

Culinary Books as Information Media Gorontalo Specialty Food Sagela Sauce

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Abstract. Indonesia is a country that has various tribes in each region, this causes differences in each region such as Gorontalo. Gorontalo's special food is very diverse, an example is Sambal Sagela. Sambal sagela itself is a sauce made from julung-julung fish that has gone through a smoking process and is processed like processing chili sauce in general. However, although sagela sauce is one of the archipelago's chili sauces, it is still rare to find literature that fully discusses sagela sauce with different designs. The method applied in this design uses a communication strategy and a creative strategy, where the communication strategy targets the target audience specifically and the resulting creative strategy has an attractive effect that balances the information. This design aims to inform the general public about the sambal sagela as an effort to increase literacy regarding Indonesian chili sauce. The conclusion obtained in this design, by introducing sagela sauce to the public, this will be very useful for preserving the sagela sauce itself and strengthening Gorontalo Province tourism, both for the people of Gorontalo itself in particular, and the Indonesian people in general.

1. Introduction

Gorontalo Province is one of the provinces in Indonesia, located in the upper part of Sulawesi Island. Gorontalo has many distinctive features ranging from language, habits to food. This province was initially part of the Province of North Sulawesi but later decided to separate and form its own province on December 22, 2000 through Law No. 38 of 2000 [7]. Something very well known from Gorontalo is its natural products such as corn, sea resources and embroidery crafts. One of the natural products in the Gorontalo sea is the julung-julung fish that is still one order with the flying fish, there are only a few different characteristics.

From an interview with the Head of the Creative Economy Division of Gorontalo Regency 2021 sagela sauce is a Gorontalo specialty food that is in great demand by the Gorontalo community itself, the introduction of sagela sauce also has an agenda in government work such as the anniversary of the Province and Gorontalo Regency, cultural festivals, karawo festivals and Gorontalo culinary festivals. Sagela sauce itself is made from flying fish or known as julung-julung fish. "Flying fish in scientific language known as *Hirundichthys Oxycephalus* is one of the components of pelagis fish found in tropical and sub-tropical waters with water conditions not cloudy and muddy and limited by the isotherm 20OC" [5].

This natural wealth is not wasted by the people of Gorontalo Province, the people process flying fish very well so that it becomes one of the typical foods of the Gorontalo region known as sagela sauce. Sagela sauce itself is made from flying fish that goes through a smoking process to dry, the aroma of this smoke is the hallmark of sagela sauce.

Unfortunately, even though the Gorontalo government has an agenda in the context of preserving Gorontalo specialties, the literature that specifically discusses sagela sauce is still very limited. Some literature does discuss about sagela sauce, but most of it just discussed about general information and home recipes for making sagela sauce itself. As in the book written by Rieny Sulistijowati S., Shindy H. Manteu & Muh. Tahir, entitled "Kuliner Sambal Ikan" discusses about various fish sauces including sagela sauce. This book is a knowledge book, like any other book which is dominated by writing and the information contained in the book is information that is widely discussed in other literacy media. The impact that occurs is the lack of knowledge of the Indonesian people, especially Gorontalo about sagela sauce. This is based on the results of a questionnaire conducted on July 11, 2021, it was found that 52.9% out of 51, namely 27 respondents from 92.2%, namely 47 respondents who had tasted sagela chili sauce had a desire to know more about sagela sauce. However, as many as 58% or 29 respondents think that the information contained in various literacy media discusses the same or repeated information, and as many as 42% or 21 respondents think that media literacy that discusses sagela sauce in full is still lacking. If this continues, it will result in a lack of information about one of the typical Indonesian chili sauces, namely sagela sauce to the public. Moreover, until now sagela sauce is still difficult to obtain commercially. "Empowerment aims to have the knowledge and ability to meet the needs of life, both physical, economic and social"[10].

Based on the explanation above, to design a book that contains information, an appropriate method is needed so that the targeted audience is more focused and also in accordance with the presentation of the design.

2. Method

In order for the message and purpose of this design to be carried out properly and according to expectations, a method that is suitable for the target audience is needed. The design method is composed of communication strategies and creative strategies.

The use of communication strategies in this design uses appropriate communication based on the target audience that has been determined, namely late teens to early adults. Usually at this age individuals with adequate education have been able to understand the use of standard language well. So the communication strategy chosen is to use standardized communication with a little additional Gorontalo regional language as a form of defense at the same time introducing the Gorontalo regional language to audiences who are not from the Gorontalo area.

While the creative strategy itself uses photography and illustration strategies with the type of line art. This combination creative strategy is considered very suitable for the target audience who has an interest in something that looks prominent and dominant such as photos with good lighting and high quality, while the selected target audience also has a free spirit and high imagination which is implemented through illustrations.

3. Results and Discussion

The main media chosen as information media about sagela sauce is a book with a combination of illustrations and photography. The information media in the form of books was chosen because books usually contain information with a unique design style and have character. The number of pages that are not too many from a book is the most appropriate medium for convey information that is quite complete with word processing that is shorter, denser but easy to understand. "A book is a collection of paper containing writing or pictures that can provide information or knowledge for the reader" [2].

The explanation in the book is an explanation that contains information about sambal sagela ranging from general knowledge to home recipes and chili recipes for industry. The addition of illustration elements here is not without meaning. The purpose of adding simple illustration elements in the style of line art is so that the audience does not feel bored to read books that contain knowledge. The illustrations used are not children's illustrations that have many colors. The illustrations used are simple outline illustrations and are only colored in important parts. In addition to the nuances of illustration, several main pages will be added photos of the main ingredients, and the sagela sauce itself. This book will be arranged in a good layout and not monotonous.



Img. 1 Information book format sagela sauce
Source: Personal (2021)

Design Format

The size format of this book is 21 cm x 20 cm aims to save space when stored in a certain place such as in the kitchen as a reference for the sagela chili recipe.

Layout

"layout is the placement of design elements on a field in a certain media to support the concept/message it carries. The layout process is one of the stages of the work process in designing a book" [9]. To make a book, a layout is needed so that there is a reading direction in the book. A good book has a good layout too. With the layout, the rules for the direction of reading in the book will match each page. The layout that will be used in this book will be balanced between visuals and typography. The following are the sketches of book layout.



Figure 2. Cover and Back Cover Layout
Source: Personal (2021)

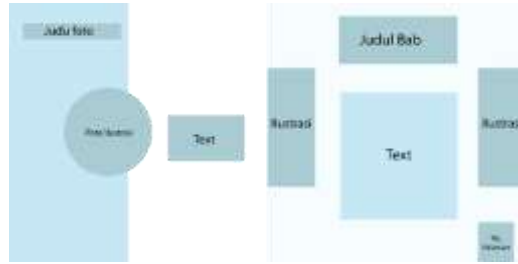


Figure. 3. Table of Contents Layout Source: Private (2021)

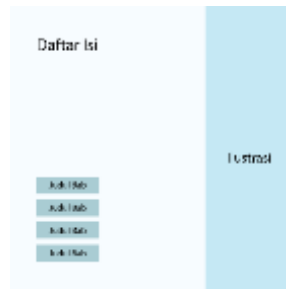


Figure 4. Chapter Boundary and Beginning Page Layouts Source: Personal (2021)

Typography

"Letters are one of the important graphic elements to complete a design that is presented to a wide audience" [11]. Based on Wantoro's view, typography plays an important role in this design. Judging from the type of media from this design is a book, then the typography element will greatly affect the comfort in reading. So, images 8, and 10 shows that In designing this information book, at least 3 different fonts were used. This is so that this book does not seem monotonous. The following are the types of fonts used.

- Rage Italic

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 , . ? / ()

Figure 5. Fonts for Subtitles and Combinations Source: Personal (2021)

In the title section in the discussion this font is useful as a combination font. This font will be used to complement the main font to make it more varied and not monotonous. The font above named Rage Italic was created by designer Ron Zwingelberg M.W. This font is licensed under the Microsoft Fonts License. The font that functions as a combination font, for example, is as follows. The reason for choosing this font as a combination font is because it is a script type font and the shape of this font is free, very suitable for the characteristics of julung-julung fish that live in free water as the main discussion in this book.

- Playfair Display

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 , . ? / ()

Figure 6. Font Title Chapter Source: Personal (2021)

In the initial discussion of the chapter, essentially there is a title that serves as the main description in the discussion in the chapter. The image above shows the font used for writing the title of each new chapter in the sambal sagela information book. The font is called Playfair Display which was designed by Claus Eggers Sørensen. This font is licensed under the Open Font License. This font was chosen because it is a serif type and looks elegant, this type of font fits perfectly with the characteristics of sambal sagela as a special chili sauce from Gorontalo. This font is also very suitable juxtaposed with type fonts.

- Roboto Light

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
, . ? ! @ \$ % &
() - + 1 2 3 4 5 6
7 8 9 0

Figure. 7. Font Body Text Source: Personal (2021)

In the explanation section in the Sambal Sagel Information book, the font used in the body text is the font in the image above. This font is used because it has a sans-serif type. The font is called Roboto Light which was designed by Christian Robertson. This font is licensed under the Apache License, Version 2.0. This font was chosen for the purpose of body text because this type of font has simple characteristics so it is not difficult to read.

Illustration

The illustrations used in the design of this book use a combination of photography and simple illustrations with the flow of line art illustrations. "Illustration images are images that tell or provide explanations for written stories or manuscripts" [9]. Photographic techniques are used so that the emotions of the food in question can be conveyed properly to the audience. Meanwhile, the use of illustrations is intended as a medium for relaxation from reading a lot of information in the book.

- **Photography**

The photo display that is the reference is the photo of the sagela sauce itself by showing the ingredients needed in making the chili sauce along with the appearance of the chili itself clearly so that all components are clearly visible, both the ingredients and the chili sauce.



Figure 8. Sambal Sambal Photography Reference Source: <https://img-global.cpcdn.com/recipes/f0e9e54f53d867/1200x630cq70/photo.jpg>



Figure 9. Bird's Eye View Photography Reference
Source: <https://blog.mokapos.com/hs-hubfs/inspiration%20photo%20food%20that%20delicious%20-%20chicken%20nugget.jpg?width=1200&height=800&name=inspiration%20photo%20food%20that%20delicious%20-%20chicken%20nugget.jpg>

From the various references selected, it was determined that the shooting technique to be used was the bird's eye view technique with the aim of showing real and honest about the materials used and maintaining the original shape of each component in it. And the background used is a black background with a wood texture that adds emotion to the final re-touched photo. The selection of a dark background is used to highlight the color of each component used in the photography session. The final result is as follows.



Figure 10. Final Result of Photography Source: Personal (2021)

- **Illustration**

The illustrations used are line art-style illustrations. The illustration itself is based on the illustration book, "In addition, illustrations in simple forms or illustrations in complex forms have meaning as a means of communicating visually by using demonstrations, treasury, events or explanations of written symbols." [3]. Based on one of the DKV journals, line art is a type of illustration that uses lines or in English it is called a line, as a basis for drawing an object without coloring, this design style only consists of several lines that have thick properties to emphasize the image of an object. object [1].



Figure . 11. Reference Illustration Source:
<https://img2.pngdownload.id/20180306/kjq/kisspng-dim-sum-illustration-food-on-the-table-5a9ecc18d2f871.0949081215203563768641.jpg>

These ingredients consist of spices and the basic ingredient, namely the sagela fish itself. The line art illustration style itself is used as an object that fills some empty space on each book page to create the illusion of variation on one page and another.



Figure. 12 & 13. Illustration Sketch (left) &
Digitization Process (right) Source: Personal (2021)

Color

Based on the Journal of Humanities "Color can be defined as the nature of the light emitted, or subjectively/psychologically from the experience of the sense of sight"[4]. The colors that will be used in the process of making this book use a combination of pastel colors that seem calmer and cooler and darker in a matching color tone. "Cool colors tend to be more comfortable to look at"[12]. Based on Wantoro's statement, even though the discussion in this book is a spicy chili sauce, the nuances that are built are not always spicy and scary. This cool pastel color will be paired with dark and red to reveal something luxurious and spicy at the same time.

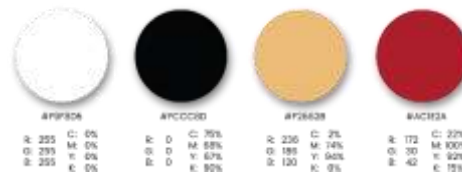


Figure 14. Color Scheme Source: Personal (2021)

Result

After the entire process has been passed and if the stages in the main media preparation process up to the production process are correct, then the main media is declared eligible for distribution to the public. Here is the final result of the main media.

Main Media

The result of making the main work in this design is a book that has information about sambal sagela starting from history to home recipes for reference to the target audience. This book has a total of 44 pages using digital printing techniques. The cover will be made with a hard cover type while the contents will use a thin art paper type to avoid excessive damage.



Figure 15. Main Media Final View Source: Pribadi (2021)

4. Conclusion

The conclusion of this design is that the sagela sauce, which is a typical Gorontalo chili sauce, is one of Indonesia's wealth. By introducing sagela sauce to the public, this will be very useful for preserving the sagela sauce itself and strengthening tourism in Gorontalo Province. With this book media about sagela, the public is expected to know more about sambal sagela, both for the people of Gorontalo and the people of Indonesia. As for literacy, which contains information related to the cultural wealth owned by Indonesia, it has a function as an effort to preserve it in the long term. Literacy such as books has a small possibility to raise an issue in the digital age like today, but with the renewal of the contents of literacy such as books by adding design elements it can foster a desire to read and the audience will get a different reading experience. The design of information on the typical food of sambal sagela through the media of this book is expected to increase the reading interest of the people of Gorontalo and Indonesia and be able to provide more complete information about one of the typical foods of Gorontalo, namely sambal sagela to the public.

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