

## MAKING A PROFILE BOOK ABOUT MALAY TRADITIONAL FOOD AND DRINKS OF BENGKALIS

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***Abstract** :Traditional food is a legacy of culture and heritage from the past which can still be served and tasted today. Since the majority of ethnic in Bengkalis Island is Malay, therefore this island is also familiar with the Malay traditional food. Unfortunately, recently this traditional food is less known by the people – both local, national or international. The research question was “Is there a profile about Malay traditional food of Bengkalis in dual languages (English and Bahasa Indonesia)? Meanwhile, the purpose of giving information and maintaining the local traditional cultural heritage of Bengkalis Malay cuisines, the objective of this study was about to make a profile book about Malay traditional food of Bengkalis in dual languages (English and Bahasa Indonesia) as one of promotional media to promote Bengkalis tourism towards local and international tourists. The result of this study was a profile book entitled “Bengkalis Malay Traditional Food”. The method used in this study was descriptive research. It explained what existed and helped to find solution toward the problems. The profile book consists of 30 pages and discusses 5 kinds about Malay traditional food of Bengkalis, such as: Masakan (dishes), Masakan Sepinggan (snacks), Kue Basah (cakes), Kue Kering (biscuits), and Minuman (beverages). The study is expected to give some helps to the local government, especially the Tourism Department, with a promotional item in form of profile book to promote local traditional food of Bengkalis for both local and international tourists.*

***Keywords:** Profile Book, Malay Tradition, Food.*

### INTRODUCTION

Bengkalis Island is one of the islands in Riau Province located in the coastal Sumatera and facing Malaysia by the Malacca Strait. In this island, Bengkalis City, the capital city of Bengkalis Regency is located. With the

area of about 7,773.93 km<sup>2</sup> and population of 536.138 people, this island consists of two subdistricts, Bengkalis and Bantan subdistricts.

The residents of Bengkalis Island consist of some ethnic groups, such as Malay, Javanese, Batak,

Minang, and Tionghoa. However, the majority ethnic in Bengkalis Island is Malay. From those ethnic groups, variety of cultures such as ceremonies, customs, dances, wedding tradition, and also food exist. Traditional food can be said as a legacy of living culture and heritage for many generations. For Bengkalis, some of these food and beverages are still served and tasted by the local people until today but some others are already forgotten.

Food and beverages, such as *Hasidah*, *Sempolet*, *Cencalok*, *Laksamana Mengamuk*, *Air Mata Pengantin*, are rarely served by Bengkalis Malay people and some of young people of Bengkalis do not know, never tasted and even never heard the names of those kinds of traditional culinary.

Since tourism is about to introduce something that we have to the tourists, therefore the local people (host) should understand well about what they have and to introduce to the tourists. Therefore, Bengkalis Malay traditional food and beverages are kind of tourism attractions to be introduced to the tourists and should be known by the local people. This traditional legacy

should be revitalized and reintroduced both to tourists and to the local people.

One of good ways to introduce these traditional food and beverages is through making a profile book. The profile book here is an eye-catching book which contains of pictures of the food and drinks, the ingredients and also the way to cook or to make them.

Based on the problem above, the objective of this study is about to make a profile book about Malay traditional food of Bengkalis in dual languages (English and Bahasa Indonesia) as one of promotional media to promote Bengkalis tourism towards local and international tourists. It was done to promote Bengkalis Malay traditional food both to tourists and to the local people. The title of this book is "*Malay Traditional Food of Bengkalis*".

## **REVIEW OF RELATED LITERATURE**

### **Related Study**

Rena (2015) wrote about "*The Profile book of Tenun Lejo Bengkalis to Promote Bengkalis*". Rena's final project utilized the program as a chance for promoting *Tenun Lejo* to foreign people and also to increase

people's knowledge about Bengkalis traditional products, especially *Tenun Lejo*. The result/product of this study was in form of a profile book about *Tenun Lejo* which can give information about this Malay traditional cloth and also to promote Bengkalis traditional fabric to foreign people who visit Bengkalis.

Different from Rena's profile book above, this profile book is focused on food and drinks.

In another research, Endah (2014) wrote about "*Kuliner Tradisional Jawa dalam Serat Centhini*" or Javanese Traditional Culinary in *Serat Chentini*. This research was conducted using library research to analyze the richness of Javanese traditional food as Javanese identity which had been written in *Serat Centhini*.<sup>1</sup>

Endah's research was focused on giving information to Indonesian people about Javanese traditional food, while in this research the writers focused on Malay food of Bengkalis to give information not only for local people but also for foreign people (tourists).

## **Related Product**

A book which is related to this product is a book entitled "*Ensiklopedi Makanan Tradisional Sumatera*" written by Maria et.al (2004). This 196 pages book aims to introduce traditional food from each region of Sumatera. The traditional food, in the book, is said to give pride of the nation's cultural identity. The encyclopedia contains information in form of description about Sumateran traditional food from different region with various function, way of serving and also the culture value.

Different from the above product, the profile book about Bengkalis Malay traditional food is written in shorter description, less pages, and more portable in size.

## **Related Theory**

### ***Malay Traditional Food and Drinks***

According to Ernayanti in Endang (2013), an understanding of the traditional food has cultural values, traditions, and beliefs are rooted in the local culture (local indigenous).

Kuhnlein and Receveur in Endang (2013), defines traditional food as an implication of a social culture process. They stated that:

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<sup>1</sup> Javanese ancient literature

*“Traditional food systems of indigenous peoples can be defined to items that are from the local, natural environment that are culturally acceptable. It also includes the sociocultural meanings, acquisition/processing techniques, use, composition, and nutritional consequences for the people using the food”.*

The criteria of traditional food including:

- a. Processed according to recipes or flavoring composition that has been known and applied for generations in the family or community system.
- b. Locally available raw materials, both the result of their own farming system and which is available in the local market.
- c. Specific way of processing in ways that have been developed by local communities.

Therefore, Malay traditional food and drinks can be said as food and drinks which have been serving by Malay families from generation to generation using local ingredients and become part of culture and local identity.

For Bengkalis Malay traditional culinary, food and drinks are divided

into several categories, such as: *Makanan* (dishes), *Masakan Sepinggan* (snacks), *Kueh Basah* (cakes), *Kue Kering* (biscuits) and *Minuman* (beverages).

*Masakan* are dishes which usually served with rice and cooked for lunch and dinner in Malay families. *Masakan Sepinggan* are kind of snacks which served when Malay people enjoy their free time. *Kueh Basah* are cakes which always served with coffee or tea for breakfast or served to the guests when they are having a ceremony.

*Kue Kering* are Bengkalis Malay kinds of biscuits. These biscuits are usually served for bigger celebration such as *Hari Raya*. *Minuman* are kind of drinks made traditionally by Malay people and usually served at wedding or other special parties.

### ***Profile Book***

According to Grabowski in Filtira (2015), profile book is a sketch of a person in a book such as the best sketch of a famous person, the best character of the person and also spirit or enthusiasm and energy of the subjects. They give motivation to people, make them exciting and

interesting. Good profile book is attractive get into the heart of reader and make them tick.

Based on the definition above, it can be concluded that: First, a profile book is a 'sketch' which means short or brief. Then, a profile book must be exciting, interesting, and attractive to attract the readers. Since a profile book is not a kind of book to be read by the readers in their free time as a hobby, therefore, a profile book must be brief, informative, eye catching and portable in size.

### ***Writing***

Writing is an activity to write ideas, concepts, opinion and also information. In writing, the writer should has a wide knowledge and also the aim of writing in order to make the reader easy to understand what they have read. One of the purpose of writing is to give more knowledge for reader about information that the writer means.

Brown in Onozawa (2009) stated that writing is an activity of a thinkng process such as stories based on real event or fiction, through the thinking process the writer can produces a final written product that

can be read by readers "writing is a thinking process, a writer produces a final written product based on their thinking after the writer goes through the thinking process.

### ***Tourism***

According to Weaver and Opperman in I Gde and Ketut (2009), Tourism is an acivity appeared since the relationship from the interaction of tourists that do a trip from a place to another city or country. The activity also has benefit for the host government and host communities to give income.

In other hand, Holden (2005), said that tourism is a result in changing the economic and social factors of the destination place. The main tourism-generating countries of the world are those with highly developed economies. Although the growth in participation in tourism has been dramatic during the last half-century, the majority of the world's population are excluded from participation, typically because of poverty. Similiarly, climate is an influential factor in determining the destination areas to which recreational tourists will travel.

## **METHODOLOGY OF STUDY**

The method used in this study was descriptive research. It explains what exists and can help to find solution toward the problems.

### ***Equipment***

The processes of designing the profile book using several the equipments such as hardware consist of laptop, digital camera, flashdisk and printer. The software used consists of Photoscape, Microsoft Publisher 2013, and Internet.

### ***Material***

The materials used to make this product (book) were two kinds of papers - Art and Glossy Papers.

### ***Procedure of the Study***

#### **A. Problem Identification and Data Collection.**

##### **1. *Literature Study***

The literature used in doing this research such as books, journals and some materials from internet.

##### **2. *Interview***

Interview was done to get more information about this research to related people who know more about Malay traditional food in Bengkalis Island. Interview was done by given several question to Mrs. Maria Lafina, the Head of *Ikaboga* Bengkalis and

also the employee of Tourism Department, Youth and Sport of Bengkalis Regency.

#### **B. Preparation of the Data**

In preparing the data, the writer analyzed the data that had been collected to create the profile book about Malay traditional food of Bengkalis Island.

#### **C. Design of Product**

Before making the profile book, the design of product is very helpful in this research. The writers designed the form of profile book such as the layout, the cover and also contents of the profile book.

#### **D. Making the Product**

Making the product is a process in creating the profile book.

The procedures in designing the profile book are as follows:

##### **a. *Setting the Background***

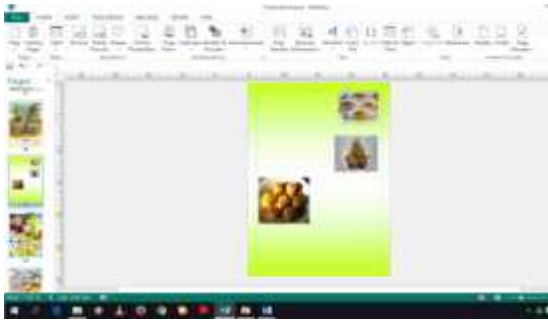
Application used in making this profile book was Microsoft Publisher 2013. Before setting the background, firstly, Microsoft Publisher 2013 was opened and blank document was chosen.



*The figure 3.1 Background was Applied*

b. *Applying the Pictures*

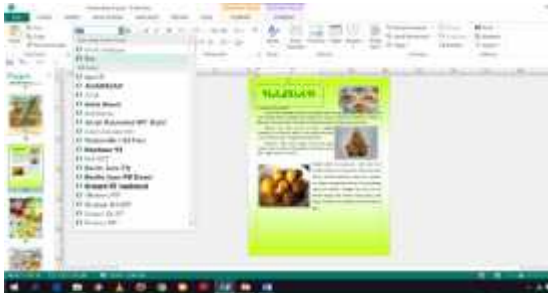
After the background was applied, the next step was inserting the pictures on the page. Insert **Menu** and **Picture Tool** and click to choose the pictures needed from folder.



*Figure 3.2 Setting Pictures on the Page*

c. *Writing the Description/ Texts*

After the background and pictures were set, the next step was inserted the text on the page. In Insert Menu, text box Tool was clicked and it was drawn on the page.



*Figure 3.3 Texts were typed in the Text Box*



*Figure 3.4 Result of Designing the Profile Book*

## RESULT AND DISCUSSION

### Proses of Making Profile Book

In making this profile book there were several processes done. Started from collecting data such as interview, observation and arranging the information until designing the cover and the content of the profile book. The complete processes are explained as follows.

### Collecting the Data

The first step in making this profile book was collecting data. The data was collected by doing some interviews given to the employee of Tourism Department, Youth and Sport of Bengkalis Regency and also to the local people of Bengkalis. The data were collected from Bengkalis government, and also from the internet which discussed about Malay traditional food and drinks of Bengkalis.

### Designing the Profile Book

After collecting the data, the next step was designing the profile book. This book was designed through some steps such as setting the background, inserting the pictures and typing the texts as already explained above. The application used in making this profile book was Microsoft

Publisher 2013. The processes in making the profile book took a long time, because the steps could make the profile book more interesting to get the best result.

### **Result of the Product**

The research question was answered by the result of this study which was a profile book of Malay Traditional food of Bengkalis Island. This profile book was used to promote Malay traditional food of Bengkalis and give information about it to local and outside tourists. The book was discussed 5 parts such as *Masakan* (the dishes), *Masakan Sepinggan* (snacks), *Kue Basah* (cakes), *Kue Kering* (biscuits) and *Minuman* (beverages). Details of information are explained as follows:

### **Content of Profile Book for the First Page until the Eighth Page**

This part was containing cover of profile book, acknowledgement, speech from the Head of Tourism Department, Youth and Sport of Bengkalis Regency, table of content, introduction, short description about Bengkalis Island and short story about Malay traditional food of Bengkalis.

### **Part 1 The Dishes (*Makanan*)**

This part discusses about several traditional dishes/food of Bengkalis such as *Cencalok*, *Pajeri Nenas*, and *Gulai Asam Pedas Ikan Patin*. This part consists of four pages (the eleventh page until fourteenth page). *Masakan* was a dishes that served with rice and served for lunch or dinner in Malay families.

### **Part 2 Snacks (*Masakan Sepinggan*)**

This part discusses about some *Masakan Sepinggan* or snacks of Bengkalis Malay traditional food. *Masakan Sepinggan* or snacks are kind of food which served when Malay people enjoy their free time. The examples of *Masakan Sepinggan* are such as *Bubur Asyura*, *Sempolet* and *Roti Jala*. This food is usually served after they have lunch/dinner. This kind of food are called *Masakan Sepinggan* because they are usually served alone (without rice or other meal).

### **Part 3 Cakes (*Kue Basah*)**

This part discussed the description about *Kue Basah* from Bengkalis such as *Bolu Kemojo*, *Hasidah*, and *Kue Bingka*. Malay people calls them *Kue Basah* because these cakes are wet in texture. Malay people usually served *Kue Basah* when they are having time with family and



certain ceremonies such as *Kenduri*, *Khitanan*, *wedding* and etc.

#### **Part 4 Biscuits (*Kue Kering*)**

This part discussed the explanation about *Kue Kering* which are made by Bengkulu families such as *Kue Bangkit*, *Agar-agar Kering*, *Lempuk Durian* and *Bolu Cermat*. Malay people call them *Kue Kering* because they are dry in texture and can be served for a long time period. They usually make this cake for bigger celebration such as *Hari Raya Idul Fitri* and *Idul Adha*.

#### **Part 5 Beverages (*Minuman*)**

This part discussed the description about traditional beverages from Bengkulu such as *Laksamana Mengamuk* and *Air Mata Pengantin*. *Minuman* are kind of drinks made traditionally by Bengkulu Malay people and usually served at wedding or other special parties.

#### **Evaluations**

There were three people who evaluated this profile book. They were the Vice Leader of Icaboga (Association of Culinary Experts of Bengkulu Regency), the Head of Cultural Division of Tourism Department, Youth and Sport of

Bengkalis and senior chef of Malay traditional food from Bengkulu.

#### **The Vice Leader of Icaboga Bengkulu Regency**

Mrs. Maria Lafina, the Vice Leader of Icaboga was a culinary expert who know more about Malay traditional food in Bengkulu. Based on the evaluation, it can be concluded that the profile book was good to introduce the Malay traditional food to other people, but the book was still uncomplete and still need to be completed with other Malay traditional food of Bengkulu.

#### **Head of Cultural Division of Tourism Department, Youth and Sport of Bengkulu**

Mr. Baharudin, the Head of Cultural Division of Tourism, Youth and Sport of Bengkulu Regency was someone who know more about Malay Culture in Bengkulu. Based on the the evaluation, it can be concluded that the weakness of this profile book was uncomplete with the Malay culture. The suggestion was still need to be completed with other Malay traditional food and Malay culture of Bengkulu.

## **Senior Chef of Malay Traditional Food from Bengkalis**

Mrs. Saedah was someone who often cook Malay traditional food at some ceremonies such as wedding and Kenduri. Based on the evaluation, it can be concluded that the profile book was good with the colors and the pictures. But it still need to be completed with the recipes of the Malay traditional food.

### **Problems**

There were some problems faced during the process in making the profile book. They are as follows:

#### *Collecting the Data*

In making this profile book, the first problem faced was collecting the data. Because there was no profile book about Malay traditional food, so that the data must be collected from interview some people who know about Malay traditional food. Besides, the difficulty in collecting the photo also was a problem to make the profile book. It was only because of the unique name of some food, so that it can not find in the internet.

#### *Designing the Profile Book*

The lack of skill in using the computer application (such as Microsoft Publisher, Photoshop, etc)

also became a problem faced in creating this profile book. It occurred because there was no such subject about information technology taught in Business English study program. So that, it need long time in making this profile book.

### **CONCLUSION**

In making the product (profile book), there were some processes done, started from collecting the data, providing the materials, designing processes and printing the book. Interview and literature study were also conducted in collecting the data. Then, the materials used in making this product were two kinds of papers, Art papers and Glossy paper. In designing the profile book, the application used was a Microsoft Publisher 2013. This book consists of the front cover, the contents and the back cover. There were some steps in designing this profile book, such as setting the background, applying the pictures and writing the description/texts.

The whole result of this study was a profile book about Malay traditional food of Bengkalis. This profile book was made in 16x20 cm and consists 30 colorful pages. In this

book, the food and drinks are divided into five parts, they are: *Masakan* (Dishes), *Masakan Sepinggan* (snacks), *Kueh Basah* (cakes), *Kue Kering* (biscuits), and the last part is *Minuman* (beverages). The profile book written in two languages (Bahasa Indonesia and English).

After finish designing book, the next step was printing it using A4 Art Papers and Glossy Papers. Then, the book was evaluated to see how the book can be useful for the readers, especially to promote Bengkalis traditional food and drinks to the tourists. It was also done to know the opinion, weakness and suggestions from the evaluators. The evaluation was conducted by three people. They were the Vice Leader of Ikaboga (Association of Cullinary Experts of Bengkalis Regency), the Head of Cultural Division of Tourism Department, Youth and Sport of Bengkalis Regency and the Senior Chef in Bengkalis.

The problem faced during the producing of this final project product were collecting the data and using the application to design the book. The difficulties in collecting the data occurred because there were no such

book about Malay traditional food of Bengkalis and no pictures of some Malay traditional food in the internet. Then, the difficulties in using the application occurred because the lack of knowledge in using such computer application to design the book.

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