



## DESIGN OF POP-UP BOOK OF TRADITIONAL FOOD TYPICAL OF PALEMBANG, SOUTH SUMATRA AS AN EFFORT TO INTRODUCE INDONESIA'S CULINARY HERITAGE

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### *Abstract*

Palembang city community is one of the people in Indonesia who is famous for its traditional food in the form of pempek, kemplang, and several other foods that are heritage food from the ancestors. The design of pop-up book media of traditional food typical of Palembang, South Sumatra, introduces Indonesia's culinary heritage for the young generation as an audience. The research was conducted with observations, interviews, and documentation studies—literature studies literature. The purpose of this research is;(1) Creating pop-up books for the community, especially the younger generation, as one of the efforts to introduce the culinary heritage of Indonesia,(2)fostering enthusiastic / interest of tourists and also local people to traditional food Palembang city.

**Keywords:** Palembang specialties, design, pop-up books, culinary heritage

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### INTRODUCTION

Mayortitas Palembang city is one of the people in Indonesia who are famous for their traditional food in the form of pempek, kemplang, and some other foods. It is a food heritage from the ancestors that still exist and even has been famous everywhere. In everyday life, food is a staple that must be fulfilled. Humans need food. Humans miss not a day without food and drink, so the importance of food and drink for humans. Therefore food has a very vital function for humans.

Snacks are one of the food products ready to hide or can also be directed to eat. Artin and beverages and ingredients also include traditional foods traditionally developed in the region or society in Indonesia. Traditional food is one part of the culture and tradition of every city in Indonesia. Each region in Indonesia has its specialties, including Palembang.

Nowadays, traditional food is often forgotten but is quite in demand by the community. Traditional food is one of the heritage / cultural heritage in Indonesia is unique. Traditional food is part of the Indonesian attribute that we need to maintain and preserve, although it is small. Nowadays, traditional food has been less popular than junk food available in various shopping places that have now expanded widely in Indonesia. The emergence of places serving a variety of fast food triggered people to choose to switch direction towards fast food compared to traditional food, and considered more prestigious than traditional food.

The presence of pop-up books today influences the development of Science, Technology, and Art that has brought a fresh wind to the print media in Indonesia. Pop-up books have several advantages that have elements of 3D (Three Dimensions), so that the story can be visualized, far compared to books that have been circulated in the market. Pop-up books present the appeal of 3D (Three-Dimensional) visualizations on each page, not just 2D (two-dimensional) ones. Thus the readers or observers will be

invited to imagine and explore the stories contained in the pop-up book. A pop-up book is expected to attract attention and generate a high curiosity to the story contained.

To introduce and repopulate traditional Indonesian food needed innovation, about traditional food typical of Palembang. The author chooses a pop-up-based media book, which is expected to attract attention, providing information about traditional food to provide information about Indonesia's culinary heritage. This design aims to design pop-up book media of traditional food typical of Palembang, South Sumatra, to introduce Indonesia's culinary heritage for the youngest people as the primary target. In order for readers to be interested in the design of traditional Palembang food pop-up books, it takes an innovative, simple, and creative design that is expected to motivate readers and know more about traditional food in Indonesia.

## **METHOD AND PROCEDURES**

As for what we did in the design of this pop-up book, the author took pictures of traditional food types through the internet to add references and insights of researchers in the making of pop-up books. Research is conducted with observation, and documentation studies, literature studies, which have been conducted and collected. The authors used an analysis method that would later be qualitative research, based on responses and relationships on verbal forms. In order for readers to be interested in the design of traditional Palembang food pop-up books, it takes an innovative, simple, and creative design that is expected to motivate readers and know more about traditional food in Indonesia

## **RESULTS**

Palembang city, the capital of South Sumatra, stores one of Indonesia's culinary riches that is unfortunately missed. The taste of Palembang specialties consists of several flavors, namely savory, spicy, and fresh and sweet. Palembang's exceptional food has its own story related to the history of Palembang city and the development of life in the community there.

Palembang traditional food consists of many types of food. Among the many foods in Palembang, certain foods have noble values of Palembang people, including maksuba cake. Maksuba cakes are made for special occasions and deliveries from child to parent or elder, meals served to guests of honor or other official events. Palembang people are also just like other regional communities in Indonesia in their daily activities and holding fast to customs. Palembang people also have unique traditions and habits towards outsiders. What is meant by the word outsider here means guests, not just other people but for family members who are no longer home. Guests who come are highly respected; they await guests by serving some special meals, especially if the arrival of guests has been informed in advance. The habit of Palembang people like that is a reflection of behavior that has been patterned down and down. The habit is difficult to change because it has become an essential part of people's lives in Palembang.

The people of Palembang are exposed to various ethnic groups/ ethnic. With the diversity of ethnic and cultural consequences, the diversity of food in Palembang. Traditional traditions and cultural values owned by a tribe turn out very influential to the pattern of food habits, patterns and also variations of the form of food in its presentation and consumption. Thus each ethnic group has a traditional food that can show their identity.

Palembang is one of the tourism destinations, so it has a very promising potential. Thus traditional food can be used as an aspect of supporting and supporting tourism and other aspects such as natural beauty, historic places, etc. Being a tourist destination certainly provides an excellent opportunity for the selling value of traditional food. So if tourists visit an area then usually always looking for souvenirs to take home, one of which is food.








At this time, Palembang traditional food is not only for daily consumption only or other events such as traditional ceremonies, religion, etc. However, now Palembang traditional food has also been sold in street stalls, and even there are shops, specialty restaurants that sell traditional Palembang food. Some traditional Palembang foods have become commodities to be marketed and sold, some are progressing rapidly, and certain foods have not been widely marketed and routinely.

















Observation results, and documentation studies, literature studies, which have been done and collected, can be concluded:

1. Traditional food needs to be preserved because traditional snacks are one of the heritage of the ancestors.
2. Traditional food is healthier compared to modern snacks.
3. Modern food (snack) today is much more popular than traditional snacks because packaging and appearance are much more attractive.
4. The parenting factor when it is essential and needed because it can have a massive influence on the preservation of traditional snacks introduces the relics of our ancestors.
5. Lack of creative promotion of traditional snacks compared to modern snacks
6. Traditional food is not only a means of welcoming guests or food dishes at certain events but can also be enjoyed daily.

Based on the observations that have been made, then the author tries to make a pop-up book of traditional food / Cinaan typical of Palembang, which is expected to be able and can attract audience attention in the form of young people, providing information about traditional food to provide information about Indonesia's culinary heritage. The purpose of the design of pop-up book media typical of traditional food Palembang, South Sumatra, is to introduce Indonesia's culinary heritage to the youngest community as an audience. The Palembang traditional food pop-up book design is designed with innovative, simple, and creative that is expected to motivate readers and know more about traditional food in Indonesia.

To apply the design to a traditional food pop-up book typical of Palembang, the author took some pictures that were used as a reference that would later be made vector images. Moreover, some traditional foods that will be designed include the following:

1.	Pempek lenjer	
2.	Pempek kapal selam	
3.	Pempek kereiting	
4.	Pempek	
5.	Pempek kulit	
6.	Pempek pistol	
7.	Pempek lenggang	
8.	Pempek Tunu	
9.	Tekwan	
10.	Model	
11.	Laksan	

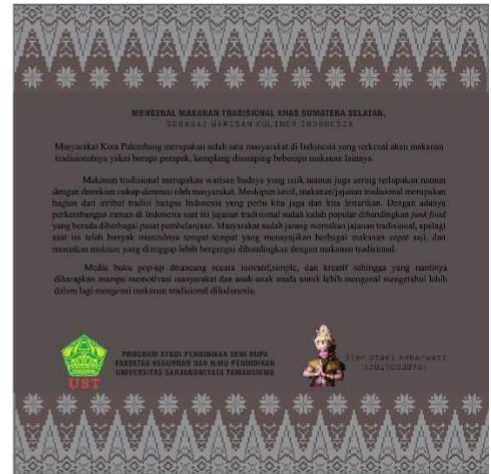
12	Lakso	
13	Celipungan	
14	Krupuk kemplang	
15	Pindang patin	
15	Pindang tulang	
16	Mie celer	
17	Engkak ketan	
18	Burgo	
19	Kue lapis kajo	
20	Lapis maksuba	
21	kue gandus	
22	kue 8 jam	
23	kue lumpang	
24	kue srikaya	
25	dadar jiwo	
26	Lempok durian	

Below are some of the results of vector design of traditional Palembang food pop-up book:

a) Cover



*front cover covers the back*



b) character



*Traditional clothing of South Sumatra*

c) Traditional food vector image



d) Keychain support media:



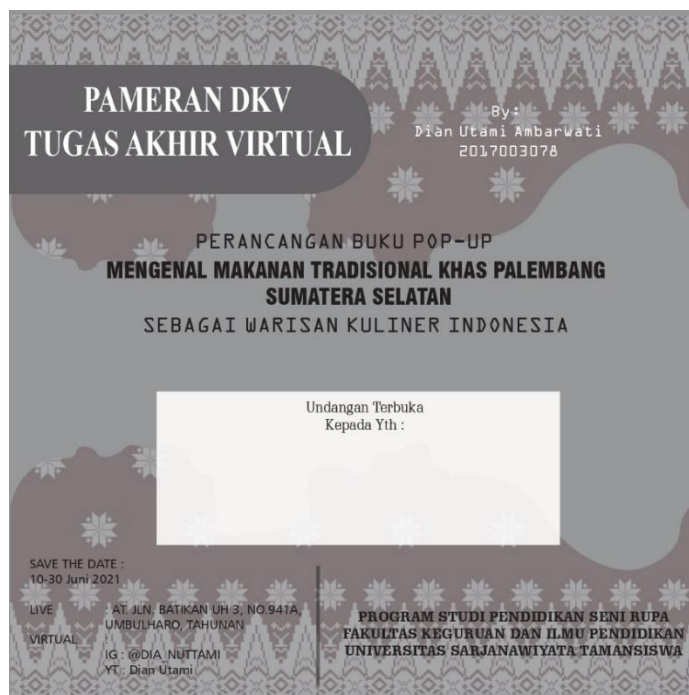
Stickers:



shirt:

Poster:





Invitation:

## CONCLUSION

Based on the explanation above, traditional food cash Palembang we need to preserve because traditional snacks are one of our ancestors' heritage. Traditional snacks are healthier compared to modern snacks (snacks). Modern snacks (snacks) today are much more popular than traditional snacks because packaging and appearance are much more attractive. To preserve and introduce Palembang specialties, the need for factors from parents, because it can give a massive influence for the preservation of traditional snacks, introduce our ancestors' relics. At this time, traditional Willan in Palembang already has progressed and widely known by the public outside of the city, but with the lack of creative promotion of traditional snacks in the city of Palembang, so make some typical food Palembang many people do not know there is any food, so only some typical food Palembang famous until now. Nowadays, Janjanaan / traditional food is a means of welcoming guests only or as a meal at certain events, but can also be enjoyed daily.

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