

# BAB I

## INTRODUCTION

### 1.1. Background

Indonesia is one of the largest archipelagic countries with a total of 17,508 islands and a total area of 5,193,250 km<sup>2</sup> with a land area of 1,919,440 km<sup>2</sup>. Therefore, diversity is inevitable from the life of the Indonesian people starting from their characteristics, language, race, religion, social and culture which have their own characteristics. From this diversity, the slogan *Bhineka Tunggal Ika* was created which literally has different meanings but remains one as a unifier of the nation so that the Indonesian state remains united and lives in its differences. From the vastness of the country, Indonesia is divided into 38 provinces, one of which is one of the provinces in Java, namely East Java, which has an area of 47,922 km<sup>2</sup> as the most extensive province among 6 other provinces on the island of Java. Banyuwangi is one of the districts of East Java which is located at the easternmost tip of the island of Java and has the largest area in East Java with an area of approximately 3,593 km<sup>2</sup> and a population of 1,780,015 people according to Banyuwangi Satu Data (Sipil, 2023). Banyuwangi has a total of 25 sub-districts throughout its area, therefore Banyuwangi has several train stations and in its area are spread the original ethnic Banyuwangi, namely the Using tribe which is considered a sub-Javanese tribe.

The Using tribe is a native tribe of Banyuwangi and one of the tribes that inhabit several areas of Banyuwangi. According to Maharani, the Using tribe is spread across several sub-districts such as Giri, Glagah, Giri, Kabat, Rogojampi, Singojuruh, Genteng, and Cluring (Asshidiqi & Agustiana, 2022). In terms of terminology, Using itself comes from the word "*sing*" which is often spoken by the Using tribe which means "no" which is then interpreted as people who "not" fled while fighting against the VOC in the Puputan Bayu War and settled in the Blambangan area which has now changed its name to Banyuwangi (Sulthoni & Soetopo, 2020).

The diversity of Indonesia can also be seen from the regional dishes inherited by our ancestors utilizing the spices available around and having a variety of spices based on local ingredients to enrich the flavor. Traditional food is a cultural heritage that needs to be preserved because it has Indonesian characteristics with recipes that have been preserved for many years.

As one example, Banyuwangi has typical foods such as Rujak Soto, Nasi Tempong, Pecel Pithik, and Pecel Rawon. In this era of globalization, it is very important to preserve the heritage of these traditional food recipes so that they are not forgotten by time.

Globalization is a term that relates to increasing interconnectedness and dependence between countries and between people around the world through trade, investment, travel, culture, and other forms of interaction (Ermawan, 2017). Globalization itself has brought developments in all aspects of life to become more sophisticated, for example such as communication, transportation, and information, thus bringing great influence on the lives of people around the world. The Internet is a form of technological and information change that is widely used by the public (Danar, 2021). The influence of the internet is significant on the lifestyle of people who use the internet where according to (Wardani & Danar, 2021) Digital developments and technological advances are driving changes in consumer behavior, where the need and desire to shop more efficiently, practically, and easily has become a new lifestyle of modern society.

This development is what makes people feel more efficient or easy to carry out daily activities so that the generation that is born is different. According to Menheim, generation is a social construct in which there are groups of people who have the same age, social dimension, and historical experience (Putra, 2016) From this, it leads to generation Z, which is a generation that grew up with sophistication due to this globalization. According to (Putra, 2016) Generation Z or *iGeneration (Internet Generation)* who since they were children have interacted with technological sophistication which unconsciously affects their personalities, norms, views and life goals.

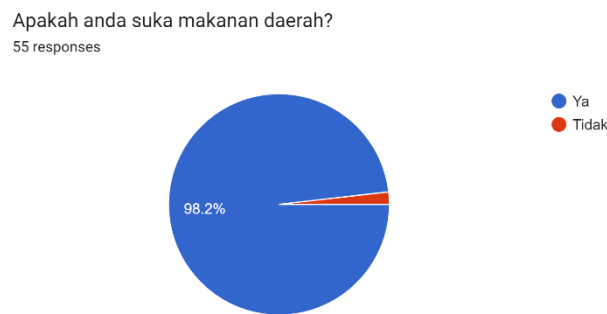


Figure 1. 1. Respondent data on whether or not to like regional food

It is because  
of this easy  
access to the  
outside world that  
they become  
very easily

Source: Personal Data

Figure 1. 2. Respondent data on whether or not to eat Osing Banyuwangi specialties  
Figure 1. 3. Respondent data on whether or not to like regional food

Source: Personal Data

Figure 1. 4. Respondent data on whether or not to eat Osing Banyuwangi specialties  
Figure 1. 5. Respondent data on whether or not to like regional food

Source: Personal Data

Figure 1. 6. Respondent data on whether or not to eat Osing Banyuwangi specialties  
Figure 1. 7. Respondent data on whether or not to like regional food

Source: Personal Data

influenced by everything spread on the internet, including food. Based on the research conducted, most of the respondents aged 19-25 years and 62.5% from outside Banyuwangi still like traditional food, but behind this interest there is a problem of young people who tend not to be active in preserving Indonesian cuisine recipes which results in traditional cuisine recipes that are in danger of disappearing and being forgotten. This is supported by the statement of Hilmar Farid as the Director General of Culture in the series of events of the National Cultural Week, where traditional recipes began to disappear because the younger generation was reluctant to learn to cook from their predecessors who were influenced by urbanization and globalization that introduced foreign cultures. This shift in food standards weakens people's

ability to utilize local resources and increases dependence on foreign products. In Indonesia, cooking traditions are usually passed down through joint practices between the old and younger generations, but without an interest in learning, these recipes would become extinct (Ma'rup, 2021).



Figure 1. 8. Respondent data on whether or not to eat Osing Banyuwangi specialties

Source: Personal Data

This phenomenon also occurs in the preservation of the typical cuisine of Using Banyuwangi, this is supported by the results of research conducted through *Google Form* where most respondents 19-25 years old do not know what the typical cuisine of Using Banyuwangi is, let alone a recipe for typical dishes Using Banyuwangi.

To maintain the preservation of this food, media is needed to preserve these food recipes, one of which is with books. The advantage of a book over the internet is that it can be accessed without the need for electricity or telecommunication signals. In addition, there are also several reasons why books are more because according to (Wahyuni, Wahidah, & Ramdhani, 2023) Books don't make the eyes tired because they look for too long like on gadgets, they are not easily distracted like notifications on *devices*, and books feel more personal because they feel belonging.

With the advancement of technology and science that is increasingly developing, more and more similar products are produced and offered, one of which must be adapted to the interests and needs of consumers (Putra Fajar & Daniar, 2022) Therefore, to stimulate the reader's interest, the book will be equipped with interesting illustrations so that it is not boring to read and can visualize the materials and stages so that the person who reads will better understand the content in the book. This is also supported by a survey conducted by through

*Google Form* , there are 74.5% who choose illustration books as the preservation of typical Banyuwangi food.

### **1.1. Problem Identification**

- a. Based on a survey conducted through Google Form by the author on October 4, 2024, data was obtained on 56 respondents, 67.9% of the respondents did not know Banyuwangi's typical food.
- b. At IPUSNAS there are many food recipe books and from the author's observation of 15 recipe books that review Indonesian cuisine recipes, only 2 books include one of Banyuwangi's typical dishes, namely the book entitled Various Regional Cuisine Recipes by Amin Suprihatin mentioning Rujak Soto food and a book titled 500 Most Delicious Traditional Food and Drink Recipes by Julie Sutarjana mentioning Rujak Soto and Nasi Tempong food
- c. According to the MomsDaily website (fiaindriokusumo, 2017) After successfully attracting book lovers at the Frankfurt Book Fair, Germany, the book The Colourful Stories of Indonesian Cooking by Bara Pattiradjawane was finally released in Indonesian which is the first recipe illustration book in Indonesia that discusses 55 original recipes of the archipelago.

### **1.2. Problem Formulation**

Based on the background and identification of the problem, the following problem formulation was obtained:

How to design an illustration book containing typical cuisine Using Banyuwangi as a medium to introduce traditional food for 19-25 year olds?

### **1.3. Problem Limitations**

- a. The design of this illustration book only focuses on Banyuwangi specialties which aims to introduce the food of the region.
- b. Discussion of various typical Banyuwangi food recipes will be limited to traditional Banyuwangi food and ceremonial dishes Using
- c. The illustrations shown in this recipe book contain information in the form of tools, ingredients, and steps to cook food that can be followed by 19-25 year olds

#### **1.4. Purpose of Design**

- a. The design of this book aims to introduce Banyuwangi specialties to people who do not know the typical food of the region so that it can be known more widely to the public through the visual of traditional food that is warm and retro
- b. The design of this book aims not only to introduce Banyuwangi specialties but also to introduce the special foods of the Using tribe that are rarely known by the general public so that they can be preserved in the rise of globalization.
- c. Designing the content of Banyuwangi food recipe books contains clear and easy-to-understand information and is complemented by visuals that use digital illustration techniques using semi-realistic styles to describe ingredients, tools, and cooking products so that they are easy to follow by 19-25 years old.

#### **1.5. Benefits of Planning**

- a. For institutions:

The results of this research design can be used as a reference and input for institutions and the Banyuwangi Culture and Tourism Office to design strategies for the preservation of local culinary culture, strengthen regional identity through the promotion of typical foods, and develop educational programs that encourage the younger generation to better know and love the culinary heritage of their ancestors.

- b. For the community:

The results of this research can be an additional valuable knowledge and information about the culinary richness of Banyuwangi to the community. Through the documentation of recipes, the story behind each dish, and the cultural meaning contained in it, the community can better understand that traditional food is not only the fulfillment of physical needs, but also part of the identity and heritage of ancestors. With the presence of this book, it is hoped that the young generation and the wider community can better appreciate, know, and preserve the typical food of Using so that it is not eroded by time, lifestyle changes, and the influence of foreign culture that is increasingly massive in the era of globalization.

- c. For Students

The results of this research can be additional insight and knowledge for students, especially in the fields of art, culture, culinary, and DKV. This research is expected to be able to encourage the birth of new works that are interesting, creative, and innovative, by raising local values as a source of inspiration. That way, students not

only develop academic and artistic skills, but also contribute to the preservation of regional culture. In addition, this research can also be a reference and reference for the literature for future researchers who want to study more deeply about Banyuwangi's traditional culinary in the hope of enriching the scientific literature and becoming a starting point for the development of similar research in the future.

## 1.6. Design Framework

