals or groups traveling temporarily to destinations outside their usual place of residence. The term *pariwisata* is derived from two words *pari* and *wisata*. The word *pari* means many, repetitive, or comprehensive, while *wisata* refers to traveling or undertaking a journey, which is similar in meaning to the English term travel (Wirawan & Octaviany, 2022). Based on this explanation, tourism can be interpreted as a travel activity from one place to another that is carried out repeatedly, which in English is often referred to as a tour. Furthermore, according to Law No.10 of 2009 on Tourism (Indonesia), tourism is defined as a variety of travel activities supported by facilities and services provided by the community, entrepreneurs, and both the central and local governments (Bonita, 2016).

According to the United Nations World Tourism Organization (UNWTO), tourism is defined as a social, cultural, and economic phenomenon related to the movement of people to places outside their usual environment for various purposes, whether personal or professional. Another opinion is expressed by Suwanto (2004 in Wirawan & Octaviany, 2022), who states that tourism is closely related to the concept of travel, namely the temporary movement of individuals from their place of residence to another place for certain purposes, but not for engaging in activities that generate wages. Therefore, tourism activities are generally carried out to gain new experiences and provide enjoyment for individuals or groups who participate in them (Ridwan & Aini, 2020).

2.1.2. Tourism in Semarang City

As the capital city of Central Java Province, Semarang has various resources that can be developed as tourist attractions for both domestic and international visitors (Sumastuti et al., 2021). The existence of the tourism sector not only contributes to improving the local economy, but also functions as a medium to introduce the cultural potential and local richness of a region, making tourism an important sector in regional development. To support this development, the Semarang City Government continues to encourage the growth of the tourism sector as an effort to enhance regional potential. This development is outlined in the Regional Regulation of Semarang City Number 5 of 2015 concerning the Tourism Development Master Plan of Semarang City for 2015–2025. The diversity of tourism destinations indicates that Semarang has significant tourism potential that can continue to be developed (Chaerunissa & Yuniningsih, 2020).

In addition to its diverse tourism attractions, Semarang City is also known for its variety of traditional culinary specialties that attract many visitors. Culinary tourism has therefore become an important part of tourism development in the city and has strong potential to be further developed as a regional tourist attraction (Sumastuti et al., 2021). Besides culinary tourism, Semarang also offers various other tourism destinations such as natural tourism, cultural tourism, historical tourism, religious tourism, and artificial tourism, each with its own characteristics and uniqueness (Chaerunissa & Yuniningsih, 2020). Historical tourism can be found in the Old Town area, which is well known for its colonial heritage buildings. Meanwhile, religious tourism is reflected in destinations such as the Great Mosque of Central Java and Sam Poo Kong Temple, which are frequently visited by tourists.

2.1.3. Culinary Tourism

The term culinary in Indonesia began to gain wider recognition around 2005 through a television program titled *Wisata Kuliner*, which featured various unique and well known dining places. Since the broadcast of the program, the term culinary has become increasingly popular and is often associated with activities of tasting various types of food and beverages (Achiel & Taufik, 2022). According to Harmoko (2025), culinary tourism refers to travel activities combined with the

experience of enjoying food. In this context, food and beverages are not only part of the travel experience but can also become the main reason for visiting a destination. Therefore, culinary tourism shows that eating and drinking are important parts of the tourism experience because they allow visitors to connect with the cultural values of a destination. Traditional dishes, cooking techniques, and food presentation can reflect the cultural identity and uniqueness of a particular region.

Furthermore, Ikhsanto (2020) defines culinary tourism as a travel activity carried out with the purpose of purchasing, tasting, or learning about local food and its preparation process. In the development of the tourism industry, culinary tourism has emerged as one of the trends that continues to grow. In the development of the tourism industry, culinary tourism has emerged as one of the trends that continues to grow. The term 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). According to Lucy Long, culinary tourism refers to the exploration of local food tastes and eating habits that develop in a particular region. Tourism refers to travel activities carried out to broaden knowledge, gain entertainment, and engage in recreation, while culinary relates to food or dishes (Saputra et al, 2021). Based on these explanations, culinary tourism can be understood as a travel activity in which food and the surrounding dining environment become the main attractions of a tourism experience (Mahonny, 2024).

The development of culinary tourism in Indonesia has continued to increase, especially with the emergence of various television programs that focus on culinary journeys, such as *Makan Besar*, *Detektif Rasa*, and *Bikin Laper*, which showcase a wide range of local cuisines from different regions. Since then, food has gradually become one of the main attractions that tourists actively seek when visiting a destination. This trend is also supported by the Global Report on Food Tourism published by the United Nations World Tourism Organization, which states that culinary tourism is one of the important factors motivating tourists to travel. The report indicates that around 79% of tourists travel to attend food events held at certain destinations. In addition, about 63% of tourists are interested in participating

in food tours, while 62% are motivated to learn about local cuisine through activities such as cookery workshops (Sahabudin, 2021)

2.1.3.1. Traditional Culinary

Food is not only a basic human need but also an important part of cultural traditions in many societies. According to Sumantri (2010), food is one of the fundamental needs that must be fulfilled in daily life. The types of food consumed in a region are generally influenced by the availability of local ingredients, which causes each area to develop different kinds of dishes. In many communities, food is closely related to local traditions and has historically played a role in rituals and traditional ceremonies (Widyartini et al., 2021).

The preparation of food, including cooking techniques and the use of ingredients, is usually passed down from one generation to another. As a result, traditional dishes provide unique sensory experiences and often contain important nutritional values (Mahonny, 2024). Harmayani et al. (2018) explain that traditional food refers to dishes made from local ingredients and processed using techniques that have been inherited by local communities over generations, creating distinctive flavors, forms, and presentation styles (Fitriyani, 2025). Furthermore, traditional food can also be understood as a culinary product developed by local communities whose preparation methods, taste, and ways of consumption reflect the identity of a particular group of people (Sahabudin, 2021). Cultural elements such as skills, creativity, artistic values, traditions, and community preferences also play an important role in the preparation process. Therefore, traditional food can be viewed as a form of culinary heritage that has been preserved and passed down from generation to generation within Indonesian society (Mahonny, 2024).

2.1.3.2. Traditional Cuisine of Semarang

Semarang City has a rich and diverse culinary heritage that is reflected in the unique flavors of its dishes. The traditional cuisine of Semarang is generally prepared using local ingredients and traditional recipes that have been passed down from generation to generation, resulting in distinctive tastes (Saputra et al, 2021). In this study, an interview was conducted with the Head of Semarang City Culture and Tourism Office, who stated that *nasi glewo*, *nasi ayam semarang*, and *roti*

ganjel rel are recognized as part of Semarang traditional signature cuisine. These traditional dishes are not only part of the culinary identity of the people of Semarang but also have strong potential to be developed as attractions in culinary tourism (Rahman.2023). However, based on the results of a questionnaire involving 55 respondents, it was found that *nasi ayam semarang* (16.4%), *nasi glewo* (7.3%), and *roti ganjel rel* (1.8%) have low levels of recognition, indicating that these culinary items are less popular compared to Semarang's iconic foods. Therefore, this study focuses on these three types of traditional cuisine as an effort to enhance their promotion, as discussed in the following section.

1) *Nasi Glewo*

Nasi glewo is one of the traditional cuisines of Semarang that is known for its distinctive taste and rich spices. This dish is typically served with pieces of beef tendon, locally known as *koyor*, accompanied by stir-fried chayote, *areh* sauce which is similar to the sauce used in *gudeg*, and *melinjo* crackers. The use of coconut milk and various spices in the cooking process also produces a distinctive aroma that characterizes *nasi glewo* (Maria & Harsanto, 2023).

2) *Nasi Ayam Semarang*

Nasi ayam semarang is one of the traditional cuisines of Semarang, consisting of steamed rice served with seasoned shredded chicken, intestine satay, *telur pindang*, *krecek*, and complemented with vegetables such as *urap*. This dish is usually topped with a savory coconut milk sauce, creating a harmonious combination of savory, sweet, and slightly spicy flavors that define its unique taste. The blend of various side dishes and coconut milk sauce makes *nasi ayam Semarang* a representative of the rich culinary heritage of Semarang and an appealing choice for tourists seeking authentic local cuisine (Nugraheni & Wijoyo, 2021).

3) *Roti Ganjel Rel*

Roti ganjel rel has a long history and is considered part of Semarang culinary heritage. This traditional cuisine is made from ingredients such as wheat

flour, palm sugar or brown sugar, butter, and spices like cinnamon, which give the bread its distinctive aroma, and it is often topped with sesame seeds. The name “*ganjel rel*” refers to the shape of the bread, which resembles a railway sleeper. Originally known as *ontbijkoek* during the Dutch colonial period, this bread has evolved into a well-known culinary heritage of Semarang that continues to be enjoyed today (Safitri et al., 2024).

2.1.4. Promotional Media

The term “*media*” comes from the Latin word *medium*, which literally means intermediary or connector (Ardan, 2021). In the context of communication, media is used as a means of conveying messages or information from the source to the recipient, thereby connecting the two parties. Information conveyed through the media can be in the form of writing, sound, or images, either through traditional media such as print, radio, and television, or through digital media such as the internet and social media. In addition, according to Wilbur Schramm, quoted in the book *Marketing Techniques and Media Promotion Security in the Digital Economy Era*, media is a message carrying technology that allows information to be seen, read, and heard by the audience, thereby making the message delivery process more effective (Wulandari et al., 2025).

Furthermore, according to Armstrong (2001, p. 62), promotion serves as a means to convey information, persuade, and influence consumers in the decision-making process regarding the purchase of a product or service. Based on this opinion, it can be understood that media and promotion are interrelated in marketing activities, particularly in conveying messages to consumers (Rasmansyah, 2017). Thus, promotional media can be defined as a means of communication used to convey and disseminate information about products or services to the target audience with the aim of attracting attention and influencing consumer interest in making purchases. This is in line with the opinion of Puspitarini and Nuraeni (2019), who state that promotional media are media used to convey information about products or services to potential consumers with the aim of increasing interest and introducing products to the public.

2.1.4.1. Types of Promotional Media

Media are defined as tools used to convey information or messages to an audience. According to *Media Indonesia*, as written by Ardan, media can be categorized into several types:

- 1) Audio media rely solely on sound in delivering information, such as radio.
- 2) Visual media present information through images or text without sound, such as posters and pictures.
- 3) Audio-visual media combine both sound and visual elements, enabling information to be delivered in a more engaging and easily understandable manner, such as videos

Based on these types, this study uses audio-visual media in the form of a short movie as a promotional tool. Audio-visual media have been proven to be effective in attracting audience attention, particularly in culinary promotion, as they are able to provide a more engaging and communicative experience (Sajarah & Imanto, 2026). Therefore, this medium is considered capable of delivering messages clearly and effectively to the audience.

2.1.4.2. Short Movie

Movie is an audio-visual communication medium used to convey messages to individuals or groups (Effendy, 2003). With the growth of social media, short movies are increasingly produced and published through digital platforms such as YouTube and Instagram. Based on their types, movies created for various purposes are generally classified into documentary movies, short movies, and feature length movies. Technological advancements have also improved electronic media, which is considered effective in delivering information because it combines both audio and visual elements (Elvaretta & Ahmad, 2021).

According to Vania Elvaretta and Asrullah Ahmad (2021), a short movie is a movie with a relatively short duration, usually less than 60 minutes, and can even be under 10 minutes. Compared to feature length movies, short movies have a simpler structure and give creators more freedom to convey their ideas and messages to the audience. Therefore, the strength of the concept and the effective use of communication media are crucial to ensure the message is clearly delivered.

For this reason, short movies are chosen as a supporting medium in this project because they can convey information and education to the audience in a brief yet engaging manner.

2.1.4.3. Production Process of Short Movie

The production of a short movie involves several stages to ensure that the intended message is effectively conveyed to the audience. According to Pham (2013), the production process consists of three main phases: pre-production, production, and post-production. In the pre-production phase, planning is conducted, scripts are written, and equipment and locations are prepared. The production phase involves filming, including the arrangement of audio, lighting, and directing. Finally, the post-production phase focuses on organizing and editing the footage until the short movie is ready for publication.

1. Pre-Production

According to Pham (2013), the pre-production stage is the initial phase of the production process that focuses on planning before filming begins. At this stage, several preparations were carried out, including analyzing the project objectives and expected outcomes, developing the story idea, writing the script, creating the storyboard, conducting location surveys and obtaining filming permits, as well as preparing the shooting schedule. These activities served as the foundation for planning the scenes and filming process of the *Simpul Merekah* short movie.

a) Storyline

A storyline is a narrative framework used to organize and develop a sequence of events within a work. It serves as a guide for delivering information or messages in a structured manner, allowing the story to progress logically from beginning to end. A storyline is developed based on collected information and provides the foundation for determining the plot, theme, and key points that are presented. (Wahyudin, 2023).

b) Script

Writing the script is a crucial stage in short film production. The script contains the sequence of scenes, changes in location and setting, and the dialogue

to be delivered by the characters. It is written in a dramatic format and serves as a working guide for the production team during the film making process (Ayudya, 2023).

c) Storyboard

The storyboard is a technique used to plan the shooting of a film. At this stage, each scene is arranged and visualized in the form of sketches or a sequential series of images. The storyboard helps the production team map out the visual flow of the film and anticipate how the final output will appear (Surya et al., 2023).

d) Location Survey and Permission

Location scouting and permission are key elements in the pre-production phase of a short movie. Location scouting is carried out to select settings that align with the storyline, visual style, and technical requirements of the production. It also assists the production team in adapting to lighting conditions, surrounding environments, and site accessibility during filming. Once suitable locations are identified, the next step is securing permission from the relevant authorities. This ensures that filming activities are conducted with the consent of the property owners or managers, helping to prevent possible issues during production. For this short movie that highlights Semarang signature cuisine, careful location selection and proper permits are essential to support an authentic visual representation of the city culinary culture.

e) Shooting Schedule

A shooting schedule is a timetable for filming activities that is prepared before the production process begins. It serves to organize shooting times, scene sequences, locations, cast, and other production requirements so that the filming process can run in a more structured and efficient way. The preparation of a shooting schedule also assists the production team in managing technical needs throughout the shooting process.

2. Production

The production phase is the stage in which all plans developed during pre-production are put into practice (Putri & Ardoni, 2019). In this stage, the main activity focuses on filming scenes to generate the required footage. Attention is

given to actors movements as well as the composition and framing of each shot. This phase covers the entire shooting process. After all preparations are completed such as setting up equipment and arranging the filming location in accordance with the storyboard and script the production can begin. During filming, the director guides the actors performances, determines the shots to be captured, while the cinematographer operates the camera to record the scenes (Kurniawan, 2023). In the production of the short movie *Simpul Merekah*, various filming techniques were utilized to enhance the visual storytelling and effectively communicate the promotional message about Semarang signature cuisine, including the use of appropriate camera angles and shot compositions.

a) Camera Angle

A camera angle refers to the position from which a shot is captured, representing the viewer's perspective. Selecting an appropriate angle can enhance the storyline and make it easier to understand, as the camera functions as the viewer's eyes in observing the scene and defining the visual space within a shot (Dhany & Manesah, 2024). Camera angle refers to the placement and directional perspective of the camera during shooting, which is chosen deliberately to achieve specific purposes. The selection of an appropriate camera angle plays an important role in creating depth and dimension in the image, as well as determining the viewer's point of view when watching a scene. In addition, camera angles also function to establish the psychological impression conveyed through the visuals (Kurniawan, 2023). 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 eye line. This angle creates a natural and neutral impression, making it seem as if the audience is directly facing the subject in the scene. For example, it is commonly used in recording conversations between characters or capturing everyday activities in a particular setting.

2) Low Angle

A low angle shot is a technique in which the camera is positioned below the subject. This angle is used to create an impression of strength, authority, and

dominance. For example, it is often used to capture buildings to appear more majestic or characters to seem more powerful.

3) High Angle

A high angle shot is taken from a position above the subject. This angle allows a wider view of the scene and creates the impression that the subject appears smaller or less dominant. It is commonly used to capture crowded environments such as markets, streets, or activities in public spaces.

b) Type of Shot

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

1) Extreme Long Shot (ELS)

An extreme long shot focuses on a very wide view of the environment, where the subject appears very small or may not be clearly visible. This type of shot is often used to establish the setting, show the relationship between the subject and the surroundings, and create a sense of scale within a scene.

2) Very Long Shot (VLS)

A very long shot presents the subject within a wide frame, including both foreground and background, often emphasizing composition such as the golden ratio.

3) Long Shot (LS)

A long shot shows the entire body of the subject from head to toe, allowing the relationship between the subject and the surrounding environment to be clearly visible. This type of shot is often used to establish the setting or context of a scene.

4) Medium Long Shot (MLS)

A medium long shot is a filming technique that frames the subject from the knees up to the head. This shot provides a balance between focusing on the subject and showing the surrounding environment, allowing the audience to observe expressions, gestures, and the context of the scene simultaneously.

5) Medium Shot (MS)

A medium shot is a filming technique that frames the subject from the waist up to the head. This shot allows the audience to clearly see the character's facial expressions and gestures, so the focus is more on the subject rather than the surrounding environment.

6) Medium Close Up (MCU)

A medium close up shows the subject from the chest to the head, with the purpose of emphasizing facial expressions while still including part of the upper body.

7) Close Up (CU)

A close up shot frames a human subject from the shoulders to the head, focusing on facial expressions and important details. This type of shot is used to highlight emotions, reactions, and subtle gestures, making the audience more engaged with the character's feelings. It is also often used as a cut-in to emphasize specific moments or reactions within a scene.

8) Extreme Close Up (ECU)

An extreme close-up is a shot taken from a very close distance to highlight specific details of an object, such as the eyes, nose, or mouth. It is used to draw the audience's attention to significant details and enhance the emotional impact of a scene

3. Post- Production

After the production stage is completed, the process continues with post-production (Rifai et al., 2018). The first step in post-production is offline editing, which involves arranging the rough cut of the story without adding special visual effects. This is followed by online editing, where visuals are enhanced with effects to improve appearance and make the film more appealing. If necessary, voice-overs

are added, and sound effects are adjusted to match the program, including the addition of music. Finally, if additional information is needed, titles, captions, or translations may be included to complete the content. According to Morissan (2015), all activities performed after filming until the material is considered complete and ready for broadcast or re-broadcast are part of post-production. Activities in this stage include editing, adding illustrations, music, effects, and other enhancements. The post-production stage consists of the following processes:

a) Offline Editing

The editing process is the stage of arranging visual and audio materials from the production phase according to the planned storyline in the script.

b) Music Scoring

This process involves composing background music for the film, which is typically carried out by professionals in the field of music based on the director's direction.

c) Sound Mixing

Sound mixing is the process of balancing audio elements and music to ensure they complement each other without overlap or distortion.

d) Online Editing

This stage represents the final refinement of the editing process. During this phase, the visuals from offline editing are enhanced through color correction and grading to achieve a more appealing result in line with the director's vision.

e) Subtitling

Subtitling refers to the process of translating spoken dialogue in a film into written text displayed on the screen to assist viewers in understanding the content of the conversation (Sugihartati & Yuliana, 2019). In the post-production stage, subtitling plays an important role in ensuring that the film's message is communicated clearly and can be understood by a broader audience, particularly those who speak different languages.

2.1.4.4. YouTube as a Publication Platform

YouTube is a popular video sharing platform widely used today for both information and entertainment in the digital era. According to Fauzan (2019), YouTube allows anyone to create content and express ideas, opinions, and various activities through videos. Users can easily upload and access a wide variety of videos from different regions.

With its broad audience reach, YouTube is also often used as a promotional medium to introduce products, services, or destinations to the public. Audio-visual content can capture viewers' attention and facilitate the delivery of information visually. This makes YouTube an effective platform for publishing short movies as promotional media, including introducing traditional cuisine to a wider audience (Ihsannudin & Dewi, 2023).

Among internet users in Indonesia, YouTube is the most accessed social media platform, with 88% of users visiting it, compared to Instagram at 80% (We Are Social & Hootsuite, 2019). As a result, YouTube has become one of the most widely used social media platforms. Initially used for uploading unlimited length videos and live streaming, YouTube now also allows updates through YouTube Stories, which can help promote video content (Wahyuningsing, 2022). It is undeniable that social media has become an essential technology in digital marketing, including promoting tourism, such as introducing culinary destinations that feature Semarang signature cuisine.

2.2. Previous Studies

Several previous studies have explored the use of audio-visual media for culinary tourism promotion. This section presents three previous studies that are relevant to the current research. Putra, Prayanto, and Yudani (2015), in their study entitled "*Promosi Perancangan Video Promosi Street Food Semarang Untuk Mendukung Pariwisata di Kota Semarang,*" found that promotional videos can be used as a medium to promote local cuisine to tourists through appealing food visuals (Putra et al., 2015). The promotional video featured various street foods from Semarang, including *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 through audio-visual media, the previous study focused on Semarang street food in general, whereas this research specifically highlights traditional Semarang dishes, namely *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 serve as an effective medium for introducing culinary tourism potential to visitors, as they are able to present information in a visual and engaging manner. The promotional video developed in the study featured various traditional foods available at *Pasar Gede Solo* as part of the area’s culinary tourism attractions. However, the study focused on the traditional cuisine of Solo City, whereas this research specifically highlights the traditional cuisine of Semarang City.

Another study by Setyawan (2017), entitled “*Perancangan Video Promosi Wisata Kuliner Kota Semarang dalam Program “Ayo Wisata ke Semarang”*” found that a promotional video with a duration of approximately two minutes, supported by audio and visual elements, is able to deliver information about Semarang culinary tourism in an engaging and easily understandable way for tourists (Noviyanti, Setiawan, & Setyawan, 2017). The video presented several traditional foods of Semarang, such as *tahu gibal, mie kopyok, bandeng presto, lumpia, and soto Semawis*. Although both studies utilize promotional videos to introduce Semarang’s culinary products, the types of cuisine featured in the previous study differ from those emphasized in this research.

Based on these previous studies, it can be seen that audio-visual media have been widely used as a promotional medium for regional culinary tourism. However, research specifically focusing on Semarang traditional cuisine such as *nasi glewo, nasi ayam semarang, and roti ganjel rel* as the main subject of a promotional short movie remains limited. Therefore, this study focuses on creating a short movie as a promotional medium that highlights these three traditional dishes to promote Semarang culinary tourism.