

CHAPTER I.

INTRODUCTION

1.1 Background

In the words of Satria P. “Indonesian cuisine’s vibrant and exotic flavors reflect the country’s diverse cultural heritage. Noodles are a staple of Indonesian cuisine, appearing in a variety of dishes ranging from street food to family feasts. Noodles have been a staple of Indonesian cuisine for centuries, and their versatility and ease of preparation have made them a popular dish throughout the country.” (Indulge in the Flavour of Indonesian Noodles: History, Types, and Recipes, 2023). From generations, Indonesian people recognized noodles as a staple food because of the heritage that we adapted from the people of Indo-Chinese.

The city of South Jakarta is chosen specifically for this research because of the emerging trends within culinary world always evolving, new merchants came every other day to slip in their business and sell their innovations because the demand to adapt to new trends moves fast and this particular city is the one that could actually fulfill what it means to operate new technology. The flow of tourism is also very apparent with areas like Kuningan and Senayan (Kebayoran Baru) having foreigners settling in while at the same time, encourage their peers to visit the place. (Waworoentoe, 2019).

Jakarta is dominantly filled with people of Betawi Culture (Batavia Culture) and even if this city is divided into parts, their culinary culture stays the same. They have adapted a culinary culture called “Nyarap” which means to have breakfast, lunch and dinner but it all changed after the impact of modernization that requires human resources to step into work early in the morning so “Nyarap” is now still adapted but in ways that family could not gather anymore for breakfast, instead, office workers tend to search for their own food or grab a small snack to fulfil their empty stomachs (UNTARI et al., 2017).

Noodles as we all know; consists of different types depending on their ingredients, preservation method, textures, etc. (Fu, 2008). In Indonesia, noodles are not just made traditionally due to the impact of globalization, known for the locals love

when it comes to culinary international dishes has also entered the market to expand the possibilities of not needing to travel around the world to be introduced to foreign dishes (Sunuantari et al., 2019).

The cost of living in South Jakarta experiences faster chances of inflation since it is a city that is fast paced when it comes to accommodation according to data extracted from Hikersbay (Hikersbay, 2019). The people developing culinary as hobbies are usually adults with money, these people are seekers and adventurers. A working-class adult generates income as earnings by having a job and therefore they usually spend bonuses on luxury. We know that food itself is a need for human beings what makes them a 'want' is when an individual is able to choose what they want to eat, to help them come to a decision in choosing what they want to eat they will need to be given choices of restaurants/eatery.

Book Illustration is a type of media that can convey messages visually. Depending on the illustration style, anyone can be appreciative when it comes to illustration books (Zeegen, 2007, p.29) In this case illustration book will be used as an informative media to help readers navigate the place that they want to eat at.

The demand for illustration book is seen through the exploration that the author made by visiting book stores in Indonesia where stores like Periplus and Gramedia are still wavering with customers.

Food bloggers exists for the sole reason to guide their target audience feeding off recommendations given by them, although that could be a good thing sometimes they tend to be biased centring opinions only to their own perspective. Rising of fake reviews around the internet has become prominent whether it's because a business wants to tackle their competitor or simply because the services a business could offer aren't credible enough, but false narrative could be a dangerous thing because it could tarnish a brand's reputation (Li et al., 2023).

The reason that this research is targeted amongst young adults aged 22-25 is because exploration of culinary peaks when a person came out freshly graduated as they have more stamina and flexibility (Jones, 2009).

1.2 Problem Identification

Arising of food bloggers with biased opinions regarding noodle culinary places in South Jakarta because of the lack of informative media that can be found in a form of a categorized book.

1.3 Problem Formulation

How to design a message that can convey readers about the types of noodles culinary available in Jakarta Selatan in accordance to the working norms of age 22-25 through illustrated guide book in accordance to Visual Communication Design?

1.4 Problem Scope

1. What?

The focus of this topic is to bring awareness about the authenticity of noodles in Jakarta Selatan.

2. Who?

- a. Age: 22-25 (a portion of freshly graduated adults that are young and would be spending their income for their own entertainment purposes)
- b. Gender: All gender
- c. Demographic: Jakarta Selatan
- d. Segment: Upper-middle class

3. Why?

The lack of knowledge regarding noodle culinary in Jakarta Selatan.

4. How?

By making an illustrative destination guidebook to re-introduce noodle places in Jakarta Selatan.

5. Where?

This research will take place in Jakarta Selatan

6. When?

Estimated to be done in the year 2024.

1.5 Objectives and Goals of Research

1. To design a message through book illustration by promoting the variations of noodle culinary in Jakarta Selatan so people would be able to be guided easily into the places they want to visit (indicating places that sell noodles).
2. To design a book illustration that can visually help people comprehensively through visualized diagrams.

1.6 Research Benefits

1. **Benefit for the Institution:** To measure the author's learning in her respective field as a sense of contribution after providing vast knowledge.
2. **Benefit for Readers:** Receiving insights about the culinary in Jakarta Selatan and to easily locate noodle places.
3. **Self-Benefit:** Application of knowledge in the author's relative field regarding visual communication design and to increase knowledge regarding the culinary in Jakarta Selatan.

1.7 Research Method

Qualitative method will be used to collect data regarding this research for the purpose of communicating a message, there are three aspects of research when it comes to collecting data in accordance to visual communication design which is (1) Visual/Image Aspect, (2) Maker Aspect, and (3) Audience Aspect (Soewardikoen, 2020). This method will be used for quality control of meals and ambience, the author is on a mission to find out whether certain places are worth visiting in accordance to the taste of their (an indication to noodle restaurants) meals and the services they put out.

Qualitative method of data searching is basing off data by their quality instead of statistical numbers. This method thrives through ways such as questionnaires, literature study and observation. The researcher intended to collect insights such as perceptions,

opinions, behavior and experiences in order to successfully validate data and analyze them in accordance to the topic.

1.7.1 Data Collection Method

- 1. Observation Method:** The author will set herself to observe places that sells noodles and capture pictures that can help in illustration process.
- 2. Questionnaires and Forms:** Questionnaires will be put out in a form of a link made with 'Google Form' to generate opinions in regards to (1) Whether they are interested to do culinary exploration of noodle restaurants in South Jakarta and (2) Generating opinions from graphic designers and illustrators that could help in the outcome of the product of this particular research.
- 3. Literature Study:** The goal of attaining this data is to strengthen contextual facts that can back-up scientific proofs. Extracting of information that are available on the internet in the forms of journals, articles or online booklet.

1.7.2 Data Analysis (AISAS, AIO and Matrix Comparison)

AISAS (Attention, Interest, Search, Action, Share)

Attention: To attract potential target audience into engaging with the product with different types of promotion.

Interest: A step where target audience is supposed to gain interest in gaining knowledge about the product.

Search: Target audience would like to be active in terms of searching and questioning about the product.

Action: To take action with the product means customer is already certain they're going to purchase this certain product/service and utilize it to their personal use.

Share: Customer is most likely doing the promotion themselves during this step, giving recommendations of certain products through word-of-mouth or social media.

AIO (Activities, Interests, Opinions)

Activities: Activity of targeted audience includes what they do in a day-to-day basis to fill their pass time.

Interest: Is a hobby and interest of an individual/target audience.

Opinions: Is what the target audience tend to prefer when it comes to certain choices, every individual displays their liking and disliking towards things.

Matrix Comparison

Matrix comparison is used to compare differences between a product or a service visually highlighting their quality, shape and form.

1.8 Research Framework

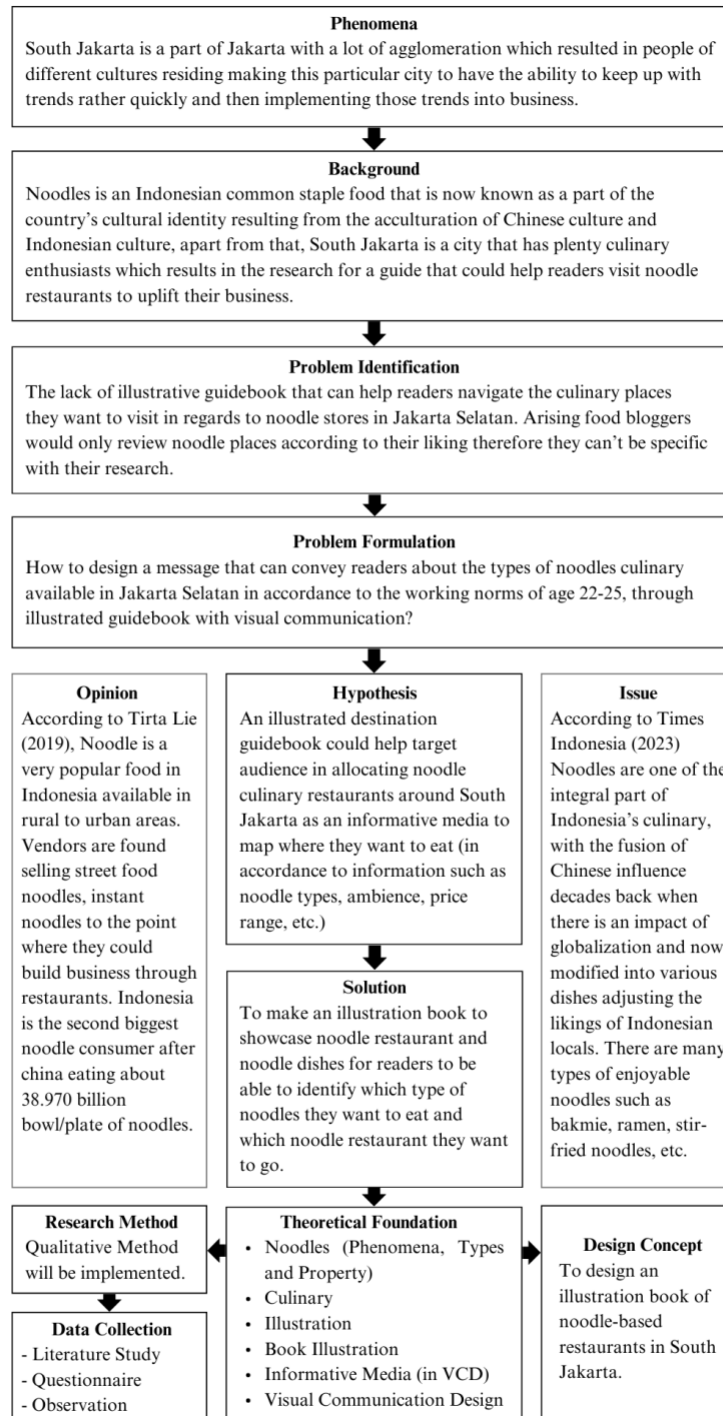


Figure 1.1 Research Framework

(Source: Private Document)

1.9 Chaptering

These are the flow of the research:

CHAPTER 1: INTRODUCTION

This chapter contains background, problem identification, problem formulation, scope, benefits of research for self, institution and readers, collection of data and its analysis and the framework.

CHAPTER II: THEORETICAL FOUNDATION

This chapter will bring light topics written in depth about the research's basis by extracting information from different media.

CHAPTER III: DATA AND PROBLEM ANALYSIS

After obtaining results from observation, interviews, questionnaires and literature study this chapter is a segment where data is arranged in accordance with their hierarchy for a clearer picture of the research.

CHAPTER IV: DESIGN CONCEPT RESULTS

This chapter contains lining out of design concepts such as its idea, who they target, data collection and eventually, the process of making the expected media outcome that is an illustrative guidebook.

CHAPTER V: CLOSING

This chapter is the conclusion for the research regarding the project's result with implemented thoughts on the subject.