

DESIGNING A MOTION COMIC “PERJALANAN PECIL” FEATURING KEDIRI’S SIGNATURE SAMBAL TUMPANG TO SHOWCASE THE CULINARY DELIGHTS OF KEDIRI

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Abstract: *Sambal tumpang is a Javanese specialty. In Central Java, sambal tumpang is quite famous in several areas such as Solo, Klaten, Salatiga, Sragen, Boyolali, and Wonogiri. In East Java, the most famous area with sambal tumpang is Kediri. This research aims to introduce Kediri sambal tumpang as a typical food of Kediri City. This is because there are similarities in the use of sambal tumpang as a specialty food from other regions in Central Java. Based on observations made in the pecel tumpang Pudakit area Jl. Dhoho Kediri, it is known that teenagers with an age range of 15 - 20 years still have little interest in this typical Kediri sambal tumpang. Therefore, the target audience of the motion comic design "Pecil's Journey" will be intended for teenagers with that age range because of the lack of interest in Kediri's sambal tumpang. Motion comic is chosen because the media presents a way to enjoy comics with the latest presentation, namely with simple moving image animation. This was chosen in accordance with the general problem that exists, namely the lack of interest in reading among Indonesian people, especially today's generation of teenagers. The research method used in this design is qualitative. The qualitative method was chosen because the design of motion comics requires information data from trusted people as experts or accurate informants (key persons). The data collection methods used in this research are observation, interview, and literature study. The design objective of this Final Project is to produce a motion comic "Perjalanan Pecil" about sambal tumpang typical of Kediri to introduce the culinary of Kediri City.*

Keywords: *Sambal tumpang Kediri, pecel tumpang Pudakit, motion comic*

Abstrak: Sambal Tumpang merupakan makanan khas Jawa. Di Jawa Tengah, sambal tumpang cukup terkenal di beberapa daerah seperti Solo, Klaten, Salatiga, Sragen, Boyolali, dan Wonogiri. Di Jawa Timur daerah yang paling terkenal dengan sambaltumpunya adalah Kediri. Penelitian ini bertujuan untuk memperkenalkan sambal tumpang Kediri sebagai makanan khas Kota Kediri. Hal ini dikarenakan adanya kesamaan penggunaan sambaltump sebagai makanan khas daerah lain di Jawa Tengah. Berdasarkan pengamatan yang dilakukan di kawasan pecel tumpang Pudakit Jl. Dhoho Kediri, diketahui remaja dengan rentang usia 15 – 20 tahun masih sedikit yang tertarik dengan sambaltump khas Kediri ini. Oleh karena itu, sasaran audiens rancangan komik gerak “Perjalanan Pecil” ini akan ditujukan kepada remaja dengan rentang usia tersebut karena masih kurangnya peminat terhadap sambaltump Kediri. Motion comic

dipilih karena media tersebut menyajikan cara menikmati komik dengan penyajian terkini, yaitu dengan animasi gambar bergerak sederhana. Hal ini dipilih sesuai dengan permasalahan umum yang ada yaitu rendahnya minat membaca di kalangan masyarakat Indonesia khususnya generasi remaja saat ini. Metode penelitian yang digunakan dalam desain ini adalah kualitatif. Metode kualitatif dipilih karena perancangan motion comic memerlukan data informasi dari orang-orang terpercaya sebagai ahli atau informan yang akurat (key person). Metode pengumpulan data yang digunakan dalam penelitian ini adalah observasi, wawancara, dan studi pustaka. Tujuan perancangan Tugas Akhir ini adalah menghasilkan komik gerak “Perjalanan Pecil” tentang sambal tumpang khas Kediri untuk memperkenalkan kuliner Kota Kediri.

Kata Kunci: Sambal Tumpang Kediri, pecel Tumpang Pudakit, motion comic

INTRODUCTION

Kediri is the oldest city in East Java Province, Indonesia. It is located approximately 130 km southwest of Surabaya and is the third-largest city in East Java after Surabaya and Malang in terms of population. Kediri covers an area of 63.40 square kilometers and is divided by the Brantas River, flowing from south to north for 7 km. The city's population is recorded at 287,962 people according to the Central Statistics Agency of Kediri in 2022 (Ardhana, Setiawan, & Sulandjari, 2017). The culinary scene in Kediri is believed to have great potential to become a culinary tourism destination due to its unique and distinctive characteristics. However, most people are only familiar with Tahu Takwa and Pecel as popular dishes in Kediri, while these represent only a small fraction of the diverse local cuisine. In addition to yellow tofu, pecel, and banana gethuk, Kediri is also known for its "sambal tumpang." Sambal Tumpang is a thick sauce made from fermented tempe. The use of fermented tempe creates a distinctive and strong aroma, and it becomes more flavorful when consumed after a few days of preparation. Sambal tumpang has been present since 1814 AD, as recorded in Serat Centhini, an ancient manuscript documenting authentic Nusantara culinary practices. Serat Centhini recounts the journey of individuals stopping by Java, detailing activities, customs, and culinary stories from the places visited, including the preparation of fermented tempe known as sambel tumpang, traditionally served to visitors (Masyarakat Pernaskahan Nusantara, 2021).

Sambal tumpang is a traditional Javanese dish. In Central Java, it is well-known in several

areas such as Solo, Klaten, Salatiga, Sragen, Boyolali, and Wonogiri. In East Java, Kediri is particularly famous for its sambal tumpang. In Kediri, sambal tumpang is served with rice topped with various boiled vegetables such as kenikir, spinach, water spinach, cassava leaves, papaya leaves, long beans, turmeric flowers, and bean sprouts. It is then drizzled with sambal tumpang and garnished with peanut cracker or anchovies. In Solo, sambal tumpang is similar to Kediri, but it can be served with rice or porridge and krupuk karak. In Salatiga, sambal tumpang is mixed with kikil or cow intestine and served with porridge or boiled noodles (Achroni, Belajar dari Makanan Tradisional Jawa, 2017).

According to the Ministry of Communication and Information Technology of East Java, sambal tumpang is a specialty of Kediri. This is because not all tempe can be used; only specific regions can produce the correct fermented tempe for sambal tumpang. Sambal tumpang as a specialty of Kediri is also mentioned in the "Mayor of Kediri Decree number 691 of 2008 regarding the designation of various processed foods such as staple foods, dishes, snacks and cakes, and drinks as specialties of Kediri." Some of them include Pecel Punten, Sambal Tumpang, Gethuk Pisang, Cining, Duda Kemulan, Eyek-eyek, Plenggong, Ireng-ireng, Jibeg, Klenyem, Untup-untup, Wedang Awe-awe, and Sriwet Moblong. According to the official website of the Kediri City Government on the Top 10 Culinary Specialties of Kediri, Tumpang Pudukit rice pecel ranks 6th as the most popular food in Kediri, still behind Soto Bok Ijo, Bakso Barokah 313, Tahu Takwa, Stik Tahu Kediri, and Gethuk Pisang Kediri. To elevate the position of sambal tumpang among the top culinary specialties of Kediri, it requires promotion through an engaging media platform. Information dissemination through media has evolved to align with current societal habits. In the current digital era, reading habits in Indonesia are significantly low, ranking below many other countries according to the Program for International Student Assessment (PISA), which reported Indonesia at 64th out of 72 countries in 2015. To address this, an appealing media format is needed for information delivery. Various

media types, including print, electronic, and online media, are available. For this design, the chosen media type is motion comics, the latest innovation combining motion graphics and comics. Craig Smith suggests that motion comics are works that blend comics, animation, and interactive media (Maharsi, 2018).

Motion comics have the capability to convey information through visual elements, combining images and text with movements that make it visually appealing and easily absorbed. With motion comics, complex information can be presented in a lightweight manner, suitable for all age groups from children and teenagers to adults (Shabrina, Karsam, & Yosep, 2016). In this research, the development of motion comics is targeted towards teenagers. Globally, adolescence spans from ages 12 to 22, with early adolescence from 12 to 15 years, mid-adolescence from 15 to 18 years, and late adolescence from 18 to 22 years. This transitional period prompts teenagers to explore and establish behavior patterns, values, and lifestyles, making it a time of creativity and innovation, where they are inclined towards new and exciting things (Dr. Ida Umami., 2019).

METHOD

This research was conducted at Jl. Dhoho No.80, Setono Gedong, precisely in the Tumpang Pudukit rice pecel area. The chosen method involves a qualitative approach, where data is collected through observations at Tumpang Pudukit rice pecel, interviews with key informants (vendors, buyers of Tumpang Pudukit rice pecel; Department of Culture, Tourism, Youth, and Sports of Kediri City), and a literature review related to the research. The research flow diagram below illustrates the sequential steps of the study:

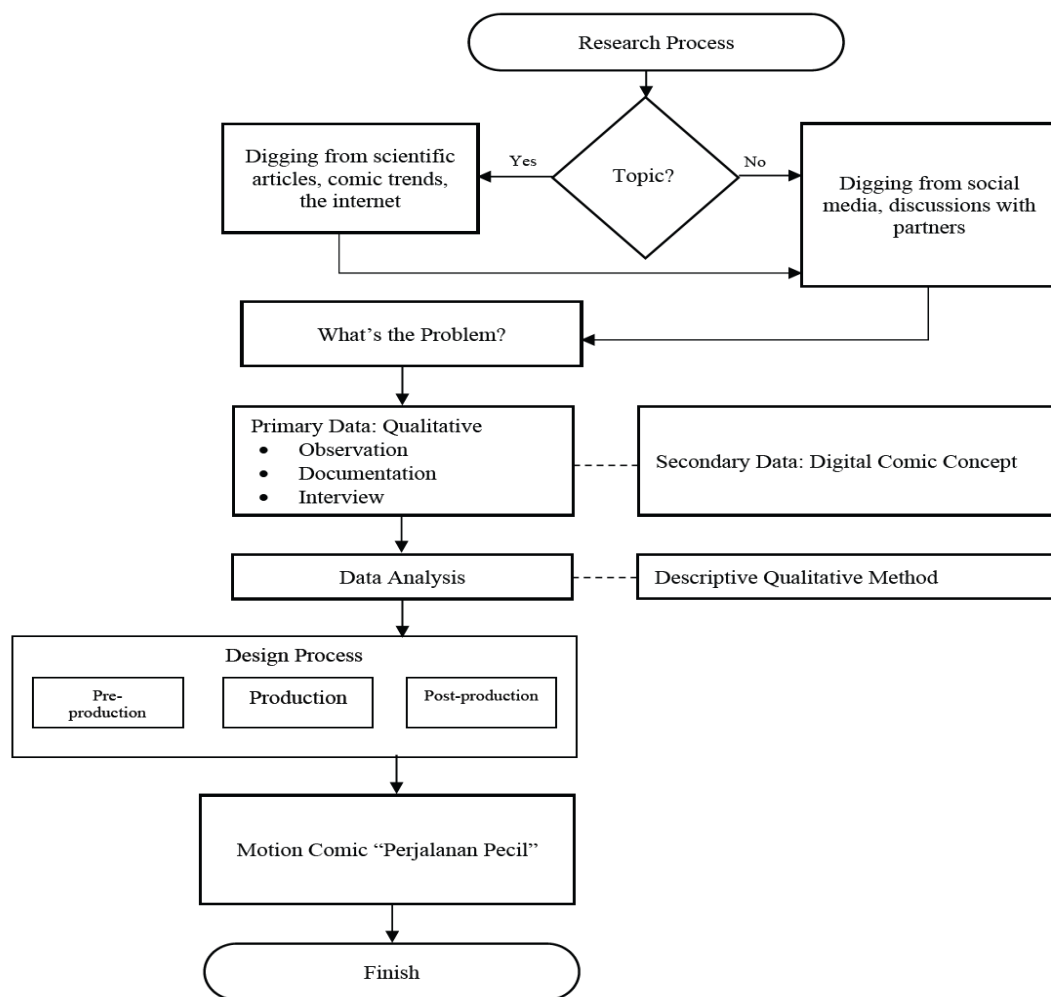


Figure 1. Research Method

RESULTS AND DISCUSSION

1. Observation Results

Based on the observations conducted at Pecel Tumpang Pudakit from 9 to 12 pm on weekends, it was found that there were teenage buyers at Pecel Tumpang Pudakit. During the specified time frame, a total of 68 buyers were recorded. Among them, 26 were teenagers aged 15 to 20, with 17 choosing pecel and 9 opting for tumpang. Teenagers visited either alone or more commonly in small groups with peers. Meanwhile, buyers predominantly fell into the age group of 21 years and above, totaling 42 individuals. Out of these, 24 chose tumpang, and 18 chose pecel.

2. Interview Results

a. Sambal Tumpang Seller

The presentation of sambal tumpang in Kediri is not significantly different from other regions. However, each region has its unique taste, and Kediri's sambal tumpang tends to be spicy and savory. Sambal Tumpang Kediri has become a favorite among the local community and has also gained attention from outside the region, indicating that sambal tumpang deserves a spot among the top 10 favorite culinary delights in Kediri.

b. Sambal Tumpang Buyers

Interviews were conducted with three buyers from the student, university, and working-age group, all aged between 15 and 20. Understanding the preferences of teenagers in choosing sambal tumpang revealed that they would choose sambal tumpang from Pudakit over others. They received recommendations for sambal tumpang Pudakit from social media and word of mouth. These teenagers also expressed their willingness to recommend their findings about sambal tumpang through their social media channels.

c. Disbudparpora

Sambal tumpang is a distinctive food from Kediri that is promoted for its uniqueness and its role in every government event held in Kediri. Usually, sambal tumpang is served along with other typical Kediri dishes during visits from guests from outside the city. This serves as a strategy or duty of tourism ambassadors to introduce the richness and uniqueness of Kediri. The tourism department also hopes for new innovations from local small and medium-sized enterprises, especially sambal tumpang sellers, to create packaged sambal tumpang that could potentially become a unique souvenir from Kediri.

3. Literature Review Results




Motion comics originate from pre-existing stories or narratives, repackaged using new media for their introduction. Therefore, to create a motion comic, reliable sources or experts as

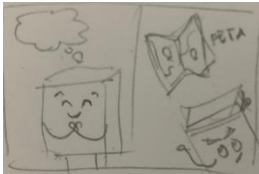


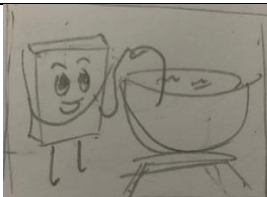
narrators are required. Hence, the appropriate method for this design is a qualitative approach, a method that focuses on in-depth observation. In the production of motion comics, there are three stages divided into pre-production, production, and post-production.




3.1 Pre-Production


a. Storyboard

Table 1. Storyboard

Panel	Picture	Notes	Script/ Dialog	Time
1		Title	Perjalanan Pecil	5 seconds (<i>looping</i>)
2		Background: a busy market filled with stalls, with the main character Pecil eagerly waiting for someone to take him.	(excited) Hari ini adalah hari yang istimewa! Aku berharap ada seseorang yang menyadari keunikanku dan membeliku. Oh, betapa hebatnya rasanya jika aku bisa menjadi bagian dari hidangan yang lezat!	10 seconds (<i>looping every 5 seconds</i>)
3		A couple of people came who were interested in seeing tempeh that had rotted but was still being sold.	“Hei, apa itu tempe busuk? Apa yang membuatnya masig dijual disini?” “Ya, benar!” “Tempe busuk sebenarnya punya rasa yang unik kalau di olah, dia juga masih aman	15 seconds (<i>looping every 5 seconds</i>)

			juga kok kalau dimakan.”	
4		Hearing this conversation, Pecil felt happy and imagined doing something unique with the new food ingredients he would encounter later.	“Oh, betapa hebatnya rasanya jika aku bisa bertemu dengan bahan-bahan makanan baru dan menjadi bagian dari hidangan yang lezat!” “Aku akan mengunjungi semua tempat di kota ini, agar semua orang melihatku!”	20 seconds (<i>looping every 5 seconds</i>)
5		Finally, a pair of people brought Pencil, and Pencil was fascinated by the outside world.	“Tempe busuk yang kita beli tadi sungguh membuatku penasaran” “Iya aku juga” “WAW”	15 seconds (<i>looping every 5 seconds</i>)
6		Finally, they arrived at the kitchen, and Pecil found various food ingredients and decided to prepare rotten tempeh with the ingredients in the kitchen.	“Semua bahan sudah ada disini, besok kita akan masak-masak” “Oke, aku sedang menyiapkan semua alat-alatnya” “Sepertinya aku tau akan membuat apa!”	15 seconds (<i>looping every 5 seconds</i>)
7		Pecil started carrying out his mission and started cooking while he was in the kitchen alone.	“Harum sekali!” “Semoga masakaku akan berhasil, bumbu-bumbu dapur ini sangat cocok diolah bersama tempe busuk ini”	10 seconds (<i>looping every 5 seconds</i>)

8		The pair of people were shocked by what they saw, ready-to-eat food was already available on the table, and Pecil explained that he had innovated to make food from rotten tempeh but could still be processed, namely chili sauce.	“Kau yang memasak semua ini Pecil?” “Ternyata tempe busuk itu bisa dimasak sungguhan? Kau hebat Pecil”	10 seconds (<i>looping every 5 seconds</i>)
9		Because of the discovery of this unique Pencil, a pair of people invited Pecil to go around town introducing the unique dish that Pecil had discovered.	“Terlihat lezat sekali bukan?”	5 seconds (<i>looping</i>)
10		They started exploring the city with the main destination being the Jalan Dhoho culinary center. Unexpectedly, people were very enthusiastic about enjoying the chili sauce. Now many people know about the existence of the chili sauce on Jalan Dhoho.	Ternyata makanan ini sangat lezat, rasanya benar-benar unik!	5 seconds (<i>looping</i>)

11		Pecil was very happy to hear that people were enthusiastic about enjoying the chili sauce he had discovered, and he began making it a mission to introduce sambal rides to more areas in the city. Done, and closed with closure		5 seconds (looping)
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b. Design Character

The main character, named "Pecil," is depicted in a box-like shape, resembling the typical form of tempe (fermented soybean cake), and is colored brown to signify its fully fermented state, known as tempe semanggit. "Pecil" is adorned in a costume made of dried banana leaves, reminiscent of tempe seen in markets wrapped in banana leaves that have aged over several days. The character creation process involves three stages: generating alternative designs, selecting the most suitable option (in this case, the fourth design), sketching, and then proceeding to the digitalization phase to bring the image to life.

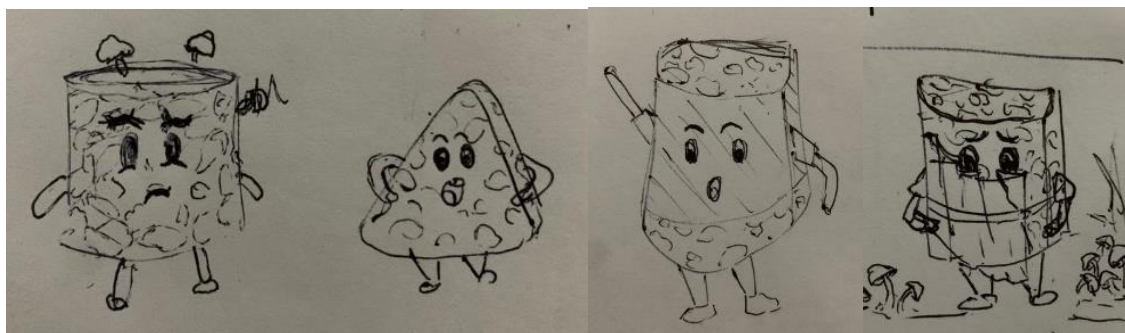


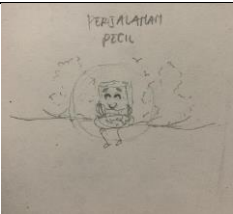



Figure 2. Alternative Characters










Figure 3. Main Character

c. Sketch

Table 2. Sketch

Panel	Picture	Layout	Balloon Words
1.		Single panel	
2.		Layout diagonal, broken frames	Basic bubble, Rectangular bubble
3.		Single panel	Basic bubble, multi bubble
4.		Panel column	Jagged Edges Bubble, cold bubble

5.		Diagonal layout	Basic bubble, Rectangle bubble
6.		Single panel	Basic bubble, rectangle bubble
7.		Inset	Multi-bubble
8.		Single panel	Basic bubble, Jagged Edges Bubble
9.		Layout diagonal, inset	Basic bubble, Rectangle bubble
10.		Panel baris, inset	Basic bubble, rectangle bubble
11.		Single panel	Rectangle bubble

d. Color

The color used in the main medium of this design is monochromatic from Louise Prang. The colors to be used are taken from the brown color palette and its derivatives. According to color psychology, brown is claimed to bring feelings of warmth and hunger, so brown is believed to stimulate appetite. Therefore, the color brown is considered suitable when used to promote food.



Figure 4. Use of color

e. Typography

The typography that will be used in designing the motion comic "Pecil Journey" is sans serif with the regular comic_book font type that will be used for all text.

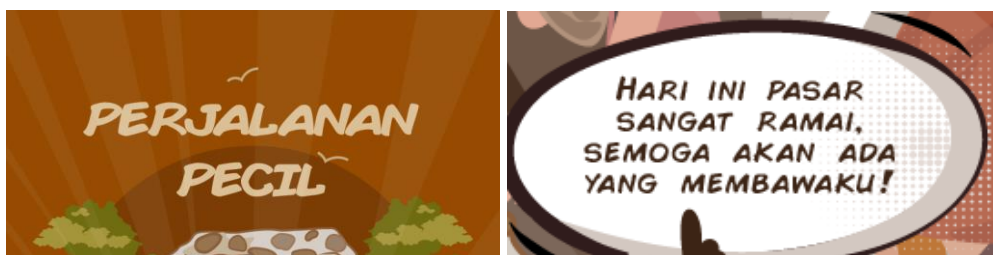


Figure 5. Use of font

3.2 Production

a. Digitalization and asset fragmentation

At the digitization stage, the layers in the image are separated according to the needs of the image which will be moved according to each group of parts. This aims to ensure that the layer arrangement is neat and easy to find, so that it will make it easier when editing motion.



Figure 6. Digitalization assets

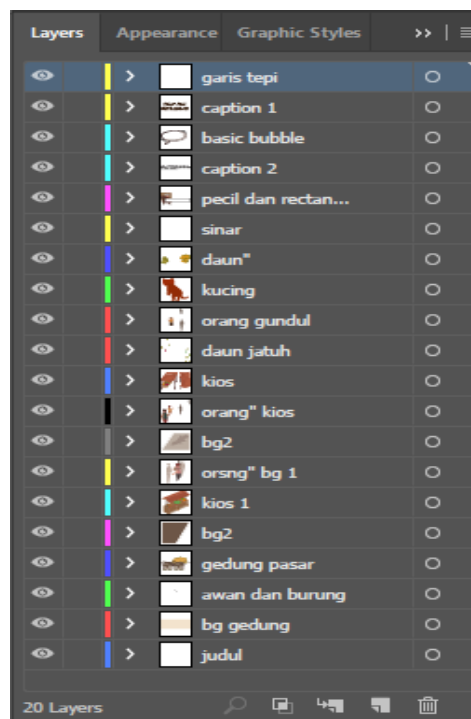


Figure 7. Asset fragmentation

b. Editing Motion

The animation movement is made to loop or repeat every 5 seconds, this aims to ensure that the audience can read the text and pay attention to the images freely and comfortably.

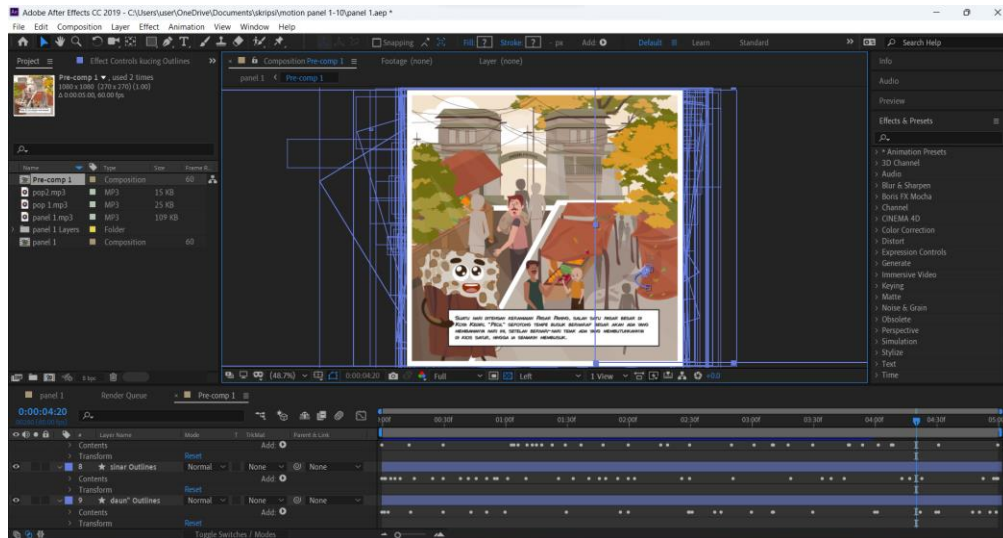


Figure 8. Editing Motion

3.3 Post-Production

a. Rendering

Videos are rendered using mp4 format, using RGB colors with high quality, and with an image ratio of 1:1. This aims to maintain image quality so that it does not break, because the video results will be broadcast on the Instagram platform.

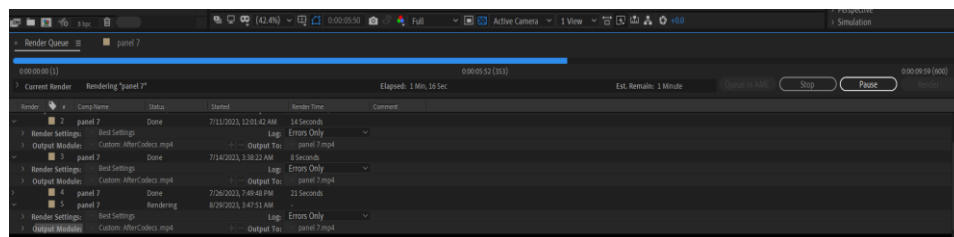


Figure 9. Rendering

b. Create of supporting media

Supporting media is selected media whose role is to support the delivery of information from the design output. Supporting media is created because the main media cannot necessarily convey the message or goal carefully. The form of supporting media strategy

that will be used uses product types that have direct benefits to complement the development of the product types selected in the design.

- Sambal Tumpang's packaging



Figure 10. packaging

- Menu



Figure 11. menu

- Stickers



Figure 12. Stickers

c. Media view

The motion comic "Perjalanan Pecel" will be shown at the Pecel and Tumpang Pudakit sambal research site, and on the Instagram social media culinary account @kulinerkediri.id, an account containing information or recommendations about culinary delights in Kediri.

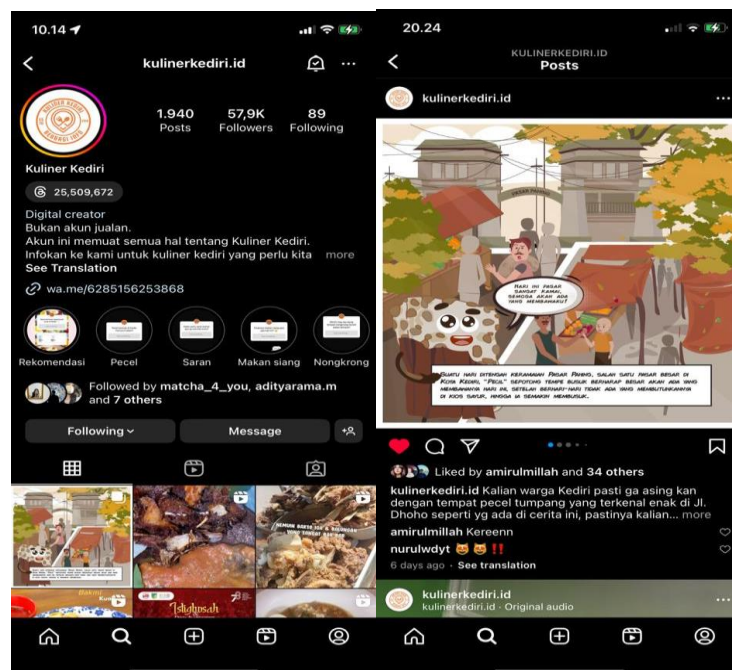


Figure 13. media view

CONCLUSION

The result of this design is a motion comic titled "Perjalanan Pecil" (Little Journey) about the distinctive sambal tumpang of Kediri aimed at introducing the culinary delights of Kediri. This design is crafted using a qualitative approach, involving observation, interviews, and literature review. It commenced with identifying the focus object for research, followed by observations in the Pudakit rice pecel area. The observation results indicate that the appeal of sambal tumpang to teenagers aged 15 to 20 is less compared to those aged 21 and above. The next steps involved identifying the elements of sambal tumpang (originality, values, role) through literature review and interviews with accurate key persons, namely the sellers and buyers of Tumpang rice, as well as the Department of Culture, Tourism, Youth, and Sports of Kediri City.

According to the interview data, sambal tumpang is a culinary specialty of Kediri, and it has the potential to become a signature souvenir of Kediri if there is innovation in packaging sambal tumpang. Therefore, an appropriate medium is needed to introduce sambal tumpang to a wider audience. The collected and analyzed data from existing literature studies led to the selection of the appropriate design model for introducing sambal tumpang, which is a motion comic titled "Perjalanan Pecil." The final stage involved developing the design medium by creating supporting media and publishing the design results in the research location and on the Instagram culinary information media for Kediri, namely @kulinerkediri.id. In conclusion, the "Perjalanan Pecil" motion comic is expected to serve as a supporting medium for the tourism sector of Kediri, particularly in promoting the distinctive culinary tourism of Kediri, represented by sambal tumpang.

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