

The Design of the Short Documentary on “Manisnye Betawi” as a Media to Introduce to Traditional Betawi Snacks

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Abstract. The Design of the Short Documentary on “Manisnye Betawi” as a Media to Introduce to Traditional Betawi Snacks. The entry of foreign cultures in these developing times led to the displacement of traditional culture, including culinary. Jakarta is a modern capital city where this has occurred, bringing a significant impact on cultural diversity and lifestyle. This has caused the younger generation to become less familiar with traditional Betawi cuisine. The Manisnye Betawi documentary was carried out to introduce three types of Betawi traditional culinary to young people. It was designed through short documentary films following the younger generation preference in digital media. This design is expected to introduce the knowledge of Betawi cuisine to the younger generation, and enable them to have a desire for their own culture. Furthermore, this ensures that the nation's culture does not become extinct or become the property of other countries.

Keywords: Cuisine; Documentary Film; Modern

1 Introduction

Culinary developments today have shifted the existence of Indonesian cuisine, especially the Betawi tribe in the province of Jakarta. The acceptance of foreign cuisine partly contributed to the unpopularity of Betawi cuisine, causing it to receive lesser attention from the community. Indra Sutisna, a Humanist and member of the Betawi Cultural Institute (LKB), stated that Betawi cuisine possesses an interesting diversity in terms of food, drinks, and snacks. Therefore, it is unfortunate that this large metropolis city in Southeast Asia has not been able to introduce its native cuisine. This indirectly causes the rarity of culinary culture among the people [1]. One of the culinary attractions in the city of Jakarta includes the traditional Betawi snacks. The indigenous Betawi people are increasingly being pushed to the periphery due to urban development, however, one of their cultural products in form of typical snacks is still to be found in Jakarta [2].

Culture is related to the way of human life, how we think, feel, believe, and determine what is culturally appropriate. Moreover, language, friendship, eating habits, communication practices, social action, economic and political activity, and technology are all based on cultural patterns. Culture is an interesting concept which is defined as an order of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, time, roles, spatial relationships, concepts of the universe, material objects, and property acquired by a large group of people from generation to generation through individual and group efforts [3]. Furthermore, documentaries are a type of film loved by young Indonesians. In recent years, this has become a prestigious event for young Indonesians, as evidenced by the many events and documentary film festivals held at the student, university, and general levels in between schools, universities, and prestigious national film events [4].

2 Method

Based on the theory by Sugiyono (2017) [5], the stages of data collection include:

2.1 Interview

Observers of culture, makers, and entrepreneurs of typical Betawi snacks acted as resource persons.

2.2 Literature Review

The books used include Culinary Betawi: *Selaksa Rasa and Cerita* by the Indonesian Culinary Academy, and Culinary Typical Betawi by *Sylviana Murni* as the theoretical basis. Furthermore, the journals used were *The Digital Comic Development in Indonesia (A Case Study About the Story of 'Si Pitung')* by Dr. Menul Teguh and Dodi Setianto, *Betawi Cultural Center in South Tangerang* by Ainun Nabilah and Edi Rukayah, and eleven other journals.

2.3 Questionnaire

The target respondents for the questionnaire were the younger generation aged 15-30 years.

2.4 Research Objects and Subjects

The subjects were *Bang Yahya Andi Saputra* as Cultural Observer and other entrepreneurs and makers of Betawi Typical Snacks such as *Babe Solihin*, *Mpok Uyun*, *Bang Rizal*, and *Sri*. Meanwhile, the objects were three types of Betawi snacks, namely *Roti Buaya*, *Dodol Betawi*, and *Kembang Goyang*.

3 Theoretical Basis

3.1 Documentary

Documentaries aim to show factual information about a particular field, person, event or subject. It is based on actual, real, unimaginative events, authentic backgrounds, with observations based on facts, recorded as they are, and emphasizes content and presentation (Bordwell & Thompson, 2001). Furthermore, it is a recording based on actual events, real, realistic, unimaginative, authentic background, with observations based on facts. The recording is done as is and centered on the content and presentation [6].

3.2 Cinematography

Cinematography technique is a way/method to take pictures, making it easy for the audience to capture the meaning or message to be conveyed through an image. Images should be interesting and have meaning and/or should be able to communicate the message to be conveyed. (Semedhi, 2011) [7]. Cinematography is a combination of visual photography with delivery techniques in a series of images. Furthermore, some aspects of cinematography include camera and lens equipment, lighting, color, film grain or ISO, and scene or direction. The process of recording images on film is carried out with certain cameras according to the film standards used [8].

3.3 Traditional Food

Traditional food is defined as food that shows the characteristics and values of an area. It is a common food that has been consumed for generations, consisting of dishes that suit human tastes, do not conflict with the religious beliefs of the local community, and are made from local food ingredients and spices (Sastroamidjojo, S.1995). [9] Furthermore, this type of food is full of local wisdom drawn from the “work” or thoughts of the ancestors and possesses philosophical values. These values are conceptualized as local wisdom, knowledge, and intelligence, as well as a way of life, and various life strategies in form of local community activities in answering various problems and fulfilling their lives [10].

3.4 Betawi Culinary and Snacks

In the book *Betawi Culinary "Selaksa Rasa and Cerita"* (Indonesian Culinary Academy, 2016), the residences of the Betawi tribe are divided into coastal, central in the middle of Jakarta City, often called Betawi City, and suburban areas. The differences in these areas influence the types of typical Betawi cuisine, both side dishes, and cakes. Immigrants from India, Arabia, China, Dutch, and Portuguese also cause culinary cultural acculturation. Furthermore, local ethnicities such as Javanese and Sundanese give color to and enrich the variety of Betawi cuisine. [11] Each region has its signature dishes, and some with external influences. Likewise, Betawi snacks are heavily influenced by the geographical conditions of Jakarta, which is located on the northern coast of the island of Java. Since ancient times Java was a port city visited by many foreign merchants, which left an influence on the art of food processing. [12] Additionally, culinary is an important cultural product of Betawi, and is a reflection of the relationship between the Betawi Tribe and the environment. The long history of this tribe in Jakarta shows how people acculturate with other regional cultures and even foreign Traditional Culinary Development Strategies brought by colonizers, traders, and the spread of religion. [13]

3.5 Some Types of Typical Betawi Snacks

Betawi snacks have historical, philosophical, and noble values. However, only three types are discussed in this short documentary. Bang Yahya Andi Saputra as vice chairman of the Betawi Cultural Institute and Betawi culture expert, explained the historical, philosophical, and noble values of *Roti Buaya*, *Dodol Betawi*, and *Kembang Goyang*.

1. *Roti Buaya*, Crocodile bread in the Betawi tradition of marriage rites has a strong and religious meaning. It is a symbol of the establishment of a sustainable ecosystem in order to survive.
2. *Dodol Betawi*, *Dodol Betawi* symbolizes a culinary that strengthens friendship because the process of making it requires community togetherness. This symbolizes the compactness of ancient times before society was spoiled by technology.
3. *Kembang Goyang*, It is a popular culinary among the Betawi people. It has a philosophical value to teach people, especially women, to have a patient attitude.

4 Results and Discussion

4.1 Short Documentary Film Design "*Manisnye Betawi*"

The short documentary "Manisnye Betawi" discusses information on three types of traditional Betawi snacks, namely Roti Buaya, Dodol Betawi, and Kembang Goyang. It was aimed at the young generation of people throughout Indonesia aged 15-30 years and will be broadcast on Jakarta's birthday on 22 June 2022 on the YouTube channel. The education is made in form of a short documentary, as it is an attractive and modern medium. The documentary "Manisnye Betawi" discusses Betawi snacks because the younger generation is starting to forget them, and this effort is geared towards their preservation. The younger generation will be more easily attracted to film media because they are closely related to digital media. Furthermore, this video has elements of music and visuals in a modern way.

The short documentary "Manisnye Betawi" aims to educate the audience on the three types of Betawi culinary snacks. It is an invitation to familiarize and preserves Betawi cuisine and culture today. Educational works are made using short documentaries to make the younger generation more interested and not easily bored, as it uses audiovisual media. Furthermore, the designer uses narratives in Betawi language and accents to promote oral traditions, build interest and adapt them to the theme of the short documentary.

4.2 Visual

Stimulus or stimulation is a stage where individuals receive information or stimulation through their senses [6]. At this stage, selection process occurs and categorizes the received stimulants into ignored and noticed stimulants. Orangutans' wildlife photos used by the WWF were taken with high consideration and measurement to ensure that it can produce necessary stimulant and can provide the necessary information for the viewers, regarding the photo subjects. The photos were produced with certain technique to capture the subjects as it found on the wildlife. The utilized lightning comes from natural sunlight with no flashes to make sure that orangutans can feel comfortable and their eyesight is not disturbed. The light shone from the front side of the subject to create detailed picture of the subjects. The photo format utilized is a medium shot to ensure that each frame will only picture the subject without any

other elements. The clear wildlife photo visual will make it easier for the viewers to recognize the subject inside the picture and recall orangutans. To produce wildlife photo there are a number of necessary stages that must be followed as below:



Fig. 1. Opening Segment “Roti Buaya”

The *Roti Buaya* opening video used footage taken by the designer using a Canon 1300D DSLR camera and was adjusted for color tone and brightness using Lumetri Color in Adobe Premiere Pro CC 2019. Furthermore, motion text was added using Adobe After Effects CC 2019, and the Sirih Kuning music audio performed by the Lantun Orchestra. The background was made to adjust the portrait-sized video display with the landscape-sized one.

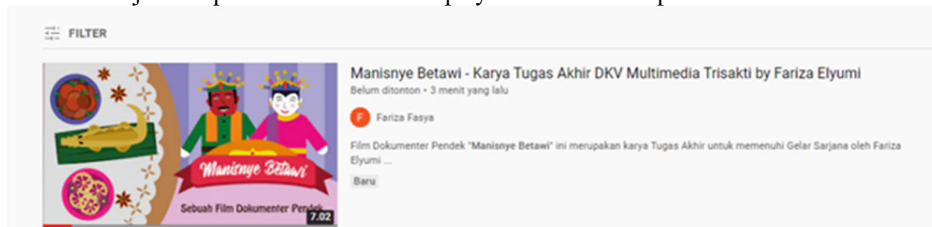


Fig. 2. YouTube Thumbnail of the Short Documentary “Manisnye Betawi”

This short documentary "*Manisnye Betawi*" can be viewed on YouTube through the following link: <https://youtu.be/9YWXAv8pCHc>.

5 Conclusion

Short films in form of documentaries are a suitable medium to introduce Betawi culinary types and invite young people to participate in the preservation of Betawi culture. It is an interesting educational medium because it has audio and visual elements. This film also adopts oral traditions and introduces everyday accents. The main information in this short documentary is the philosophical value of the three types of Betawi snacks. Furthermore, the design of the short documentary "*Manisnye Betawi*" is one of the strategies for preserving Betawi culture by optimizing the use of digital media. This video is expected to enhance collaboration between the Betawi Cultural Institute and the DKI Provincial Government to have a wide reach. In addition, it can be designed into a series through which more traditional cuisines will be made known. The short documentary "*Manisnye Betawi*" is designed to educate the younger generation to build awareness, recognize and preserve Indonesian culture,

especially Betawi. This is recommended as it helps to ensure the culture's survival. It also prevents the loss of culture to other countries, as culture is the identity of the nation.

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