

3 Dimensional Paper Art with Paper Tole Method as a Visualization of Food Product Displays and Interior Accessories in Semarang Culinary Tourism

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Abstract: The increasingly lively competition of the food industry, especially restaurants in the city of Semarang as an icon of tourism in Central Java in an effort to serve consumers trying to present its own uniqueness as an attraction, both through the menu of cuisine, entertainment and physical appearance of the building. A restaurant needs to make authentic food displays in its restaurant to attract consumers and make it easier to choose food that is ordered but has limitations in the display period that the original food will wither and expire. As a solution in displaying food without preservatives, then made a food replica that resembles its original shape using paper material. The method used is descriptive qualitative as well as applying printed photo paper from photographing food or beverage objects into paper tole products by cutting and stacking them that are made in such a way as to become a 3-dimensional shape. Another function of paper tole as a food or beverage display device, paper tole art products can be chosen as an alternative in structuring restaurant interiors with low cost as interior accessories of restaurant spaces..

Keywords: *3 dimensional art paper, paper tole, food replica, food display interior Accessories*

Introduction

Tourism is an industry in which there are components including tourist attractions, accessibility, amenity or facilities such as the availability of restaurants and ancillaries or organizations that take care of tourism (Cooper, 1995). Of the four components, quite a lot of expenditure is done by tourists, namely in the convenience associated with purchasing food and beverage. Technological developments such as the internet network that are more easily accessible greatly support the development of culinary marketing where tourists share culinary experiences on social media. The culinary activity in the tourism sector has a positive impact on economic activity, namely the increasing number of workers absorbed in business units engaged in culinary activities in tourism.

Culinary tourism is a trip in which includes consuming local food from an area with the aim of getting a different experience in enjoying food. According to Ardika (in Putra, et.al., 2011) culinary tourism is a tourist activity to find unique and impressive food and drink. In other words that culinary tourism is not merely a desire to taste the delights of food, but more important is the uniqueness and memories that are created after enjoying the food.

The government's effort to develop a tourism potential of an area by utilizing resources as optimal as possible, including what happened in Semarang City, which is known as one of the business centers in Central Java, but also has the potential for cultural tourism. Now the city of Semarang has become an icon of Tourism in Central Java, especially its food products. The natural wealth of the city of Semarang with a variety of natural products such as agricultural products, plantations, and sea products as local food. Therefore, the potential of Semarang's traditional food needs to be explored and reintroduced to the community so that its existence still exists. Most of the people living in Semarang City are of Tiong Hoa and Arab descent and

many migrants from other regions, such as Kalimantan and Sumatra. So that the impact of this ethnic diversity is food that began to be integrated with the food of each origin of the nomads, thus providing a unique and varied culinary dish. Furthermore, according to Long (2003). stated that activities in food tourism include: tasting food in ethnic restaurants, visiting food festivals, trying food while on a tour (Sandi, 2007).

Many tourists enter the city of Semarang in the list of tourist destinations among others because of the uniqueness and diversity of the culinary. Semarang authentic cuisine has unique characteristics, especially in terms of taste. The ingredients used in various culinary processing generally use traditional recipes and are rarely found in other regions in Indonesia with the prices offered are relatively affordable. This also makes culinary tourism in Semarang a memorable tourist destination, both in taste and price.

In a study conducted by Pujiyanti (2015) states that food in the city of Semarang can be mapped into five potential areas that sell special food Semarang including Jl. Pandanaran, Kawasan simpang lima, Kawasan Jl. MT.Haryono, KB Park Area, and Sri Ratu Mall Area and share food specifications including staple foods and side dishes. The number of restaurants scattered throughout the city of Semarang in 2016 known to a number of 4,352 restaurants (City of Semarang in Figures, 2017) so that contributed greatly in culinary tourism. Rahmaa (2017) further explained from the survey results that the level of satisfaction of respondents conducted with tourists to tourist sites and culinary sites in the city of Semarang was 86.67% and only 6.67% expressed dissatisfaction.

As an impact of the increasing development of the tourism sector, culinary entrepreneurs in the face of increasingly lively competition in the food industry, demand business people in the food sector to always be able to use competitive strategies that are relevant to the development of business environment conditions in order to maintain a sustainable competitive advantage against the company similar and still exist in the business environment. This was explained by Knackstedt (2002) that to attract enthusiasts of restaurant customers and prospective customers, one of the strategies carried out related to building performance is to always redesign the interior of the room by adjusting the conditions of the latest interior development.

A restaurant in serving its food is deemed necessary to display dishes with the aim of strengthening and enhancing the appearance of dishes for food connoisseurs so that it will stimulate the senses of vision that can cause tastes related to taste and to facilitate consumers choosing the food ordered (Azizah, 2008) but It is constrained that over time the original food displayed will change withered or expired due to not using preservatives in its processing. The importance of serving food sold to attract buyers is one of the most effective marketing strategies, especially in culinary business, where restaurants see an increasing number of impulsive buying phenomena in the community, and whether or not one of the causes is realized: a beautiful product display design, interesting and tempting (Clow & Black, 2010).

Method

The method used is an interior design theory method that informs interior design disciplines to consider the relativeity between theory, research, and practice in interior design. As for descriptively providing an overview of the latest interior design research and scientific thinking about interior design studies sourced from interior experts that reflect mature ideas based on research results and philosophical studies in the field. While the method of making paper tole is also known as three-dimensional decoupage, which is a 3-dimensional art of drawing with a 2-dimensional background. The art is made by cutting, shaping, and assembling pieces of paper

skillfully in the 2-dimensional image and it becomes as memorable as if the craft products are 3-dimensional visually.

The techniques used in the paper tole are specific and require special skills. Cutting in the right image without borders and neat and perfect is the key to creating pieces that will be reassembled to the original object. Cutting is done with a knife (cutter pen) or other precision cutting tools. The paper tole method requires patience and diligence especially when attaching separate pieces to the print as well as the need for understanding and knowledge of perspective theory

The implementation of the paper tole method this time is to combine food photography techniques, while the paper used later as a material is photo paper which is the result of shots of food objects to be presented.

The final design can be finished with a glaze to create a porcelain appearance and then placed into a hidden frame (having a depth of 5-10 mm) to give amazing results. and display it as wall art.

The stages in making paper tole culinary products are as follows:

The initial step is to prepare equipment and ingredients including: (1) 7 pieces of photos of food products, (2) 1 pen cutter, (3) Scissors that have 1 point, (4) 1 embosser, (5) silicone sealant sealant accordingly needs, (6) 1 pair of tweezers, (7) cutting mat used as a base for cutting paper.



Figure 1. Paper Tole's Process

Based on the constraints of the limited time of presentation in an effort to visualize the appearance of food products without the use of preservatives then the idea arises to make a food replica. In this case as a substitute for authentic food displays, replica food products made from wax or wax are made. Plastic Food Samples or Sampuru are made to represent the original food menu. Color, shape and texture are made very similar to the original food. Sampuru products originated from Japan, whose initial purpose was to attract potential visitors to stop by the

restaurant and as a tool to show consumers how the original shape and size of food will be ordered at the restaurant.



Figure 2. Sampuru (food replicas made from waxes) and Paper Tole (food replicas made of paper)

Food replicas were originally made from wax which then turned to a more durable synthetic resin material where a silicone mold of a particular food was made and filled with colored plastic liquid. The mold is baked at a temperature of about 150 degrees Celsius to help the resin and produce the desired shape. However, the subsequent development of making original food replicas from the basic ingredients of these candles requires a relatively expensive cost.

3D Paper Art

The making of 3-dimensional works of art is divided into two parts, based on the function and purpose of the art, namely pure art and applied art. The art of craft is a type of 3-dimensional art that is also a combination of applied art and fine art. Raharjo further (2011) explained that craft art was created not only for a function, but also looked at the aesthetic value of the work being made. In short, the art of craft can be interpreted as art of crafts. People who make craft art really rely on the expertise of his hands so that the work he created has a function and beautiful when seen. According to Kadjim (2010), handicraft is an effort that is carried out continuously with vigorous perseverance, perseverance, dedication, high dedication and extensive progress in doing a work.

Craft is a work of art that uses hand skills and attention to physical needs and aspects of beauty. Crafted works are included as applied works of the archipelago. Most of the craft is used as decoration, applied objects are ready to use such as furniture, toy objects such as dolls. Craft also has various types such as wood craft art, textile craft art, ceramic craft art, metal craft art, leather craft art and stone craft art.

Paper tole art is a decopage hand-crafted art that creates a set of identical (similar) 2-dimensional pictorial paper into an impressive 3-dimensional image (Onie, 2015) Creation can be done by cutting, scraping, sticking and stacking parts of 2-dimensional pictorial paper with a particular technique so that finally it can form a 3-dimensional impression and involves the technique of varnishing and framing.

Paper tole art products are included in the category of pure 3-dimensional art but have limitations because the craft can only be enjoyed from the front (front). The uniqueness as well as the strength of the paper tole art that is not found in other arts is that the craft is able to visualize the picture messages that will be conveyed as if they are 3 dimensions even though the basic drawing is actually 2 dimensions.

The existence of the paper tole itself is one of European handicrafts, but has also developed in the United States, Australia, Asia, especially in Indonesia in recent years. The ability to adapt the art of paper tole to the culture of a nation by displaying picture themes that characterize a country.

3-dimensional paper art using the method of paper tole has a high selling value but with a relatively low cost in which involved the role of a food photographer. The next step for the food photographer is to take pictures from the food menu as interestingly as possible to make the culinary connoisseurs even more enticed. The paper material used in making paper tole is photo paper from food photography. Food Photography is a genre of still life photography that is used to create food photos that are even more tempting. In the culinary industry, such as food producers, production houses, advertising, hotels, cafes, and others, food photography is absolutely necessary. Food Photography is one of the methods used for promotion in the culinary business, namely by exposing food through photography. Ekawati (tt) states that in food photography to get maximum food photos there are several things that need attention, including covering the arrangement and equipment food by using stylish food as well as ensuring good food quality.

Product display is an activity to showcase a product so that it looks attractive, easily seen and attracts visitors (about.com, 2012). According to Chris & Love (2018) a product display, especially food, supported by designing an appropriate interior design will help create the atmosphere (psychological) of a person's heart or certain characters including natural and artificial lighting factors, sound, and even digital technology is expected to influence consumers to buy products that are sold in a restaurant. Product display in culinary tourism is one of the "tools" to introduce the image of the company brand (restaurant) and often helps companies to portray products for sale and of course to further emphasize the company's brand to the intended target consumers.

The role of paper tole as well as interior space filling accessories

The environment can have an individual psychological impact and environmental stimuli can affect individual emotions resulting in diverse behaviors (Mehrabian and Russell, 1974). Chris & Love (2018) further explained that the role of interior design in a room is as a spatial environment that accommodates the activities of the user of the room as much as possible. As for someone in designing their dwelling is one of the visual delivery of his friend by creating the clothes he wore (Dychoff et al, 2014).

Spatial interior planning with the right budget includes efforts to make the best use of space functions, namely by maximizing spatial planning, choosing and using colors and patterns, in accordance with the lifestyle of the occupants of the room so as to create the desired space (Dychoff et al, 2014) . The design of the restaurant aims to create atmosphere and atmosphere to support the character of the food and service offered to create a memorable dining experience, in order to encourage customers to return and recommend restaurants to others (Pile, 2007).

The interior element is one of the main factors in creating a restaurant atmosphere so that it can encourage consumers to linger in the room to enjoy the culinary that is served. In other words it can be concluded that there is a relationship between the physical environment with the behavior, feelings and perceptions of consumers. With the stimulation received by the senses in this case through the arrangement of appetizing food product displays in this case related to the interior design of a commercial room design is aimed, among others, as an effort to lure

customers to enter and subsequently purchase (Goodread, 1984) . In other words, the individual can interpret the atmosphere of the restaurant through the process of perception affecting subsequent emotions, which can influence individual attitudes in repeat order requests. Consumer decisions when buying in some places tend to be due to the atmosphere compared to the product / food offered, harmony between tangible and intangible can be achieved through physical appearance such as food and wine combined with restaurant interiors (physical structure and artifacts). The atmosphere which consists of temperature, lighting, aroma, and sound directly contribute to creating a dining experience (Alonso and O'Neill, 2010).

Decorative elements, ornaments or decorations located in a space, often known as accessories. Accessories are needed as a finishing touch that confirms the character and atmosphere of the room (Widyartanti, 2011). Furthermore according to Suptandar (1999) one of the factors forming the character and atmosphere in the room that is accessories where its role in the interior is an element of decoration in addition to functioning as decoration in space, accessories also play a role in supporting the creation of atmosphere in space because without decorating the atmosphere of the beauty of the space will be reduced. Furthermore Chris & Love (2018) explained that accessories placed in an interior room are complementary elements that support interior harmony in the room in addition to furniture and other interior components.

Designing interior space is not always expensive and cost a lot of money according to Jennifer (2015), which can be done by using old interior polished components / materials that are re-polished or by adding a number of other accessories and furniture so as to create an impression of luxury and elegance.

In a study conducted by Sari Rahma, et al. (2017) concluded that decorative elements, furniture, and interior elements forming spaces (floors, walls, and ceilings) combined with lighting, room size, layout in restaurants are considered the most preferred by consumers. Meanwhile, in terms of lighting that respondents also liked because the lighting provided enough comfort (not too bright and not too dark by combining two different types of light, warm and cool). The friendship is by applying the principle of feng shui in interior design where it can change the flow of energy into the entire room so as to make restaurant users feel comfortable and relaxed (Livington, 2017). Processing as attractive as possible interior elements in the main room because the dining room in the restaurant focuses on the possibility to create a shared dining atmosphere and at the same time as a means of family recreation (Alison, 1996). Sometimes even the application of restaurant ideas with the concept of 'open kitchen' interior where the dining room is located into one with the kitchen and the design of an interactive and creative dining room with modern kitchen equipment is found in restaurants by Asian architects including Singapore, Thailand, Malaysia and Bali (Jotisalikhorn et al, 2004) with no other purpose to attract buyers' interest.

Paper tole accessories as an element of interior space filling which also functions as a food display media to stimulate the interest of buyers are 3-dimensional art crafts that have unique selling points in the hope that they will influence purchasing behavior and can cause demand to increase (Chen et al., 2006). Recent purchasing behavior has suggested that in-store needs of environmental stimuli, such as shelf-space allocation and display products, have a large influence on purchasing decisions.

With the understanding that customer loyalty is a behavioral impulse to make purchases repeatedly and to build customer loyalty to a product or service. Consumers are said to be loyal if they show a regular buying behavior. Customer loyalty to a culinary product is highly expected culinary business activists to further enliven tourism in the city of Semarang.



Figure 3. Paper tole products as interior accessories

Conclusion

Culinary tourism is not merely a desire to taste the delights of local food during a tour, but more important is the uniqueness and memories that arise after enjoying the food with a different experience. The design of the restaurant aims to create an atmosphere and atmosphere to support the character of the food and service offered to create a memorable dining experience, in order to encourage customers to come back and recommend restaurants to others. Paper tole products as a result of 3-dimensional paper crafts combined with food photography activities become one of the alternatives as a medium in visualizing the appearance of food at an affordable cost in restaurants which also acts as an interior space filling accessory.

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