



DESIGNING VISUAL COMMUNICATION MEDIA AS SUPPORTING CULINARY PROMOTION

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Abstract

Purwodadi City, Grobogan Regency has many interesting culinary tourism potentials to visit and try the uniqueness of its exotic culinary taste, but the lack of promotional media so that there are very few tourists who come, only at certain times culinary tourist attractions have many visitors. Based on these conditions, the author has the idea to create one of the media that can be used as promotional media, namely brochures, X-banners, and posters, with the hope of encouraging the public to promote culinary tourism in Purwodadi City, Grobogan Regency.

The creation of this study project aims to host and develop ideas and ideas about the potential of culinary tourism in Purwodadi in printed visual communication media works in the form of brochures, X-banners, and posters as one of the promotional media for Purwodadi culinary tourism, Grobogan Regency. In his work, the author uses photography techniques combined with computer graphics. The images from the photos are then processed using the Adobe Photoshop and Corel Draw programs to be used as a printed visual communication media design in the form of brochures, X-banners, and posters

Keywords: Design, Promotion, Made from "yuyu", Khas Purwodadi

INTRODUCTION

The theme raised in this work is the promotion of culinary based on Purwodadi's signature "yuyu". The reason for choosing the theme of Purwodadi's culinary promotion is because Purwodadi is the capital of Grobogan regency, Central Java, which has a variety of culinary tourism potentials that are expected to make a major contribution in introducing the city of Purwodadi of Grobogan regency to the people of other districts and also to the people of Purwodadi city itself. Therefore, the quality and preservation of the existing tourism culinary potential can be maintained and can attract people outside the city to visit the city of Purwodadi. There are many culinary tourism potentials in Grobogan regency, precisely in the city of Purwodadi, which can be published to the wider community to introduce Purwodadi, for example, exotic culinary made from "yuyu", which is found in the northern Danyang village. Culinary made from the basic ingredients of "yuyu" is very diverse, ranging from soupy foods such as vegetables to processed dry foods such as "fried foods". However, even though the culinary tourism potential of Purwodadi city is quite a lot, the interest from the people of Purwodadi and people outside the city of Purwodadi is still very lacking, it is due to the lack of promotion from the Grobogan regency government.

In a village precisely on the outskirts of Purwodadi there is a place that sells a lot of culinary with the basic ingredient "yuyu" (ketam). This area is the center of culinary made from "yuyu", culinary made from "yuyu" (ketam) is widely found in the suburbs of Purwodadi located in Danyang Village north of Purwodadi city. The emergence of food stall centers with menus

made from "yuyu" (ketam) is a very rare and interesting phenomenon because with culinary basic ingredients that are not yet known by the wider community, it can become a culinary that has its own taste and charm (distinctive).

"Yuyu" is the basic ingredient for Purwodadi's typical culinary derived from shelled animals that usually roam the rice fields, which is a culinary that has been passed down by ancestors for generations. "Yuyu" in ancient times was considered a pest of rice plants by farmers, some types of "yuyu" were pests for farmers because they made nest holes in the rice fields and the edges of irrigation canals, and leaked the water needed for irrigation of the fields. Since a long time ago there has been a way to consume culinary with the processed basic ingredients of "yuyu" but "yuyu" is only limited to being consumed and processed into culinary that is in demand by some people in the lower class. At first they only looked for "yuyu" to reduce the number of "yuyu" populations in the rice fields in order to help improve the quality of rice. At that time, the lower class people knew that "yuyu" could be eaten or consumed because they considered that "yuyu" and crabs were similar animals.

In line with the development of the "yuyu" era which was once only considered a pest for rice plants, then the people hunted and consumed "yuyu" but only limited to consuming it and never thought of being used as a menu in restaurants, let alone traded. "Yuyu", which at that time was only consumed by the lower class people, then expanded and was traded in restaurants in the city of Purwodadi. The center that sells culinary food with processed "yuyu" based on "yuyu" is located in Danyang village, Purwodadi district, Grobogan regency. At first, people only liked this processed "yuyu" culinary because of the deliciousness and processing that produced this "yuyu" culinary was welcomed by the community, but not only enjoyed the deliciousness, over time the public knew the health benefits of the "yuyu" based culinary menu. This culinary center made from Purwodadi's signature "yuyu" received a very extraordinary response from the mass media. Mass media that have covered by visiting food stalls that mostly sell processed food with the basic ingredients of "yuyu" in 2012 to be precise in June, namely the print media Suara Merdeka and television media, namely the "Benu Buloe" program on transTV. Gradually, along with its development, this "yuyu"-based culinary began to be known by the wider community. With the existence of mass media that looks at traditional food which is considered still taboo and has not been noticed by many people, this then led to an idea for a study project by raising a culinary promotion theme based on Purwodadi's signature "yuyu" in order to have a place in the wider community. Culinary promotion is one way to raise the

image of the traditional culinary center typical of Purwodadi, the typical culinary center with the hope that it can be projected to become one of the culinary icons in the city of Purwodadi. In order to disseminate information about the type of traditional culinary typical of Purwodadi. It requires effective promotional media that can reach all walks of life. To elevate a culinary center based on "Yuyu" to become one of Purwodadi's typical culinary requires promotional media, promotional media is a strategy in the world of markets (trade) to promote and introduce products or services to the public.

Based on this background, through this study project, a media design was initiated that is able to play a role in overcoming the problem

RESEARCH METHODS

Culinary made from "yuyu" has its own charm that is not widely known by most people in general. The attraction of "yuyu" lies in the taste, the uniqueness of the taste caused by the sensation of devouring the culinary "yuyu". This is the basis of the strategy for the promotion of Purwodadi's signature culinary.

The strategy used is the placement of communication media that have a message compatibility with the locations along the Danyang Utara road, namely the "yuyu" culinary sales center. In restaurants and along the culinary center "yuyu" will be placed media containing information about culinary "yuyu".

For posters as a support for advertising which is very strategic because it can be installed anywhere. In addition, posters are chosen because they are more durable and people will be able to read and understand the message they want to convey longer. The selection of this poster media seems more flexible, its simple shape and ease of discovery causes anyone passing by to be able to see, read and observe it. In addition, the size is also large enough so that it can load the illustration to the maximum. The most ideal placement is in the space of culinary centers that sell culinary made from "yuyu" where one is assumed to be waiting for food to be ready and looking around so that the poster can attract attention.

Media brochures are placed on the tables in the restaurant, visitors who are waiting are assumed to want to do something. It is hoped that the brochure located on the table can fill its time by reading and interactively containing information on the making of culinary "yuyu" from the processing process.

The X-banner media was chosen as the media because the shape is very conspicuous, so the X-banner will attract the attention of the person who flashes in front of it to read the message inside. Placed in front of every restaurant that sells culinary made from "yuyu" with a relatively large size is expected to attract the attention of restaurant visitors if it is placed strategically

RESULTS AND DISCUSSION

The photographic element in the poster is a photo of the culinary vegetable "lompong yuyu". In the design of culinary posters, this vegetable "lompong yuyu" is used as the main image. The photo of the vegetable "lompongyuyu" was taken with a combination of exposure of f 5.3, shutter speed of 1/60 and ISO 200.

This photo uses front lighting and side lighting types and uses the birdbird eye view angle of view. This angle of view was chosen because by using the bird eye view, the photo was taken from above so that you will see the overall shape of the "lompongyuyu" vegetable culinary, namely the entire vegetable bowl and the base of the plate as well as the decoration for the culinary dish arranged in such a way as to look more attractive. While on the right side of the main image there is a supporting image, this supporting image is in the form of a silhouette consisting of curved lines.

With lighting from the front and sides and using a flash, the photo will look more attractive to the public by editing it first using Adobe Photoshopso that it is hoped that poster watchers will know and be able to see Purwodadi's typical culinary, namely the vegetable "lompongyuyu" in detail and will be more interested in trying Purwodadi's typical culinary made of "yuyu" and may be very rarely found in other cities. The program used to visualize all the ideas for creating posters using the programs Adobe Photoshop and CorelDraw X4.

1. These culinary images made from Purwodadi's signature "yuyu" were taken with photographic techniques using a Nikon D70 camera. In the shooting, several pictures of Purwodadi's typical culinary that were there were obtained such as pictures of vegetables "lompong yuyu", "bothok yuyu", pepes "yuyu", rempeyek "yuyu", bakwan "yuyu", "oseng yuyu" white tofu, scrambled "yuyu".
2. Sket creation is done after having many sufficient references.
3. The pictures/photos that have been taken are selected according to the needs of the poster design. After selecting photos, finally selected one photo that suits the needs of the poster design. The photo chosen is a photo of the vegetable "lompongyuyu". This photo undergoes an editing process using the Adobe Photoshop program by changing the colors and lighting to make it look better.
4. After the selected photos are edited according to the needs of the poster design, then the process of making a poster design is carried out with computer media using the Adobe Photoshop and CorelDraw X4 programs. In this step, the photos are arranged according to

the concept that has been made before, then the poster design is equipped with text in order to provide information to the poster observers.

5. After the photos are arranged according to the concept that has been made and the poster design has also been given text, the poster work is completed.

In this poster design, there is main text and supporting text which is one of the elements in the poster. The main text that says "lompongyuyu", is made using a different size from the other text sizes, the main text is "lompongyuyu" and the supporting text is "vegetable" is made with the same type of font with different sizes. The main text "lompong yuyu" is made with a font size that is much larger compared to other texts. Here more emphasis is placed on the words "lompong yuyu" by increasing the font size without outline because "lompong yuyu" is the name of a culinary made from Purwodadi's signature "yuyu".

While the supporting text which is the origin name of this culinary food is located below the main text with a different font shape and size than the main text as well as with a smaller size than the main text. The supporting text here serves to let poster watchers know and are interested in trying and tasting Purwodadi's typical culinary and visiting the city of Purwodadi. The supporting text in the poster i.e. "vegetable" is made with a smaller font size than the main text.

The font type selection in the main text "lompong yuyu" and the supporting text i.e. "vegetable" uses the Kokila typeface. The choice of this typeface is because this type has a thin shape (slim) down and clear so it is hoped that poster watchers will be easy to read, this typeface was chosen to be in harmony with the main text. In the other supporting text, which reads "Purwodadi culinary specialties" using the Vani typeface, because this typeface looks firm but dynamic and easy to read so that it is in harmony with the overall design.

From the aesthetic aspect, the design of this poster uses asymmetric balance. This can be seen by the division of right and left which is not the same size as the size of the small object, or is not the same position how to put it. The placement of the main image and text is located in different parts between the right and left, but with the same large composition so that the poster design looks balanced between the right and left parts. This is done in order to attract the attention of the target audience.

Based on the principle of visual hierarchy, the first focal point that poster watchers will see is the text part "lompong yuyu", then attention will be drawn to the main image which is the center point of this poster design. After that, attention will be drawn to the bottom text which is the supporting text and is the name of the place of origin of the culinary.

This design uses decorative elements with many uses of curved lines. The curved line can be seen from the flexible silhouette with a green color. Based on the principle of emphasis / emphasis, this poster design is made by bringing up photos as the center point. In addition, text elements are also made with a different color from the background, the text is taken in black so that the text looks more prominent.

From the aspect of the design message, this poster was made to promote the culinary vegetable "lompong yuyu" and also to provide information to the public about the existence of this "yuyu"-based culinary in the city of Purwodadi, and with a design that is made in such a way and attracts attention so that it is hoped that the public will be attracted to read this poster and will also be more interested in visiting this "yuyu" culinary try.

The freshwater crab (ketam), which in Javanese is often called "yuyu", is of many types, and is often found in rivers, lakes, and rice fields, including in ditches and surrounding land. In latin "yuyu" it is known by the name of *parathelphusidae*. "Yuyu" is not uncommon to see outside the water. Unlike the sea crabs whose pair of hind legs are flattened, the legs of the "yuyu"s all have pointed ends. The dorsal shell of "yuyu" is generally brownish, blackish, and dark purple often has curves like traces of being stepped on the footprints of horses. The edges of the shell sometimes there are those that have several small spines.

In the opinion of some people who have been proven, "yuyu" has benefits as a disease healer and has a high nutritional value. "Yuyu" can cure tumors, lever/hepatitis and many others. "Yuyu" which is a pest for rice plants because it often makes nest holes in rice fields and the edges of irrigation canals, and leaks the water needed to irrigate rice fields, this is still pseudo in the eyes of the public because there are pros and cons about "yuyu" animals whose habitat lives in nature. According to the secretary of MUI Purwodadi, Grobogandan Regency, the Muhammadiyah DPD Central Java administrator stated about the halalness of "yuyu", both because they viewed the expectation of animals living in two realms as weak, also partially ascertained, that "yuyu" is not an ampibhi animal. Frogs live on land and water because they breathe with lungs and skin. But this is not the case with "yuyu". "Yuyu" only breathes with gills, "yuyu" can indeed stand on land for 4-5 days, because its gills store water, so it can still breathe. But if there is no water at all, he dies. So "yuyu" can't escape the water.

There is no postulate from the Qur'an and the hadith that shahih explains the haram of animals living in two realms (sea and land). Thus an animal that lives in two realms the basis of its law "origin" of the law is kosher unless there is a proposition that forbids it. "Yuyu" is halal consumed as long as it does not pose a danger to human health

CONCLUSION

From the results of the preparation of a study project on culinary promotion based on Purwodadi's signature "yuyu" through the discussion of the results of the description and analysis of the work in this study project, the author can take the following conclusions:

- a. Through this study project, design works have been produced as a medium for promoting culinary tourism in Purwodadi which are applied to brochures, Xbanners, and posters. So, the people of Purwodadi and outside Purwodadi can find out the tourist culinary places made from "yuyu" in Purwodadi and are interested in visiting the city of Purwodadi.
- b. With the production of printed visual communication media in the form of brochures, Xbanners, and posters, this can attract public interest and inform and promote culinary centers made from "yuyu" typical of Purwodadi City, to the public in and outside the city of Purwodadi to be interested in visiting it.
- c. After the creation of brochures, X-banners, and posters, this can help the Grobogan Regency Local Government as a promotional medium to be better known by the public and can be projected to become one of the culinary icons of Purwodadi, Grobogan regency

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