

AN ILLUSTRATION BOOK OF NOODLE-BASED CULINARY RESTAURANTS IN SOUTH JAKARTA

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Abstract: South Jakarta is a city that moves in a fast pace in accordance to trends and development which contributed to the rise of their economy which is seen in the impact of the business as well. Jakarta is known for their large agglomeration due to its impact from immigration of new settlers coming from different areas which shaped economic conditions to the maximum potential. (Waworoentoe, 2019) The entrance of noodle culture in Indonesia is caused by the acculturation happening between the people of China with Indonesian locals which resulted in fusion of food, and that's how the term 'Mie' was localized. (Sunuantari et al., 2019). The idea of this research is to create an exploration guide around South Jakarta using noodle restaurants embarking target audience on a journey to lift up 'worth-trying' noodle business. Inspired by the work of Tirta Lie's "Tirta Lie 100+ Bakmi Terlezat Di Jakarta" (2019) the design of the book will include complete guidance about noodle places in regards to their ambience, price range, type of noodles, operating hours and most importantly contacts available to reach out to business owners. The outcome of this project is needed based on several reasons: (1) For readers to be able to explore noodle restaurants around South Jakarta, (2) Communicating design results through visualized diagram, and (3) To uplift (spread awareness about) noodle business by using a promotional method that is available through informative media. An illustrative guidebook is a solution to the points mentioned above as it generates visual in forms of illustration that could be translated by the artist as a communication tool for the readers. To strengthen this research the author collects data in various forms such as literature studies, questionnaires and observations and will be adapting qualitative method for the purpose of quality control in finding the most delicious bowl of noodles eligible for target audience to taste.

Keywords: *informative media, visual communication design, illustration, noodles, culinary, culture, awareness.*

Abstrak: Jakarta Selatan merupakan kota yang bergerak dengan cepat sesuai dengan tren dan perkembangan yang berkontribusi terhadap kebangkitan perekonomiannya

yang terlihat dari dampak bisnisnya juga. Jakarta terkenal dengan aglomerasinya yang besar karena dampak imigrasi pendatang baru dari berbagai daerah yang membentuk kondisi perekonomian secara maksimal. (Willem Johan Waworoentoe, 2019) Masuknya budaya mie di Indonesia disebabkan oleh terjadinya akulturasi budaya antara masyarakat Tiongkok dengan penduduk lokal Indonesia yang mengakibatkan adanya perpaduan makanan, sehingga istilah 'Mie' dilokalisasikan. (Sunuantari et al., 2019) Ide penelitian ini adalah untuk membuat panduan eksplorasi di sekitar Jakarta Selatan menggunakan restoran mie yang mengajak audiens target dalam perjalanan untuk mengangkat bisnis mie yang 'pantas untuk dicoba'. Terinspirasi dari karya Tirta Lie "Tirta Lie 100+ Bakmi Terlezat Di Jakarta" (2019), desain buku ini akan memuat panduan lengkap mengenai tempat mie mulai dari suasana, kisaran harga, jenis mie, jam operasional dan yang paling penting. kontak tersedia untuk menjangkau pemilik bisnis. Hasil dari proyek ini diperlukan berdasarkan beberapa alasan: (1) Agar pembaca dapat menjelajahi restoran mie di sekitar Jakarta Selatan, (2) Mengkomunikasikan hasil desain melalui visualisasi diagram, dan (3) Untuk mengangkat (menyebarkan kesadaran tentang) mie bisnis dengan menggunakan metode promosi yang tersedia melalui media informatif. Buku panduan ilustratif merupakan solusi dari permasalahan di atas karena menghasilkan visual berupa ilustrasi yang dapat diterjemahkan oleh seniman sebagai alat komunikasi bagi pembacanya. Untuk memperkuat penelitian ini penulis mengumpulkan data dalam berbagai bentuk seperti studi literatur, kuesioner dan observasi serta akan mengadaptasi metode kualitatif untuk tujuan pengendalian kualitas dalam menemukan semangkuk mie paling enak yang layak untuk dicicipi oleh khalayak sasaran.

Kata Kunci: media informatif, desain komunikasi visual, ilustrasi, mie, kuliner, budaya, kesadaran.

INTRODUCTION

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 Peripus 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).

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. **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.

THEORIES

Phenomena of Culture

Culture is a vast and wide concept that has gone through interchangeable dynamics because of different behavioral/moral values we see from individuals who aren't the same when it comes to their beliefs. Globalization plays a big

impact on culture in showcasing how culture matters because there are worldly problems that arise through the years, the point highlighted here is that how do we as people of different cultures could tackle challenges together? (Raeff et al., 2020).

According to the P model culture consists of people, places and practices, where people are supposed to create the whole definition of culture due to their variations in beliefs, places are supposed to locate the people practicing different culture and practices is deemed as a habit. (Causadias, 2020)

Culture and communication are correlated events that have impact on each other. Symbols, a form of cultural product shares common values to the people interpreting it. Norms and values are taught along with culture including the forming of symbols in terms of communications, it means there's an exchange of message within the members of a community, difference or similarity in a cultural background can influence communication. (Sunuantari et al., 2019).

Noodle Culture

Noodles in different countries can be a culinary alternative. Consumed by people ranging from children to adults it is known to be loved by many. Archaeologists in the past did researches that confirms China is where noodles are first originated from about 4000 years ago (Auliana, M.Kes , 2013)

The merchants of China wanted ingredients of food made up of rice that can be stored to the maximum of their abilities. So, in brief, the citizens of China are the first people who made the existence of noodles came true. From there, merchants of the world are starting to adapt to different recipes of processing noodles. Different country follows different approach in processing their noodles based on its ingredients, culture adjustment, and creativity following the norm of the culture's origin/tradition. Because of that, culinary noodle variations throughout their processing occurs. (Sunuantari et al., 2019).

Informative Media in Visual Communication Design

To have a better understanding about communication, components of communication must take place, according to Harold Laswell (Littlejohn, 2001) Human communication involves (1) The Sender/The Communicator which is responsible for carrying information from one party to another (2) Message/Information is a form of content that is about to be delivered (3) Channels/Involvement which is a media that is used to receive the message (4) The Recipient, also known as the people that receives carried information (5) Feedback which is a response and (6) Protocol which is a term of agreement made between one party and the others about the execution of communication. When it comes to visual thinking mental manipulations comes to picture in which human beings are capable of developing image in their head to match them with real-life objects and that's why it is recognized as a subconscious mind activity. In order for visual thinking to be responsive as a learning tool a person doing it requires the ability to locate shadows around the desired element to look at.

Book Illustration

As said by Lawrence Z.G. (2006), Illustration books is a creation made by illustrators in their own unique way. Ranging from reasons like the affinity artists felt towards the book because of the objects in it to being that one thing they've known for their whole life because of being introduced to it as a kid. Illustrators collect books on a regular basis or to use them as references. (Zeegan, 2006)

DESIGN CONCEPT

Message Concept

"Preservation of traditional noodle culinary in the midst of arising technology and culture alteration is important to enhance simple traditions of Indonesian people in the simplest form namely, culinary. The purpose of an

illustration book is to inspire creative minds by utilizing them for brainstorming and exploration.”

Visual Concept

Moodboard

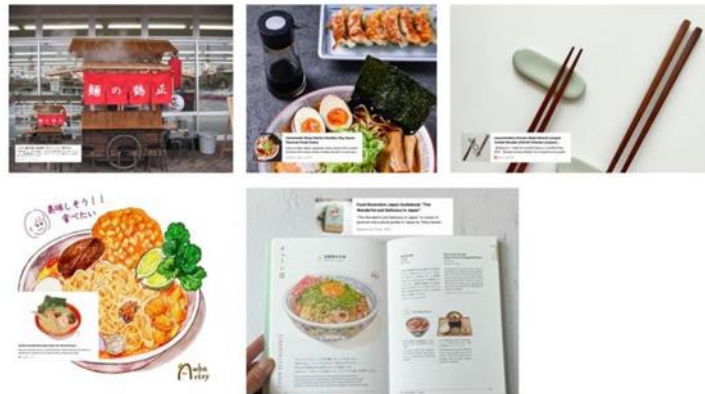


Figure 1 Moodboard

Source: (Gandes Dahayu Nariswari, 2024)

Colour Palette



Yellow is the most recognizable colour in this palette due to the fact that the colour of most noodle meals are ranges of yellow (with natural properties present in the noodles like egg and flour), meanwhile, green comes second when it comes to condiment because a meal that is dominantly carbohydrate should also need a vitamin based vegetable to balance them, the use of 'bak choy' is very common in Indonesian noodle dishes.

Food colouring tend to have more more contrast than the usual colours, in this case, the author cherry-picked colours leaning to yellow because it is the base-colour for most noodles available in Indonesia, complementary colours other than the spectrum of yellow are actually used in other condiments/toppings of the food.



Figure 2. Color Palette
Source: (Gandes Dahayu Nariswari, 2024)

Selected Font/Typography

Montserrat and Mountains of Christmas

Designer: Julieta Ulanovsky Year: 2011-2012

Publisher: Google Web Fonts

Montserrat
 ABCDEFGHIJKLMNO
 PQRSTUVWXYZÀÁÊË
 ÌÍÎÏÜabcde fghijklm n
 opqrstuvwxyzàáêë ìíîï
 &1234567890(\$£€.,!?)

Figure 3 – Selected Font: Montserrat
 (Source: <http://www.identifont.com/similar?3E86>)

Designer: Crystal Kluge Year: 2010

Publisher: Tart Workshop

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#\$%^&*()

Figure 4.– Selected Font: Mountains of Christmas
(Source: es.cooltext.com)

DESIGN RESULT

Overall Visual

Book and Book Cover

The layout of this cover is made with the choice of vibrant colours with noodle bowls as main objects followed with the map of South Jakarta to indicate exploration.

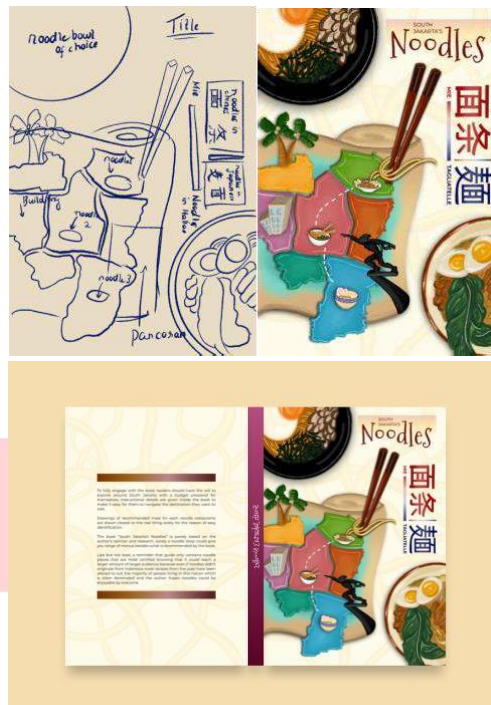


Figure 5 – Cover Sketch and Outcome
(Source: Gandes Dahayu Nariswari)

Book Content

The layout of this book mainly shows two side, first side of the book (to the left) is for logo introduction along with location of the landmark (based on google) for easy identification and the second side of the book (to the right) shows an illustration as an example of what a specific noodle restaurant serves as a dish along with their information based on operating hours, cost, copywriting on the author's thoughts, etc.



Figure 6 – General Introduction
(Source: Gandes Dahayu Nariswari)

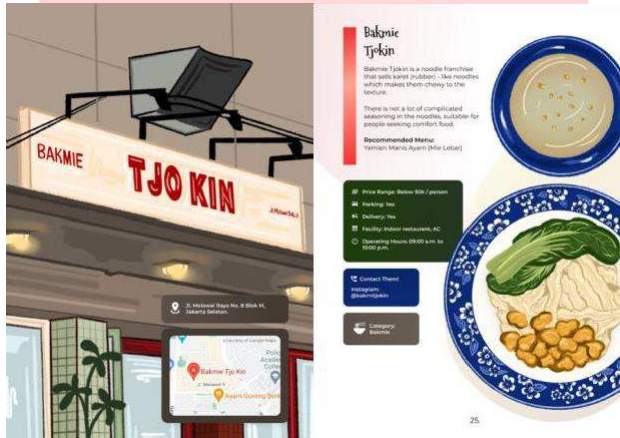


Figure 7 – Content Example
(Source: Gandes Dahayu Nariswari)

Supporting Media

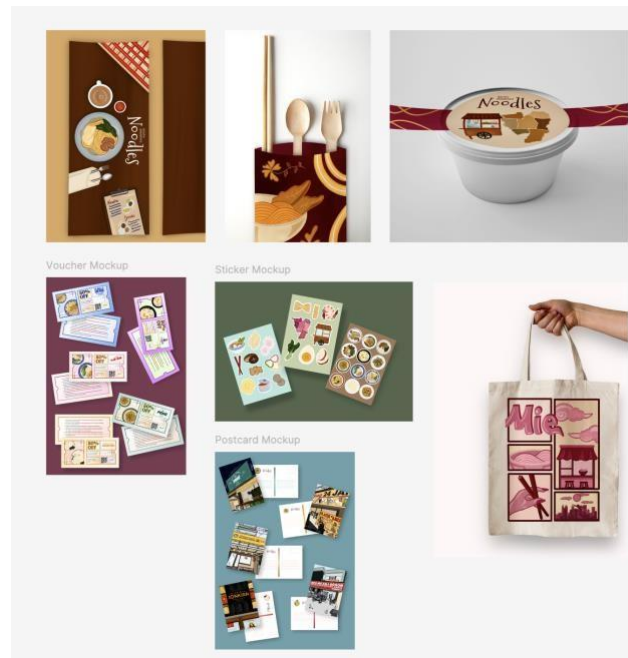


Figure 8 – Supporting Media
(Source: Gandes Dahayu Nariswari)

CONCLUSION

The purpose of upbringing an illustration book dedicated to noodles around South Jakarta is to embrace a noodle eating culture in such a fast-paced city where trends are emerging among merchants trying to locate themselves by situating their café/restaurant businesses for people to try knowing Indonesian locals are prone to culinary.

Based on this research, the target audience for “South Jakarta’s Noodles” are applied to people that developed a habit that like to gather around with their friends and family without a budget in mind which is why all kinds of noodle places with different price range are included in this particular book. Illustration is something that cannot be replicated from artists to artists which what makes this book unique, this media is simply chosen for people to appreciate an ongoing art tradition of hand-drawing and for readers to own their personal noodle guidance which is already categorized/sorted so that they won’t have to look up to their

phone/depend on the internet when it comes to looking for noodle restaurants around South Jakarta which can lead to possible decision changing because information provided by the net have the ability to divert focus.

Countless of feedbacks are being made by locals through social media promoting these noodle places directly or indirectly with methods like giving reviews, posting pictures on social platforms, word-of-mouth, etc. making it a competition for noodle business to stand out and find their target market.

An illustration book that could categorize noodles in accordance to their type would definitely help readers in decision making on where they want to eat or what type of noodle they want to eat on a particular occasion through distance and budgeting specifically around South Jakarta.

To fully engage with the book readers should have the will to explore around South Jakarta with a budget prepared for themselves, instructional details are given inside the book to make it easy for them to navigate the destination they want to visit. Drawings of recommended meal for each noodle restaurants are drawn closest to the real thing solely for the reason of easy identification.

The final product of this research is purely based on the author's opinion and research, surely a noodle shop could give you range of menus besides what is recommended by the book.

A reminder that this book only contains noodle places that are Halal certified knowing that it could reach a larger amount of target audience because even if noodles didn't originate from Indonesia most recipes from the past have been altered to suit the majority of people living in this nation which is Islam dominated and the author hopes noodles could be enjoyable by everyone.

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