



Faculty of Applied and Creative Arts

PENANG FAMOUS STREET FOOD INFORMATION GUIDEBOOK DESIGN

Kek Yea Yin

**Sarjana Muda Seni Gunaan dengan Kepujian
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PENANG FAMOUS STREET FOOD INFORMATION GUIDEBOOK DESIGN

KEK YEA YIN

This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology)

Faculty of Applied and Creative Arts
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2015

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Acknowledgment

Three years of my life as a degree student in Graphic Design is now a thing of the past. The final outcome is the thesis which have officially done at this moment. Although it has been a mind-wrecking journey, a lots of ups and downs, but I will still take it as a challenging experience in my life, and grateful that I am going through with it.

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Abstract

Penang is a city that well known for its street food. Tourist repeatedly come back for food hunting has been boost up the economy of Penang including tourism. However, most of the tourist could not find the exact location of the famous street food because of the insufficient information that provide in the existing guidebook. The main objective of this thesis is to overcome the existing problem of Penang famous street food guidebook. A comparative study is done on how Lonely Planet and TimeOut guidebook deliver their content in order to attract tourist. Improvement will de made based on the layout design, photography and typography. Today, guidebook is a good companion for tourist when they want to explore a city. An information guidebook will increase the visibility of Penang street food.

Keywords : Penang street food, information guidebook, layout design

Abstrak

Pulau Pinang merupakan sebuah bandar yang terkenal dengan makanan jalanan. Pelancong kembali ke pulau ini berulang kali untuk menikmati makanan dan ia telah merangsang ekonomi Pulau Pinang termasuk pelancongan. Walau bagaimanapun, kebanyakan pelancong tidak dapat mencari lokasi yang tepat tentang makanan jalanan yang terkenal kerana buku panduan yang sedia ada tidak mempunyai maklumat yang lengkap. Objektif utama tesis ini adalah untuk mengatasi masalah yang dihadapi oleh buku panduan yang sedia ada di Pulau Pinang tentang makanan jalanan yang terkenal. Satu kajian perbandingan telah dilakukan mengenai cara bagaimana buku panduan Lonely Planet dan TimeOut menyampaikan mesej dengan berkesan untuk menarik pelancong. Penambahbaikan berdasarkan susunan reka bentuk, fotografi dan tipografi akan dijalankan. Kini, buku panduan dapat membantu pelancong yang ingin melawat ke bandar yang baru. Sebuah buku panduan yang bermaklumat lengkap akan memperkenalkan lagi makanan jalanan Pulau Pinang.

Kata Kunci : makanan jalanan Pulau Pinang, buku panduan, reka bentuk susunan buku

CHAPTER 1

INTRODUCTION

1.1 Background

Penang, or *Pulau Pinang*, is one of the state in Malaysia. The location is on the Northwest coast of Peninsular Malaysia. Penang is constituted of the Penang Island and Province Wellesley (*Seberang Perai*), the hinterland located on the west coastal strip on Peninsular Malaysia. The capital city of Penang, Georgetown has been designation as UNESCO's World Heritage Site since 7th July 2008.

Penang, known as the Pearl of the Orient, is an international tourist destination. According to Sosio-Economic and Environmental Research Institute, the number of

tourist (Domestic and International) arrivals in Penang from Jan-Dec 2011 is 4559,221. It is popular not only due to the long history and abundant culture, but also the existence of street food that reflects the composition and the lifestyle of local people.

Penang street food is remarkable among Malaysian and tourist. Penang food has been proclaimed as outstanding by various organizations and this food heaven was recognized having the Best Street Food in Asia by Time Magazine in 2004. Besides, New York Times reader have chosen Penang as second must-visit destination for 2009 and the top 12 places in the frugal and food categories (both readers' and the paper's recommendations).

Street food in Penang can be found at hawker stall by the roadside, with plentiful of choices. There are various culinary cultures in Penang, including Malay, Chinese, Indian, Mamak and Nyonya. Penang street food is an important element of the rich cultural landscape and heritage of Malaysia and appeals to local and international tourist.

This research focus on the information guidebook design intend to improve the insufficient information of the current guidebook about the famous street food in Penang. Guidebook plays an important role when tourist first came to a new place and searching for foods. Guidebook which consists of many pictures and some

descriptions will be useful for tourist because they can save their time in finding the street food or even came out a plan before they started their journey. Hence, study of street food photographs is very essential in this research. Beside food photography, book design, layout design and typography will be part of the research in order to produce an interesting and useful guidebook.

1.2 Problem Statement

The main problem that identified in this research title is lack of information in the existing guidebook about the famous street food in Penang. Based on the observation, the current available guidebook in market do not provide enough information. One of the problem is , location map of the famous street food in Penang is not included in the guidebook which is the most important information that can give exact direction to tourist. Other than that, the guidebook did not provide the contact number, address and operation hour of the shops or hawkers. These problems will cause difficulty to the tourist if they are trying to find the places since they are not familiar with Penang. In this situation, the fun and exciting food adventure become a waste time and energy.

Another problem found out is that too many text are included in the existing guidebook about the famous street food in Penang. We could not deny the fact that pictures are always much more interesting and effective than words. Images play a pivotal role in delivering messages to tourists in tourism promotional tools (Hassan,

2014). Good picture worth a thousand words and can bring a big impact towards tourist.

1.3 Research Question

- I. What is the famous street food that represents the rich culture and heritage of Penang?
- II. What is the content of current Penang famous street food guidebook?
- III. What are the important information and element of design that need to be considered when designing an information guidebook in order to solve the insufficient information of the current Penang famous street food guidebook?
- IV. How does the guidebook help the tourist in their search of Penang famous street food?

1.4 Research Objective

- I. To identify the famous street food that represents the rich culture and heritage of Penang.
- II. To analyze the existing Penang famous street food guidebook in term of information provided and the visual elements.
- III. To design new information guidebook about the famous street food in Penang that provides important information to the tourist.

IV. To validate the usefulness of the new design information guidebook to reach tourist's satisfaction.

1.5 Definition of Term

1.5.1. Guidebook

Guidebook is a form of travel literature. Like brochures and advertisements, guidebooks serve both functional and symbolic objectives. Guidebook include descriptions of a range of places, though whether tourists the proposed perspectives depends on their travel interests and needs (Lew, 1991). The combination of text and photographic images in a guidebook constructs a 'portrait' of the place for its reader, by implication focused on the things deemed most valuable, and perhaps also most instructive, about it (Smyth, 2008).

1.5.2. Street food

Street food in this definition is those foods that sell on the street. Street food are ready-to-eat foods and beverages prepared and/or sold by vendors and hawkers especially in streets and other similar public places (FAO, 1989). Street food including meals, drinks and snacks. They are vary in terms of ingredient, methods of retail and processing, and consumption.

1.6 Significant of Research

Through conducting this research, visibility of Penang street food will be increase and tourist around the world will get to know more about the famous street food in Penang.

Beside that, an effective information guidebook will be able to solve the common problems that frequently faced by tourist when they visit to a new place. Guidebook is undoubtedly a good companion during travelling. Tourist even can plan before started their journey because guidebook do provide the important information.

1.7 Scope of Research

The research scope basically will cover all the things that required to study for this title. Study about the famous street food in Penang is a must, since it is the main subject and the most important after all. Beside that, research about magazine or book need to be conduct also. The study will be include the knowledges of the layout design, cover design, typography, margin and so on.

Other than that, photography is very important as this research is mainly using pictures to deliver the content. Hence, food photography is essential to study in order

to produce a high quality image to draw tourist's attention.

1.8 Limitation of Research

Everything has its own limitation, so as this research. This research will only cover the places that located in the island only because the main tourist spot is the city of Georgetown. Those street food also unable to recommend one by one, otherwise the guidebook will become no longer portable for tourist to carry around.

Other than that, the information about the street food is beyond control. Although this research will provide the latest information, but the owner may change their operation hour and price anytime.

The taste of the street food is also a subjective matter. This research cannot guarantee that every food ingratiate to everyone's taste. It might taste heavenly to he or she but not much for your liking.

1.9 Summary

In short, street food is one of the reasons people travel to Penang. A journey for tourist is never complete if he or she do not try the local street food. But there is over 1000 hawker stalls in Penang, so guidebook will be a good companion when it comes

to food hunting.

It provides information to tourist about the particular place or food. Tourist will be able to enjoy their journey in Penang without worrying to lost in this beautiful city, guidebook will also able to help them to save their energy and manage their time well. Besides, guidebook also help in promoting the Penang famous street food culture.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The focus of this research will go further into the aspect of creating an information guidebook about the famous street foods of Penang. Although there are a few guidebook about the Penang street food had been published like TimeOut Penang, myPenang, Famous Street Food of Penang (a guide and cook book), but most of them are still facing the problems of insufficient information. Some of it did not provide maps about the location of famous street foods which is the most important information that can give exact direction to tourist.

Besides, some of them did not provide the shop or the hawker's contact number, address and operation hour as well. Tourist will face difficulties in finding those places since they are not familiar with Penang. Another problem is there are too many words included in the existing guidebooks and brochures. Tourist would not have enough time to read word by word, they would rather to look for photos which can easily draw their attention when they want to decide which kind of food that they are going to eat.

2.2 Penang Street Food

Penang has been listed as the top culinary hot spot in the world for 2014 by the largest travel guidebook publisher in the world, Lonely Planet. Penang is known as one of the world's greatest hawker capitals, the best foods isn't found in restaurants but at literally thousands of food stalls that usually served one signature dish (Brash, 2011). The lifestyle of Penang is inherently bound up in its food. Start with food, and you will make a lot of progress towards understanding this wonderful island (Visit PENANG Information Portal, 2015). On a general level Penang food is a part of the Malaysian cuisine, but it can also be seen as a whole cuisine in itself, separated from the Malaysian category by being "better, cheaper and tastier" (Helland, 2008). The central characteristic of street food in this definition is their retail location, that is "on the street" (Draper, 1996). The Equity Policy Center (EPOC) adds the further qualification that street foods are sold on the street from "pushcarts or baskets or

balance poles, or from stalls or shops having fewer than four permanent walls” (Tinker, 1987).

Street food vendors are also known as hawkers or sellers (Buted & Ylagan, 2014). Street food show great variation in terms of ingredients, methods of retail and processing, and consumption (Draper, 1996). There are various culinary cultures in Penang, including Malay, Chinese, Indian, Mamak and Nyonya. It reflects the composition and the lifestyle of local people who live together regardless of different races. To name a few, Nasi Lemak, Rendang and Air Kelapa Muda (young coconut juice) claimed as a traditional Malay food and beverage, Chapattis, Puree, Teh Tarik (pulled tea) and Lassi as Indian, Char Koay Teow (flat rice noodle), Chicken Rice, Chincou and Len Chi Kang (varieties condiments beverages served either hot or cold with palm sugar syrup) as Chinese (Jalis, Salehuddin, Zahari, Zulkifly & Othman, 2009).

2.3 Guidebook

Guidebook represent one form of travel literature (Lew, 1991). It does provide an important information of places for example like local cultural, heritages, foods, and history. Guidebook also functioned as ‘cultural brokers’, mediating both place and the travel experience itself for the reader, and can be consider part of a system of cultural production which often re-presents dominant discourses about the other (Smyth,