THE BEAUTY OF INDONESIAN FOODS IN THREE BIG CITIES THAT SOLD BY STREET VENDOR THROUGH PHOTOGRAPHS

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The panel of Examiners declare that the thesis project entitled “The Beauty of Indonesian Food In Three Big Cities That Sold By Street Vendors Through Photographs” that was submitted by Ignatius Kristian Tandjung majoring in Visual Communication Design from the School of Humanities was assessed and approved to have passed the Oral Examinations.

Achmad Supardi, S.IP., M.A
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This thesis project entitled “The Beauty Of Indonesian Food In Three Big Cities That Sold By Street Vendors Through Photographs” prepared and submitted by Ignatius Kristian Tandjung in partial fulfillment of the requirements for the degree of Visual Communication Design in the School of Humanities has been reviewed and found to have satisfied the requirements for a thesis project fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia  
27-01-2017

Wildan Hanif, MDs  
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DECLARATION OF ORIGINALITY

I declare that this thesis project, entitled “The Beauty Of Indonesian Food In Three Big Cities That Sold By Street Vendors Through Photographs” is, to best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia
27-1-2017

Ignatius Kristian Tandjung
ABSTRACT

Street food has become a local culture in every big city in most part of the world. Some of them have an old recipe going through their every texture of the foods. Sadly, many of the street recipes are being adopted to restaurants. Take example as Gado-gado, we can buy gado-gado in the street for a cheap price and in restaurants, the prices will be higher.

A travel journal story is one of the way to help raise awareness to people about these street foods. A travel journal that show many photos and information is easier to be grabbed everywhere whether from blogs or hard copy. The problem that these vendors face is the restaurants that sold the same street food only with higher price.

This research’s goal is to raise awareness to fellow traveler to encourage them to try the local street cuisines that sold in streets rather than eating them at the restaurant. The areas of this research is random people from different locations who like to travel and love trying the local street culinary.
ACKNOWLEDGEMENT

First, I would like to thank God for His gracious and blessing that I could finish this project with ease and satisfying result.

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I. INTRODUCTION

I.1 Background

Photography is a visual art that represent the three dimensional word into a two dimensional medium. (Meehan, 2010:9) By the definition, photography is a way to show a glimpse of the world through photographs. There are so many genres in photography such as people photography, landscape photography, still life photography, etc. (Harman, 2014). This project is relying on photography as a media to give information about the beauty of street food and its surrounding. The final product of this project is a book that contain information about local cuisines in some big cities and its surrounding including the process of making them.

What is street food? According to www.streetfoodinstitute.org, street food is the kind foods that are available in public areas. They are sold by hawkers, vendors, or food truck. Street foods are enjoyed by people around the world because of their inexpensive price, introducing local cuisines, and usually street foods used unique and exotics ingredients such as tarantulas and grasshopper in Thailand. My project is only focused on street food that is sold by vendors, hawkers, and small stall in the chosen cities.

Aside from uniqueness of the street food, the process of making the food themselves is also interesting to look at as a local attraction. There are many different ways to attract customers. They can either showcase an attraction or give a stunning visual appearance of the food. Some vendors use their skills to entertain people. According to a video in Youtube titled “Atraksi Martabak Telor San Fransisco” the vendors of the martabak expand the dough by flipping the dough over and over and he even tossed it into the air twice to make the dough thinner and expand.
But sadly, according to an article in Tempo.co on December 2015, there are many street food vendors who used dangerous material such as Formalin and Borax. Many of them are found in the streets and most of the food contains them are the street foods that usually consumed by people.

I.2 Problems identification

The problem of this project is how to raise awareness towards people to the uniqueness of the street food not just from the visual appearance of the food itself but also the area surrounding the food and the process of making the food itself.

I.3 Project objectives

My project’s purpose is to introduce people especially youth to the beauty behind the street foods itself. From their visual appearance to the process of making them. The purpose of this project is to promote the positive vibes of Indonesian traditional street food vendor to people. The positive vibes here is the situation surrounding the place of the food. The goal of this project is to reconnect people of the big city with their traditional street foods and my hope is that people can enjoy them as delicious and fun as it is.

I.4 Significance of the study

Photography is used in many fields in our daily life. It has been an increasing activity and hobbies in recent years due to the introduction of many new types of cameras such as DSLR camera and Mirrorless camera which allow people to take photographs easily. But, it takes more than just a camera to produce good photos nowadays. It also need a taste of aesthetic to produce a stunning visual photographs.
The goal of this project is to introduce about the beauty of local street foods that sold on the street, to give knowledge and information to people through the visual of photography that local street food has become better and grown. It gives some information about photography so it may be applied in the future projects.

I.6 Theoretical Framework

Photography is a visual art that represent the three-dimensional world that includes height, width, and depth, compressed into a two-dimensional medium (Meehan, 2010: 9). Photography is derived from Greek words “Phos” and “Graphe.” Phos means light and graphe means draw. To put it in another way, photography also means painting with lights. The term “photography” was used as early as the 18th century in United Kingdom (Stephen Bull, Photography (Oxon: Routledge, 2010), 5.)

Photography consist of many genres in their own ways. Those include landscape photography, people photography, still life photography and many more. Beside the idea of photography, there are also certain techniques that required to make a good photograph. Those techniques include composition, depth of field, white balance, etc. (Harman, 2014).

Street photography is one of the photography genre that record the life of people every day. Though it’s called street photography, it doesn’t have to be taken on street. Street photos can be taken anywhere. According to street photographer called Eric Kim, in his website erickimphotography.com, the point of this genre is to capture the moment of daily life in a human life. Most of the photos are taken without the person noticing that they are being photographs. This technique is called Candid. Eric Kim also said that it doesn’t always have to be candid to take a street photograph. The most important aspect of street
photography is to capture the emotion, humanity, and the soul of a person’s daily life.

Street photography can be connected to other genres as well. In my research, I’m connecting street photography with food photography genre to capture the essence of street food. Food photography is a photography genre that create a stunning visual of foods to be used commercially. For commercial usage, food photographers use studio to enhance the color of the food using studio lighting. The important aspect of food photography is the food become stunning and able to attract people through the food’s visual.

1.5 Target audience

As the years go by, the trend of traveling and visiting new places are also increasing due to the number of social medias that promote the places. My target audience of this project is circulated around a certain age around 18 years old to above 22 years old. My primary target audience is people within 18-22 years old range who represent the average college student age where their traveling capabilities is high. My secondary target is people above 22 years old until the end of their productivity age, who works and the ones who already got pension money. According to an article in lipi.go.id on March 2016, the productivity age is in range of 18-64 years old.
II. LITERATURE REVIEW

II.1 Definition of Photography

Photography is an art media that represent a three dimensional object in a two dimensional media (Meehan, 2010: 9). To expand the limitation of the medium, photographers used different types of techniques to add more taste and essence to the photographs. The word photography is derived from two Greek words, Phos and Graphe. Phos means light and graphe means draw or paint. From those words, photography can be defined as painting with lights (Stephen Bull, Photography (Oxon: Routledge, 2010), 5). To produce a good photograph, there are some techniques that can be used. Those techniques such as composition, focus, depth of field, lighting, etc. can help you to make a good photograph. Photography also has wide variety of genres. Those genres represent the visual art of the photography itself. Examples of photography genres are people & portrait photography, landscape photography, still life photography, etc. (Harman, 2014)

II.2 Street Photography

Out of those genres, I’m using Street Photography genre for this project. Street photography is a photography genre that record human daily activities. According to Eric Kim in his website erickimphotography.com, he said even though it’s called street photography genre, it doesn’t have to be taken literally on the street. The photo can be taken anywhere the photographer prefer to be. Street photography also generally taken without the object noticing. This technique is called candid. According to Kim, the important aspect of street photography is to capture the emotion, humanity, and soul of the people. Here are some of Eric Kim’s photographs that I take as the references in my project.
His photo style is playing in color and contrast using everyday object that he encounters in the street. According to an article in Streethunters.net in 2014, he’s one of the most influential street photographer because of his contribution of sharing the information about street photography as well as giving tips and recommendation to the reader.

II.3 Food Photography

One of the things about photography genre, it can be combined with other genre to produce a good photo. In this project, I’m combining street photography with food photography. Food photography belongs to still life photography genre. Food photography is commonly used for commercial benefit. The aspect of food photography is making the food look visually good in people’s eye. To make the food looks good, photographers often take the photos inside the studio to make used of the bright lightning. According to a presentation by Danielle Connor in 2014, most commonly used technique in food photography are low angles and bright lighting to enhance the food itself. If the food is taken in outdoor surrounding, photographers may use natural lighting to help enhance the food’s surrounding. Here are some examples of food photography that was shot in studio by food photographer, Ryan Matthews. (Source: http://www.ryanmatthewsmith.com)
II.4 Layout

Page layout is a part of graphic design which deals with the arrangement of the visual element on a page such as images and texts. Generally, it involves organizational principles of composition to achieve communication objective. (O'Connor, Z (2014). Elements and principles of design: Tools for digital imagery, art and design.)

According to magazinedesigning.com, there are one column style where all of the text is poured into the page. There are also two column style which separate the text into two different columns. The three column style, helps to create more elegant layout because the column can be broken with some quotes spread across the two columns. The four style column give much space for improvisation. For instance, the first and second column is filled with text while the third and fourth column is the picture. While the five style column give more flexibility because the important news usually on one or two columns and the less important news is in another. The images are also easier to arrange in this style. Here are some example of the magazine layout from magazinedesigning.com.
III. RESEARCH METHODOLOGY

III.1 Research Method

To find the problem of this project, I used experimental research design methodology with survey methods. Experimental research design methodology is a blueprint of the procedures that enables the researcher to test the hypothesis by reaching valid conclusion about relationship between independent and dependent variables, according to James P. Key from Oklahoma state university on 1997. The survey methods helped me to get quick responses from my respondents about my project whether it is should be made or not.

III.2 Research Instruments

III.2.1 Questionnaire

To find the number of target audiences that are needed to conduct this project, I use questionnaire. The questionnaire I used was spread on people with certain age number, from 18 until above 22 years old until they enter retirement periods and the ones who like to travel. The questionnaire’s question was made in purpose to find the necessary respondent’s data on their activities in big cities and information about street foods in big cities.

III.2.2 Literature Review

I use literature review on my research to strengthen my knowledge about this project and some aspects about photography and street food itself.
III.3 Sampling Design

For the sampling methods, I use random sampling. The sampling that I take is from the respondent’s age and their attraction to traveling. My target respondent is above 50 people with random locations. Total respondents that I got is 110 respondents with random locations.
IV. DATA ANALYSIS AND INTERPRETATION

RESULT

This chapter will show the preparation and the process of the project that I make. The project consists of photograph and journal book to give information about local street food. The process will be based on these methods.

IV.1 Data Analysis

This result shows that the average respondents is 18-20 years old in their mid-teenager age.

This result shows that most of the respondent likes to travel.
This result show that most of the respondents had visited three big cities mention above in twelve months range.

This result show the common activity when the respondents visit a big city. Most of the respondents like to try the city’s culinary with exploring the city as the second most common activity.

This result that show that most of the respondents have tried the local street culinary in those cities.
This result shows that most of the respondents like to buy street foods.

This result shows the aspects that the respondents when considering to buy street food with the food's hygiene is their top priority and the price is coming in second.

This results show that respondents are able to get the information about street food easily.
This results show that the respondents want a journal about big cities and their delicacy to find information about the culinary easily.

From the result of the questionnaire above, it shows that people need this project. Then, I proceed on making the project. The project itself consist of several steps and processes before its final result. The process will be explain in the next sub-chapter.

**IV.2 Project process**

**IV.2.1 Location research**

Before conducting this project, I picked specific location to conduct this project. I choose the locations by its accessibility factor and culinary choices. From the selections, I choose Bandung, Jakarta, and Surabaya. The reason why I choose those 3 cities is the 3 of them are the capital city in each respected region. Because of the high urbanization rate. For example, Jakarta have 1% growth (102,614 people) from 2014 to 2015, in Bandung the residence grew at 1.1% rate (28,460 people) from 2012 to 2013, and in Surabaya, from 2012 to 2013 the residence grew 2.3% (74,878 people) according to Badan Pusat Statistik in their respective city.

For the culinary, I chose them based on subjective matters. I avoid a well-known culinary to promote more on the less-known culinary. For example, I
didn’t use Lontong Balap for Surabaya city, instead I used Soto Otot to promote the soto to the people.

### IV.2.2 Photo hunting

After doing research on the designated location and select the culinary, I went to the spots to take the picture of the culinary and the landscape of the city. I only used natural lighting in the process for more authentic result and not altered lighting. The angle of the photo is the commotion of the place, the process of making the food, the food itself, and the city landscape of the designated location.

### IV.2.3 Photo editing, design, and layout

After the hunting is over, I went to photo editing first. Photo editing helps to enhance the photo result. For example, enhancing the brightness of the photo, enhance the color on the photo, and cropping using photo editing software. Also, the photo editing process helped to remove the dusts on the photo caused by the dirty camera censor.

Design process is the process on making the logo, gimmicks, and layout. The design process started with making mind map and find the keyword for the theme of the design. Then, I made the sketches for the logos and out of those sketches I choose the best 3 to be put as the official logo. After the logo is done, I started on making the layout. For the layout, I used the double-column style for the story and put one photo on the other page because the project is heavy on the photo.

After the layout is done, I started on designing the gimmicks to support the main journal. The gimmick that I made is postcard and poster. The postcard is made to support as a bonus prize for the journal. The poster is for promoting the book as well as the photo exhibition.
IV.2.4 Printing

To present the project, I have to print them all including the gimmicks. I have to find a specific printing place to maximize the result that I planned. The printing place that I picked located in Bendungan Hilir, Jakarta. The special requests that is needed to complete the project are hard cover with matte laminating, thick art paper, matte laminating postcards, and matte laminating A3 size poster.

IV.3 Photo results.

This chapter will show the result of the photos that has been taken during the photo hunting period.

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>photo hunting</td>
<td></td>
</tr>
</tbody>
</table>

![Before photo](image1.png)  
![After photo](image2.png)
The above image is captured with Canon EOS 5D camera with 24-105 F/4L lens with the settings of F/4.0, shutter speed 1/40, and ISO 2000. High ISO is needed to capture the object in the low light situation. The image on the left is the original photo and the image on the right is the post-process photo. Using Adobe Lightroom, I enhance the exposure of the image, input some highlight, and increasing saturation to give the food more color.

This image is captured with Canon EOS 5D camera with Canon EF 24-105 F4L lens with the setting of F/4, shutter speed 1/80, and ISO 1000. High ISO here helped lighten up the surroundings and the fast shutter speed helped to get the sauce drop moment. In editing process, I raise the warmth temperature of the image and add more contrast and clarity to the food to give more detail on the photos. Saturation is also increased a bit to give color to the vegetables.
This image is captured with Canon EOS 5D camera with Canon EF 50 mm F1.8 STM lens with the setting of F/8, shutter speed 1/100, and ISO 1600. In this photo, I specifically use fix lens rather than my kit lens because one of its advantage is it doesn’t have a zooming function. So when I took a shot at high angle, the lens won’t drop automatically. Post-editing here is increasing the exposure and the clarity to enhance the food. Saturation is also increased to give the food more colors.
In my project, all of my photos didn’t use any external lighting. External lighting here including external flash, studio lighting, and the camera’s built in flash. I did this because for me, the beauty of the foods is captured perfectly as close to reality in their natural state without altering the lighting by giving it more artificial lighting. In my case, the lighting problem is repaired in Adobe Lightroom with just increasing and decreasing the exposure preset.

**IV.4 Concept of the project.**

**IV.4.1 Mind Map**

Mind map helps to develop the idea for the project. It provides the needed key information for the project and help to build a guideline. This guideline is to make sure that the project didn’t go of course from the initial goal.

![Mind Map Image]

**IV.4.2 References**
To help make this project, I searched for references of the same materials with my project. These references help me to find the idea on how the project will be made and the finish result. The references that I took is a sample of travel magazine which have 5 and more columns to help me to arrange the page content of the journal. 5 columns layout style gives me more flexibility on arranging the page contents. (Source: Pinterest.com)
IV.4.3 Sketches

Sketches are made for the logo of this project to support the main idea and goal of this project. This logo will represent the project and help strengthen the main project idea. Sketches also help to find an alternatives logo in case of the chosen one is not sufficient enough.
IV.5 Software

The software to conduct these projects are Adobe Lightroom and Adobe Illustrator. Adobe Lightroom’s function is editing the photos that I take. The photos are edited to change the saturation, curves, clarity and contrast of the photos as well as changing the highlight color to add more essence to the photograph. While Adobe Illustrator has the function to make the layout and design the book. It created the vector images to be used in the journal.

IV.6 Layout

Layouting is a process to make a page on a book or journal. Layouting process helps to implement the concepts that are given from the mind map. The page of the book helps to structure the content of the book. The layout of the book that I use is five column layout style. Five layout column style giving me more flexibility on putting the image and the stories because by combining the columns,
it allowed me infinites possibilities and variations in the layouts and create more dynamic layout. (Source: http://www.magazinedesigning.com/magazine-columns)

Soto Otot Jimerto is located on Jimerto street, Surabaya. It is located near Surabaya's City Hall which make Soto Otot Jimerto a place to have breakfast for people who is going to work and the citizens who just finished their morning exerc

That morning around 5:30 AM, the sun just start to shine its light, my dad and I drive from home to get to the first spot to have breakfast in Surabaya's center. My dad entrance a place called Soto Otot Jimerto street. After we arrived, we were welcomed by the waiter. A very nice man and asks if we want him to explain the menu. We said yes, and he waited for him to prepare the food. He started by chopping off the meats into tiny pieces. The meat came from cows, and even if there are part of the muscle there are still some part of the sinew and parts of the bone. The soft muscle give a juicy feeling to the meat and make the meat very tasty to eat.

Inside the rest, there are also another selection. From the beef that served with the main element, another part of the beef such as the tripe and long, covered with sauerkraut. The food contains a lot of menu that are very tasty. If you are planning to go here, make sure that you come before 9AM in the morning because the stall is very crowded with people and the stalls will sold out before 9AM in the morning.
For Typography, I use *Myanmar MN* font because its form suited to traveling form with its curve that represent never ending journey and the font of the logo, I choose *Morningtype* font to represent the fun of traveling with its soft edges.

### IV.8 Logo Concept

The logo represents the shape of culinary and traveling. The traveling aspect is represented by the camera grid in all the edges. The culinary aspect is represented by the smoking bowl that tells the food is fresh and still hot when served. The color chosen for the logo is brown to represent the color of the clay bowl to prepare and serve food.

### IV.9 Color Concept

The color chosen for the logo is brown to represent the color of clay bowl. Brown is also connected to traveling by representing earth itself as the medium to travel about. The color grey is chosen for their similarities with smoke that grilled over the freshly made food.
IV.9 Final Product

The final products here consist of 1 journal book, several post cards with the picture of the chosen cities, and the poster to promote the launching of the book. The postcard and the poster act as a gimmick for the book. The postcard itself is a bonus feature for the book, if you buy the book in the bookstore.

The book itself is printed in thick art paper so it will not be easily bent or torn apart. The cover I’m using is hard cover with hot glue binding to make it easier to stay open and read. The picture of the final products can be seen on the next page.

The book itself is going to be sold in bookstores such as Gramedia and Toko Gunung Agung. With the primary target market of college students and the secondary target of people in their working age which is from 18-64 years old according to an article in lipi.go.id on March 2016, which have a vast number in Indonesia.
V. CONCLUSION AND RECOMMENDATION

V.1 Conclusion

In conclusion of this project, I would like to conclude that I haven’t been able to answer the hygiene question because of my photography style is as close to reality without any digital touch up and alternative lighting. The journal helped as the story on the food itself and helped people to know more about the food in those designated cities.

V.2 Recommendation

In the future, I recommend people to do this project with a larger scope of the regions. Maybe do scopes not only just big cities but also the small cities and villages. To solve the hygiene problem in the next project, I recommend to use studio lighting when taking the photos and digital editing through Adobe Photoshop to maximize the photo result.

I also recommend to use consent form in the future. For some reasons, I didn’t use the consent form towards my photo objects. Consent form here act as an agreement to the place or individuals that is included in the project that you’re currently conducting.
References

Books


Websites

http://erickimphotography.com/blog/the-ultimate-beginners-guide-for-street-photography/

https://prezi.com/yqrdwmvaz0ae/food-photography/

http://www.magazinedesigning.com/magazine-columns/

Journal

Appendices

Post Cards
GREETINGS FROM
JAKARTA

Hello From
BANDUNG
Hello From Bandung

Hello From Bandung
Poster

17 - 2 - 2017
Photography Studio
President University

Book Launching and Photography Expo
Presented by Ignatius Kristian Tarlofong