

Writing Descriptive Information as The Medium To Promote Halal Cuisine

Putri Ramadhani

Department of Computer Engineering, STMIK Budi Darma, Medan, Indonesia

Email: pramadhaniput@gmail.com

Abstract—This study was concerned to promote Halal Cuisine in Medan by creating descriptive Information to the foreign tourists who need information in English language. The way of writing descriptive text will deeply elaborate in order to give clear and detail information of an object like food that food that has never been eaten by foreign tourists. Descriptive text will give clear information because it will be presented as the foreign tourist get the real idea of an object described in the text furthermore they can imagine the whole process of cooking and object. The growth of Social Media with tourism contents like Instagram of Explore Wisata Sumut, pesonasumutwisata_official and others interest the tourists and travelers from another countries to visit North Sumatera, included Muslim-Majority Countries like Malaysia, Brunei Darussalam, India, Saudi Arabia, Oman, and others. Tourism in North Sumatera is not always about the beauty of nature but also the diversity of local food, local wisdom, and another traditional culture in North Sumatera. The promotion of Halal cuisine can be expanded by descriptive information about Halal Food served in restaurants. Descriptive information contains not only Food Menu but also the information of food from the process of cooking and its ingredients, even though the recommendation of Halal label from the MUI atau Majelis Ulama Indonesia (Indonesian Ulema Council) has answered the hesitation of halal food seekers, but the problem is not all restaurants labelled by Indonesian Ulema Council due to the related to the licensing process and costs, as the initial solution before they are ready with the official halal label those small restaurants or beginner cuisine entrepreneur can ensure the consumers by implementing descriptive information which can be presented in food menu both in printed or on line so the moslem tourists will get the whole information about the halal food, the processing and its ingredients.

Keywords: Writing, Descriptive, Halal Cuisine

1. INTRODUCTION

Halal tourism or Islamic Tourism is concluded as every muslims activity in tourism which does not violate religious syariah in Islam. Halal Tourism or Islamic Tourism is types of tourism that contain Islamic elements [1]. Halal Tourism or Islamic Tourism is whole form of tourism activity except those that are contrary to Islamic concepts [2]. Wider concept of Halal Tourism or Islamic Tourism is focused on many issues like: the participation and involved by muslims, the destinations and tourists attraction, products (lodging, food and beverage, entertainment, and etcetera), dimensions (social, economic, culture, religion, and etcetera), service management (marketing, cultural, religious and other considerations) [3].

Halal terminology comes from Arabic, which are *halal*, *yahillu*, *hillan*, *wahalalan* which has the meaning justified or allowed by Allah [4]. Halal terminology in the context of food is permissible or lawful, in the context of meat and poultry it means the animal is permissible to eat and has been slaughtered in accordance with Islamic law [5]. Halal food is not only taking action of how the meat and poultry are slaughtered, but also who is compatible person to slaughter according to Islamic rules. The activities of halal food continues to the process of how the raw material transported, stored, cooked, who cooks, how and what are the ingredients contained in food from the cooking process. Ensuring the muslim tourists about the ingredients contained in the food from cooking process until it is served on the table is a must, so they will surely know that the food does not contain alcohol or any hazardous things and toxic, unlawful spices, emulsion, flavoring, coloring that do not meet the criteria of halal.

Descriptive information (Indonesian to English) in Food Menu must be served to ensure muslim tourists who are going to eat halal food in a restaurant. Avoiding the hesitation in choosing halal food can be minimized by serving complete information especially traditional or local food who are not popular yet among the international tourists including international muslim tourists. The restaurants should facilitate the tourists with whole information in descriptive information. A good writer must well comprehend the aim of his writing before it becomes an establish information. The aim of writing bilingual menu is to make the consumers know in more detail about the whole process and ingredients contain in a plate of a signature dish. The best method of writing will convince the reader that what they read can be used as a reference in making decisions to choose a product, in this writing is to choose halal menu. Descriptive writing is the most suitable method to describe something that readers never experience before. The goals of description writing is to present a whole information to the readers so they can understand what they are reading about in physical and abstract form. The most valuable points in descriptive writing are the use of five senses in human body is maximally pictured in like the senses of hearing, the senses of sight, the senses of taste, the senses of smell, the senses of touch will ease the reader to understand the object explained in an information.

The problems of the study of the research are formulated as in the following.

1. How to present a detail information of halal cuisine to customer?
2. What kind of writing method applied in halal cuisine information?

In relation to the problems, the objectives of the study are:

1. to elaborate the way of presenting detail information of halal cuisine to customer
2. to identify the kind of writing method applied in halal cuisine information

2. METHODOLOGY

Descriptive information is a way of presenting information which clearly identify, classify, and describe an object, subject. Descriptive information derives from descriptive text, there are three kinds of descriptive text: The first is subjective descriptive text, the second is spatial descriptive text and the third is objective descriptive text [6]. Subjective descriptive text is describing an object based on the writer's impression. Spatial descriptive text is focused on the explanation of an object, thing, place, space and others. Objective descriptive text explains about an object in real fact so the reader get the clear idea of the object described by the writer with no other additional opinion of the writer. There are three structural builders in the text description: the first structure is named identification, it contains the determination of the identity of a person, objects and other objects. The second structure is classification, it is constituent element that is systemized in a group according to rules or standards that have been previously established. The third structure is description section that contains a description or presentation of an object or topic in the paragraph.

Melly in journal of Stimultaing EFL (English As Foreign Language) Student's Writing Skill by Using Social Media elaborates Descriptive writing as one of five kinds of writing; the first is expository to explain or giving information, the second is descriptive writing to show or to describe something, the third is persuasive writing to for arguing or gainst the issue, the fourth is creative writing like fiction, screenplay, poetry, drama, and others, the fifth is narrative writing like telling story or entertains the readers [7].

Descriptive writing is the process of creating communication image through words. Oshima and Hogue state that "description is writing about how something or someone looks and uses space order [6] Oshima and Hogue suggest a trick to create a text become a good description by analogizing the text as good picture that make the reader can imagine the object, place or person to be well described in reader's mind.

In this research, the writer conducted qualitative method. This metode was chosen as the research that aimed to explain the process of writing a text to give clear information of halal cuisine to the foreign tourists who has never experienced to taste the halal cuisine in a new place, in this research is halal cuisine in Medan. The steps of writing descriptive text will clearly explained step by step with the sample of the halal food in visual form.

The data of the research taken is a sample of halal cuisne from a restaurant in Medan. The sample of the cuisine will be elaborate step by step by the writer by applying descriptive method in writing the text by determine the suitable kind of descriptive text, it is spatial text. The steps are based on the three structural builders in the text description: the first structure is named identification, the second structure is classification, the third structure is description section.

3. RESULTS AND DISCUSSION

After having the sample of halal cuisine from a restaurant, then the writer applying the method of writing text based on the kind of descriptive text: The first is subjective descriptive text, the second is spatial descriptive text and the third is objective descriptive text. Subjective descriptive text is describing an object based on the writer's impression. Spatial descriptive text is focused on the explanation of an object, thing, place, space and others.

In this research the writer apply spatial descriptive text that is focused on the explanation of an object, thing, place, space and others.

The steps to build structure in text desciption applied by the writer. There are three structural builders in the text description: the first structure is named identification, the second structure is classification, the third structure is description section.

4.1 Spatial Descriptive Text

To describe how something look, the writer uses spatial descriptive text. For example: ombus-ombus is one of North Sumatera local cuisine. It as traditional snack or cake which is very popular among the bataknese cuisine. The problem is, the foreign tourist will have no idea about what is ombu-ombus, is it halal or not. In spatial descriptive text the writer will describe clearly the appearance of ombus-ombus and all its cooking process step by step so the tourists will get the idea of ombus-ombus.



Figure 1. Photo of ombus ombus typical of North Tapanuli

Ombus-ombus

Ombus-ombus is traditional snack of Bataknese comes from Siborong-borong, North Tapanuli, one of districts in North Sumatera. It is a light cuisine which is the best served in warm because the it has tender and juicy palm sugar melted if it is served warm fresh after cooked.

The Ingredients:

- 200gr of rice flour
- 75 gr of glutinous rice flour
- 75 gr white sugar
- 50 ml fresh water
- Handful of steamed grated coconut
- Pinch of salt
- Palm sugar/brown sugar
- Banana Leaf

Cooking steps:

The first, mix rice flour, glutinous rice flour, white sugar, grated coconut and salt, blend with fresh water until the white dough turns into moist crumb.

The second, steam the banana leaf in short time until the leaf turns supple

The third, form the banana leaf into a funnel, fill with two spoons of moist crumb dough, insert the hard brown sugar in it, then dress it once more with the moist crumb dough.

The fourth, tighten up the crumb dough by tap the doough down some times until the supple banana leaf full and compact, then fold the banana leaf, close it with sharp tiny stick or stapler.

The fifth, steam for 30 minutes with moderate heat of fire. Then serve it warm.

4.2 The Steps are Based on the Three Structural Builders in the Text Description

The first structure is named identification: identification is the determinant or identitiy determinat of an object. In this halal cuisine descriptive text, the writer identify the halal object wit short description after the picture, for exampe: ombus-ombus picture and bakcang picture which are quite similar in look and appearance but conversely they are two different object and different type in halal cuisine because bakcang contains lard or pork in it.



Figure 2. Ombus-ombus (1) dan Bakcang (2)

The identification is very important process because by only presenting a pictures, the moslems tourists have no idea about the difference of ombus-ombus and bakcang because the presentation and they look are quite

similar steamed and wrapped in banana leaf. The identification of the writer after the picture presented is very needed, for example:

Ombus-ombus

Ombus-ombus is traditional snack of Bataknese comes from Siborong-borong, North Tapanuli, one of districts in North Sumatera. It is a light cuisine which is the best served in warm because the it has tender and juicy palm sugar melted if it is served warm fresh after cooked. Ombus-ombus is quite similar look to **bakcang**, but coverely they are different type of halal cuisine. Bakcang is haram where the inggredients contain lard or pork in it, steamed and wrapped in banana leaf. But bakcang is halal if it only contains chicken or shrimp.



Figure 3. Ombus-ombus

Identification : Ombus-ombus

Ombus-ombus is one of North Sumatera local cuisine. It as traditional snack or cake which is very popular among the bataknese cuisine.

The Inggredients:

- 200gr of rice flour
- 75 gr of glutinous rice flour
- 75 gr white sugar
- 50 ml fresh water
- Handful of steamed grated coconut
- Pinch of salt
- Palm sugar/brown sugar
- Banana Leaf

Cooking steps:

The first, mix rice flour, glutinous rice flour, white sugar, grated coconut and salt, blend with fresh water until the white dough turns into moist crumb.

The second, steam the banana leaf in short time until the leaf turns supple

The third, form the banana leaf into a funnel, fill with two spoons of moist crumb dough, insert the hard brown sugar in it, then dress it once more with the moist crumb dough.

The fourth, tighten up the crumb dough by tap the doough down some times until the supple banana leaf full and compact, then fold the banana leaf, close it with sharp tiny stick or stapler.

The fifth, steam for 30 minutes with moderate heat of fire. Then serve it warm.

The Second step is classification : Ombus-ombus is classified as halal food because it contains all halal material flour and brown sugar the process is legally halal because it is steamed and wrapped in banana leaf.

The Inggredients:

- 200gr of rice flour → Halal
- 75 gr of glutinous rice flour → Halal
- 75 gr white sugar → Halal
- 50 ml fresh water → Halal
- Handful of steamed grated coconut → Halal
- Pinch of salt → Halal
- Palm sugar/brown sugar → Halal
- Banana Leaf → Halal

Cooking steps:

The first, mix rice flour, glutinous rice flour, white sugar, grated coconut and salt, blend with fresh water until the white dough turns into moist crumb.

The second, steam the banana leaf in short time until the leaf turns supple

The third, form the banana leaf into a funnel, fill with two spoons of moist crumb dough, insert the hard brown sugar in it, then dress it once more with the moist crumb dough.

The fourth, tighten up the crumb dough by tap the doough down some times until the supple banana leaf full and compact, then fold the banana leaf, close it with sharp tiny stick or stappler.

The fifth, steam for 30 minutes with moderate heat of fire. Then serve it warm

All the cooking steps and process is classified as **Halal** process because it does not involve any harm and unallowed process in Islam.

The Third Structure is Description Section:

Ombus-ombus



Identification : Ombus-ombus

Ombus-ombus is one of North Sumatera local cuisine. It as traditional snack or cake which is very popular among the bataknese cuisine. Ombus-ombus is traditional snack of Bataknese comes from Siborong-borong, North Tapanuli, one of districts in North Sumatera. It is a light cuisine which is the best served in warm because the it has tender and juicy palm sugar melted if it is served warm fresh after cooked. Ombus-ombus is quite similar look to **bakcang**, but conversely they are different classification in halal cuisine. Bakcang is haram where the inggredients contain lard or pork in it, steamed and wrapped in banana leaf. But bakcang is halal if it only contains chicken or shrimp.



First picture is ombus-ombus.
Second picture is bakcang

The Inggredients:

- 200gr of rice flour → Halal
- 75 gr of glutinous rice flour → Halal
- 75 gr white sugar → Halal
- 50 ml fresh water → Halal
- Handful of steamed grated coconut → Halal
- Pinch of salt → Halal
- Palm sugar/brown sugar → Halal
- Banana Leaf → Halal

Cooking steps:

The first, mix rice flour, glutinous rice flour, white sugar, grated coconut and salt, blend with fresh water until the white dough turns into moist crumb.

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The third, form the banana leaf into a funnel, fill with two spoons of moist crumb dough, insert the hard brown sugar in it, then dress it once more with the moist crumb dough.

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All the cooking steps and process is classified as **Halal** process because it does not involve any harm and unallowed process in Islam.

Figure 4. Description of Ombus-ombus

4. CONCLUSION

After having the data analysis, conclusions are drawn as the following:

1. The presentation of detail information of halal cuisine to customer To describe how something look, the writer uses spatial descriptive text. For example: ombus-ombus is one of North Sumatera local cuisine. It as traditional snack or cake which is very popular among the bataknese cuisine. The problem is, the foreign tourist will have no idea about what is ombu-ombus, is it halal or not. In spatial descriptive text the writer will describe clearly the appearance of ombus-ombus and all its cooking process step by step so the tourists will get the idea of ombus-ombus.
2. Writing method applied in halal cuisine information is spatial descriptive text which involve three structural builders in the text description the first structure is named identification, the second structure is classification, the third structure is description section.

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