

# Designing food photography books as culinary information media typical of Sukabumi city

Teguh Dewa Rijki<sup>1\*</sup>, and Tulus Rega Wahyuni Esiyansyah<sup>1</sup>

<sup>1</sup>Departement of Visual Communication Design, Nusa Putra University, Sukabumi, West Java, Indonesia

**Abstract.** Sukabumi City is a city in the province of West Java, Indonesia, which has a variety of cultures that are interesting to know. One of them is the typical food that is popular in Sukabumi City. Typical food is one of the nation's cultural assets that needs to be preserved, so that its existence continues and does not become extinct due to civilization and technological advances that are developing very rapidly. The availability of documentation on traditional food is important because it can help introduce and re-preserve this cultural heritage while maintaining it and developing from generation to generation. This food photography is designed with a visual approach so that the public can recognize the visualization of typical culinary delights displayed through the results of food photography. Information was obtained from journals, books, various articles, and through interviews and observations.

## 1 Introduction

Entering the era of globalization like now, culinary development has grown rapidly. More and more modern culinary is developing so that the existence of regional culinary specialties is dimming so that the younger generation today is less familiar with and even forgets the typical culinary of their own city [1–3].

Sukabumi City is part of the West Java Province which is located in the south central part of West Java, this city has a strategic position in the Jabodetabek area or Jakarta, Bogor, Depok, Tangerang and Bekasi. The city is flanked by Jakarta to the south and Bandung to the west. Sukabumi City is one of the cities of choice for tourism because many local and foreign tourists visit this city for a moment to enjoy the natural beauty of the sea or mountains.

Sukabumi City has a variety of typical foods that are not widely known by young genar. Typical food is food or dishes originating from a certain region or region that has its own characteristics and uniqueness. One of them is a typical food owned by Sukabumi City.

Currently, the typical culinary of Sukabumi City is important to be known and preserved in the people of Sukabumi City such as Mochi<sup>39</sup>, Bandros Atta, Laksa Pak Idrus, Capitol Chicken Porridge, Beef Eye Shake Noodles and many more. The culinary displays its unique

---

\* Corresponding author: samorisol@gmail.com

characteristics through different tastes, shapes, and textures from culinary originating from outside Sukabumi City. Currently, it is important to preserve the typical culinary of Sukabumi City, especially for the younger generation so that it can be reintroduced to the wider community.

Modern cuisine is now increasingly popular in the market thanks to various innovations in their menus. Even so, the typical culinary of Sukabumi City also maintains its appeal with its unique identity, especially through the taste characteristics of each dish, providing a special taste pleasure experience for anyone who tastes it.

The modernization era has both positive and negative impacts, where one of the negative impacts is the lack of understanding of the typical culinary of a region, which is now increasingly rarely known and difficult to access along with the rapid development of modern culinary [4]. On the other hand, the positive impact is the existence of innovations that advance various culinary in a very innovative way [5–8].

As a result of the modernization process and the rapid growth of the modern culinary industry, regional specialties have decreased interest [9–11]. This has an impact on the younger generation who are less familiar with the typical culinary of Sukabumi City. In addition, public awareness about the importance of preserving local culinary, especially those from Sukabumi City, is also decreasing. Therefore, information facilities are needed that can provide information about the typical culinary of Sukabumi City.

One effective way to reintroduce the typical culinary of Sukabumi City so that the culinary image is no less competitive with today's culinary, is to utilize food photography presented in the form of books as a promotional medium [12].

One of the culturalists, namely (JJ Rizal, 2016) mentioned that one of the problems in Indonesian cuisine is the poor documentation related to local culinary. For him, there are only a few books that fully document local cuisine and also now young people are not familiar or continue to be far from their own local cuisine even though culinary is a culture, not only related to food issues.

One of Indonesia's senior photographers, said that currently it is very important to collect information and documentation on typical foods or those that have long been with us which are likely to disappear very large, the importance of culinary documentation efforts because there are so many Indonesian cuisines that have not been documented where documentation itself will help this cultural heritage be maintained and develop from generation to generation [13,14].

Based on these problems, there is an impact of modernization of traditional culinary whose existence is starting to compete with modern culinary which makes the younger generation now less aware of the existence of typical culinary [15,16], especially the typical culinary of Sukabumi City.

As an effort to maintain and preserve the typical culinary of Sukabumi City which is losing its attractiveness among the community, a food photography book was made that raised the typical culinary of Sukabumi City. This book is designed with a more modern and attractive visual appearance, with the aim of increasing the awareness of the younger generation about the existence of authentic culinary in Sukabumi City. This media is expected to be well received and widely known by the public.

Food photography is a branch of photography that aims to capture all forms of food [17–19]. Food photography is useful as visual data so that people can get to know the visualization of the typical culinary of Sukabumi City and the book was chosen in this design because it is an effective print media. Books are the easiest and most durable form of documentation.

The design of food photography books has also been carried out by students on behalf of [20] "Oktafridayani, Elvina (2022) Designing Food Photography Books Typical Of Tangerang City. Universitas Pembangunan Jaya" concluded that the selection of documentation media using food photography books is because according to some literature,

books are a form of documentation that has survived for a long time until now and also food photography was chosen because it is useful as visual data so that people can be more familiar with the visualization of the typical culinary of the city itself.

The end result of this design is a physical book. Researchers choose books in physical form because researchers consider that books in physical form are effective enough for readers to receive complete information without interference.

## **2 Material and Methods**

In designing this typical culinary book of Sukabumi City using a qualitative approach method, I conducted interviews and collected information to strengthen the background and make a typical culinary book design of Sukabumi City.

The method used to carry out a design in book media is a qualitative approach to facilitate the design. Descriptive data in the form of words or spoken forms in a special context that is natural (Moleong, 2014). The data collection was taken in four ways: literature studies, interviews, observations, and existing studies.

### **2.1 Studi Literature**

Researchers collect data from various literacy sources such as books, journals, and articles to find actual data on theories that will be used in this research and design. The article obtained from this literature study is that 2 Sukabumi cuisines are included in Indonesia's intangible cultural heritage, namely Mochi and Bandros (<https://warisanbudaya.kemdikbud.go.id/>).

### **2.2 Interviews**

The data search method is carried out through interviews (qualitative). The interview was conducted with the resource person, namely Dedi Suhendra a leader of the Sukabumi community, to introduce the tourism potential as well as the history and culture of Sukabumi City.

The interview was conducted face-to-face with Dedi Suhendra, he is a leader of the Sukabumi community. The conversation was carried out directly at his residence located on Jalan Ciraden Sukabumi on August 5, 2023, at 14:00 WIB.

The results of the interview obtained are that a food can be said to be a typical culinary of a region because many make and many buy the culinary. Typical food is also determined by geographical location. Like Sukabumi City which is located close to the mountains where the weather is cold, that habit makes the community make and consume food that warms the stomach so as not to catch a cold easily.

For typical food, Sukabumi City is divided into 2 categories, namely dry food and wet food. For dry food itself, including moci, deeng eel, deeng mujaer, deeng urat, podeng cake, ranginang & rangining, ali cake, moci, lantak. While the wet foods are geco, porridge, meatballs, whipped noodles, doclang, karedok, petis uleg, petis vinegar, bandros, pancong, dodongkal, yellow fried chicken Sukabumi and many others that require more in-depth research (Dedi Suhendra, 2023).

### **2.3 Observations**

Observation is carried out by visiting several culinary attractions that specialize in selling typical foods of Sukabumi City. In this process, the main goal is to gain a deep understanding

of the distinctive culinary variety, including the recipe, ingredients, manufacturing process, and unique flavors inherent in each dish.

3 Results and Discussion

3.1 Authors and Affiliations

In this design, the strategy conveyed to convey messages and values not only in the form of photos of food products that distinguish it is to present detailed information including history, composition, value behind the creation of the food, location, owner, consumer interaction when buying, place facilities. In addition, the design of this book uses an approach with food photography as the main object so that the target audience can recognize it visually and convey informative messages using everyday language that seems light and easy for the audience to understand.

Creative strategies for designing this book include:

- Book Title: "Sukabumi City Culinary Specialties"
- Type: Culinary Photography Book
- Book Size: A4 (210mm x 297mm)
- Paper Type: Art Papper

The core color used in this design is to use gray and dark green and then adjusted to the color tone of each dish that is the object in this food photography layout and combined with each layout sheet using white so as to give a minimalist impression.



Fig. 1 Color Palette

Photo color or tone in this design only uses basic editing such as brightness, contrast, and saturation. The author wants the photo to look original without much color editing, so that the reader of this book knows the original visual form of each food displayed.



Fig. 2. Food Photography

The type of typography used in designing food photography books is the serif typeface "The Youngest" for the cover and sub chapter titles. As for the content using Sans Serif fonts "Plus Jakarta Sans – Bold" and "Regular" this type has a firm and bold character so as to make the content of the book easy to read and also understand.

The Youngest

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Plus Jakarta Sans – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Plus Jakarta Sans – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Fig. 3.** Font Type

The design of this culinary food photography book typical of Sukabumi City uses the white space layout technique. The use of white space will give pause to the eyes so as not to feel tired when looking at a solid design. White space also gives the impression of elegance and minimalism. In addition, the audience will more easily understand the content in the book.



**Fig. 4** Cover Book

The design of this culinary book typical of Sukabumi City aims to be a means of promotion for archival documentation of intangible culture about culinary introduction in the

Sukabumi City area. By designing a combination of photography and text used in the book, it is hoped that people will be more interested in reading it.



**Fig. 5.** Food Photpgraphy Book

**4 Conclusion**

In this design, the author came to know that Sukabumi City turns out to have many culinary specialties that are not widely known. The lack of documentation makes the culinary in Sukabumi City begin to dim its existence, especially in the younger generation. With the presence of the design of the Sukabumi City Culinary Book, it is hoped that it will be a fresh media to re-preserve and maintain the existence of Sukabumi City's distinctive culinary to exist in modern times. The results of this design are expected to be a reference for researchers in similar objects, and for design disciplines to be developed again into more varied book designs.

**References**

1. N. F. Rizkiyah and M. I. Faridi, Analysis of Local Culinary Potential in Supporting the Tourism Industry in Gunungsari West Lombok, *Int. J. Appl. Sci. Tour. Events* **6**, 77 (2022). <https://doi.org/10.31940/ijaste.v6i1.77-95>
2. T. S. Handayani, M. Iqbal, F. Marisya, M. Marsinah, and D. Despita, Culinary Tourism Development in Palembang City: A Case Study Bebek Gendut Restaurant as An Economic Driver in The Traditional Halal Food, *Ekon. Shariah J. Pemikir. Dan Pengemb. Ekon. Syariah* **8**, 191 (2023). <https://doi.org/10.36908/esha.v8i2.703>
3. S. Wijaya, Indonesian food culture mapping: a starter contribution to promote Indonesian culinary tourism, *J. Ethn. Foods* **6**, 9 (2019). <https://doi.org/10.1186/s42779-019-0009-3>

4. E. Di-Clemente, J. M. Hernández-Mogollón, and T. López-Guzmán, Culinary Tourism as An Effective Strategy for a Profitable Cooperation between Agriculture and Tourism, *Soc. Sci.* **9**, 25 (2020). <https://doi.org/10.3390/socsci9030025>
5. R. P. F. Guiné, S. G. Florença, M. J. Barroca, and O. Anjos, The duality of innovation and food development versus purely traditional foods, *Trends Food Sci. Technol.* **109**, 16 (2021). <https://doi.org/10.1016/j.tifs.2021.01.010>
6. A. Ferraris, D. Vrontis, Z. Belyaeva, P. De Bernardi, and H. Ozek, Innovation within the food companies: how creative partnerships may conduct to better performances?, *Br. Food J.* **123**, 143 (2020). <https://doi.org/10.1108/BFJ-07-2019-0502>
7. J. Albors-Garrigós, J. Martinez Monzo, and P. Garcia-Segovia, Knowledge dynamics as drivers of innovation in Haute Cuisine and culinary services, *Ind. Innov.* **25**, 84 (2018). <https://doi.org/10.1080/13662716.2016.1268950>
8. A. Presenza and A. Messeni Petruzzelli, Investigating business model innovation in Haute Cuisine. Role and behavior of chef-entrepreneurs, *Int. J. Hosp. Manag.* **82**, 101 (2019). <https://doi.org/10.1016/j.ijhm.2019.03.027>
9. A. Tregear, F. Arfini, G. Belletti, and A. Marescotti, Regional foods and rural development: The role of product qualification, *J. Rural Stud.* **23**, 12 (2007). <https://doi.org/10.1016/j.jrurstud.2006.09.010>
10. T. Reardon, R. Echeverria, J. Berdegue, B. Minten, S. Liverpool-Tasie, D. Tschirley, and D. Zilberman, Rapid transformation of food systems in developing regions: Highlighting the role of agricultural research & innovations, *Agric. Syst.* **172**, 47 (2019). <https://doi.org/10.1016/j.agsy.2018.01.022>
11. A. McElhatton and M. M. El Idrissi, editors , *Modernization of Traditional Food Processes and Products*, *Modernization of Traditional Food Processes and Products* (Springer US, Boston, MA, 2016). <https://doi.org/10.1007/978-1-4899-7671-0>
12. K. Kusnadi, I. Rachmawati, S. Parman, A. Wijaya, R. Fahrudin, M. Asfi, S. Mutohari, D. Iriani, Y. A. Solihah, and S. Pranata, Food photography training with natural light concept using smartphone at SMKN 2 Cirebon City, *Community Empower.* **7**, 1110 (2022). <https://doi.org/10.31603/ce.6534>
13. W. Priatini, D. Wahyudin, D. Sukirman, A. Hudaiby, and G. Kusumah, Indonesian Traditional Food Preservation: A Curriculum Evaluation Analysis Review, *Eur. Online J. Nat. Soc. Sci.* **11**, 1 (2022)
14. W. Widjanarko, Y. Lusiana, D. P. Marhaeni, and B. Widodo, The Utilization of Social Media as Traditional Culinary Documentation in Strengthening Local Tourism: A Study on an Instagram Account of @Dinporabudpar\_banyumas, in (Atlantis Press, 2023), pp. 251–257. [https://doi.org/10.2991/978-2-38476-028-2\\_23](https://doi.org/10.2991/978-2-38476-028-2_23)
15. R. Briantama Yanuar, K. S. Ni Wayan, P. Zithny Ilman, and Y. A. Satria, Perception of People on Modernized Traditional Culinary in Yogyakarta, *IOP Conf. Ser. Earth Environ. Sci.* **338**, 012003 (2019). <https://doi.org/10.1088/1755-1315/338/1/012003>
16. J. Aguirre-Sosa, M. L. Dextre, M. Lozada-Urbano, and J. A. Vargas-Merino, Background of Peruvian gastronomy and its perspectives: an assessment of its current growth, *J. Ethn. Foods* **10**, 50 (2023). <https://doi.org/10.1186/s42779-023-00212-4>
17. T. L. Fazzino, C. K. Martin, and K. Forbush, The Remote Food Photography Method and SmartIntake App for the Assessment of Alcohol Use in Young Adults: Feasibility Study and Comparison to Standard Assessment Methodology, *JMIR MHealth UHealth* **6**, e10460 (2018). <https://doi.org/10.2196/10460>

18. C. Kavcic, A. Moraes, and L. Rahouma, Decolonizing the learning of sitopias in Toronto, Can. Food Stud. / La Rev. Can. Des Études Sur l'alimentation **8**, (2021). <https://doi.org/10.15353/cfs-rcea.v8i4.469>
19. D. Quan, I. Michael, and E. Gollub, Preliminary Validation of Digital Photography to Assess the Home Food Environment, Eur. J. Investig. Heal. Psychol. Educ. **13**, 1257 (2023). <https://doi.org/10.3390/ejihpe13070093>
20. E. Oktafridayani, Designing a Food Photography Book, Typical Culinary of Tangerang City, Designing a Food Photography Book, Typical Culinary of Tangerang City, Universitas Pembangunan Jaya, 2022