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CHAPTER III

METHODOLOGY

3.1. Data Collection Methodology

Saldanha and O'Brien (2014) state that the approach to take when conducting research needs to be determined by the main research question and considering the best way to address it. Data in this project were collected utilizing mixed-method. By using the mixed-method approach, or in other words using both quantitative and qualitative data collection, a better understanding of the research problem can be gained (Creswell, 2017).

As such, for the purposes of this final project, the writer used the mixed-method approach with the quantitative method being an online questionnaire-based survey, and the qualitative methods being a face-to-face interview with an expert and field observation/documentation of various vegetarian restaurants within the Gading Serpong area.

3.1.1. Interview With Dietitian

The writer interviewed Dr. Krisnugra Ramadhani Rasyi, Sp.GK., a registered dietitian at the Persahabatan General Hospital, on the 25th of February 2020 from 13:45 to 14:30. The interview was conducted on-site at the hospital, located in Pulo Gadung, East Jakarta. The conditions of the interview were not ideal unfortunately, as the area became flooded due to heavy rainfall the night prior and several of the hospital's doctors, including the hospital's only other dietitian, could not make it to work. This meant that Dr. Krisnugra had to take over their

duties for the day. As such, the interview was somewhat rushed and conducted in short segments while Dr. Krisnugra was moving from patient to patient.

Despite the less-than-ideal conditions, the writer managed to glean certain information regarding the nutrition of vegetarians. Dr. Krisnugra explained that vegetarians (and vegans especially) need to pay more close attention to the nutritional value of their food and make an effort to balance their diet. Because vegetarians do not consume meat, they tend to be missing certain vital animal-based proteins. This can be compensated for, however, by consuming an equivalent amount of plant-based proteins, many of which can be found in various nuts and legumes. Non-vegan vegetarians may also compensate for this by drinking more milk.

According to Dr. Krisnugra, many vegetarians also run the risk of developing diabetes due to an increased amount of carbohydrates. This can happen by eating too many carbohydrate-rich foods such as bread and potatoes without balancing it out with other essential nutrients. While she has not had many walk-in patients consulting her about starting vegetarian diets, many of her patients include vegetarians who were admitted to the hospital due to various illnesses caused by an imbalance of nutrition that she then had to intervene in.

Finally, the writer asked Dr. Krisnugra if there was anything vegetarians tend not to realize when planning out their diet. She said that while most of her vegetarian patients are aware of the importance of replacing the nutrients that were lost by not eating meat, many of them do not compensate enough when it

comes to the amounts, for example only eating a few nuts a day thinking it will be enough to compensate the lack of protein.

Based on this interview, the writer gleaned that many vegetarians have trouble balancing their diet and need to be more aware of the nutritional value of the foods they eat in order to compensate for the lack of meat and animal-based products in their diet. If not balanced properly, some vegetarians end up running the risk of various ailments, including fatigue and diabetes.



Figure 3.1. The writer and Dr. Krisnugra after the interview.

3.1.2. Interviews With Experienced Vegetarians

The writer also separately interviewed two experienced vegetarians—one male and one female—who fit the parameters of this final project’s target audience in order to supplement the data obtained from the online surveys the writer conducted (included in section 3.1.3 and 3.1.4). Both interviews were conducted

on the same day, 20 March 2020, from 10:00 to 10:30 for the male and 14:00 to 14:30 for the female, over Skype audio calls. The writer primarily asked them about their eating habits as vegetarians, along with certain other related questions such as their reasons for becoming vegetarians and their where they find information regarding vegetarian nutrition.

When asked about their eating habits, both of them said that they prefer to cook their food at home, however the male stated that he is more prone to laziness and lately more often orders food from restaurants via delivery or just eats raw vegetables with minimal preparation instead. The female mentioned that one of the reasons she prefers to cook her own food is because she dislikes the way many restaurants saturate their ingredients with strong-tasting sauces or seasonings, therefore masking the real taste and texture of the ingredients. Both of them are fairly conscious about the nutritional values of the food they eat, as both their primary reasons for maintaining their vegetarian diet is health-related.

When asked about where they find information regarding vegetarian nutrition, both of them stated that they primarily use the internet, however the female added that she also often reads magazines and recipe books as she still likes to try new recipes to cook at home.

3.1.3. Questionnaire

According to Saldanha and O'Brien (2014), questionnaires are a popular tool to collect background information, factual data, opinions, and behaviors of respondents on a large scale that generally consumes less time than individual interviews. The writer performed quantitative data collection by conducting an

online questionnaire-based survey from the 19th to the 23rd of February 2020 and obtaining 105 responses, with the main criteria for respondents being around 25 to 40 years old (young-adult to middle-aged), vegetarian/vegan, and are based in the greater Jabodetabek area.

The survey was conducted in order to better understand vegetarian eating habits, whether or not they factor nutrition when choosing meals, and the perceived difficulty of finding vegetarian eating establishments that serve proper vegetarian-friendly food. The results of this survey will help determine the specific contents of the recipe book as well as the amount of in-depth information to be included.

The results of the survey are as follows:

Apakah Anda mengonsumsi makanan produk yang berasal dari hewan? (telur, susu, madu, dll.)

102 responses

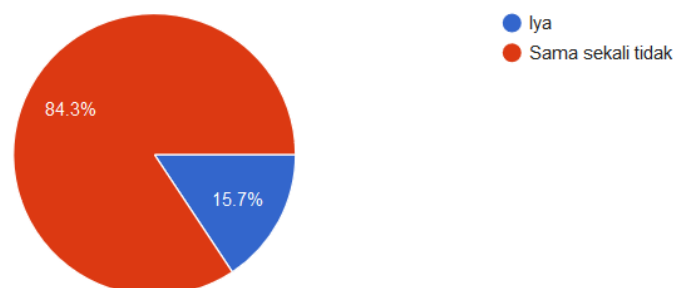
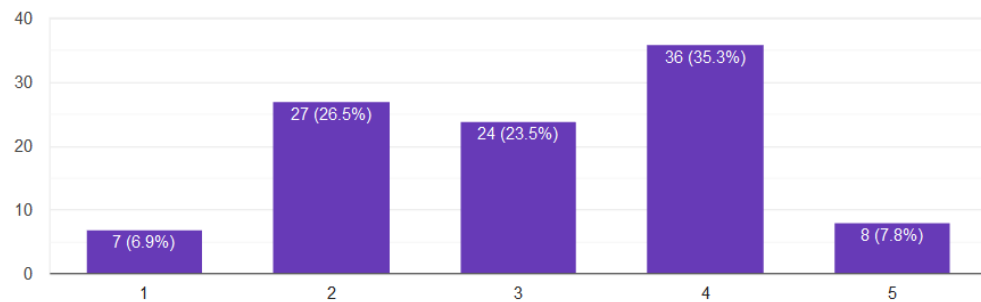


Figure 3.2. Response Diagram

The results of this question indicate that a majority of the respondents are also vegans, with only 15.7% stating that they still consume animal-based products (mainly honey and milk).

Seberapa sering Anda pergi keluar untuk makan (tidak masak di rumah)?

102 responses



Ketika pergi keluar untuk makan, apakah Anda pernah kesulitan mencari tempat makan yang cocok untuk pola diet Vegetarian Anda?

102 responses

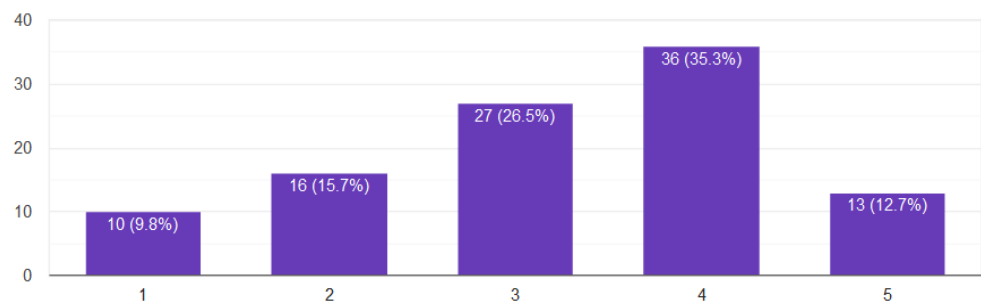


Figure 3.3. Response Diagrams

The responses to these questions indicate that many vegetarians often eat out but have had trouble finding vegetarian-friendly places to eat (From left to right: *Sangat jarang* to *sangat sering*).

Apa yang akan Anda lakukan jika tidak menemukan tempat makan yang cocok?

102 responses

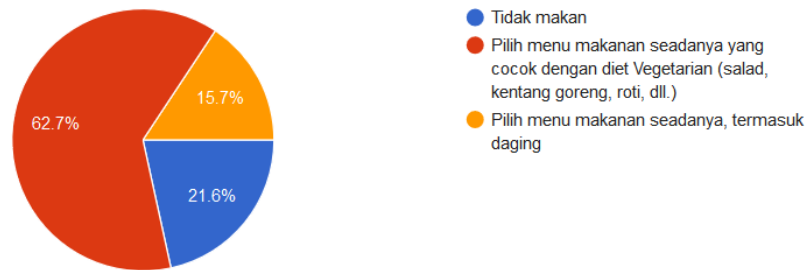


Figure 3.4. Response Diagram

When asked about what they would do if they couldn't find a vegetarian-friendly eating establishment, 62.7% of the respondents chose to eat whatever is on the menu that is compatible with their diet. However, 21.6% chose not to eat at all, which may indicate that some vegetarians would rather compromise their health than break their diet.

Apakah Anda memperhatikan kadar nutrisi ketika memilih menu makanan?

102 responses

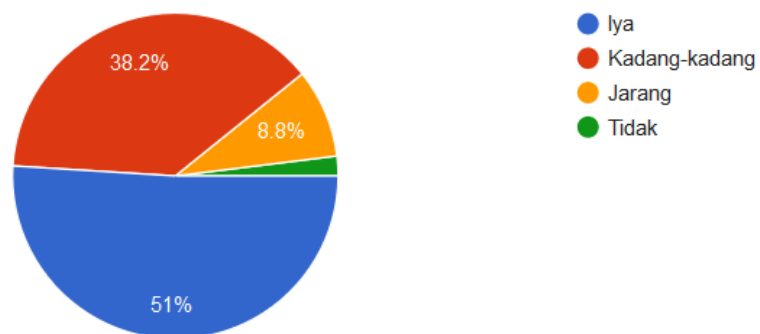
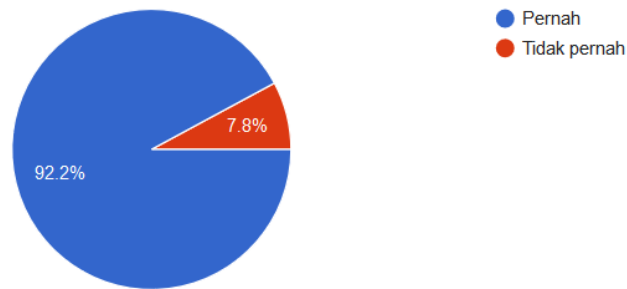


Figure 3.5. Response Diagram

Apakah Anda pernah mencari informasi tentang kadar nutrisi yang tepat untuk pola makan Vegetarian?

102 responses



Jika pernah, sumber informasi apa saja yang Anda pakai untuk mendapatkan informasi tersebut? (boleh pilih lebih dari satu)

96 responses

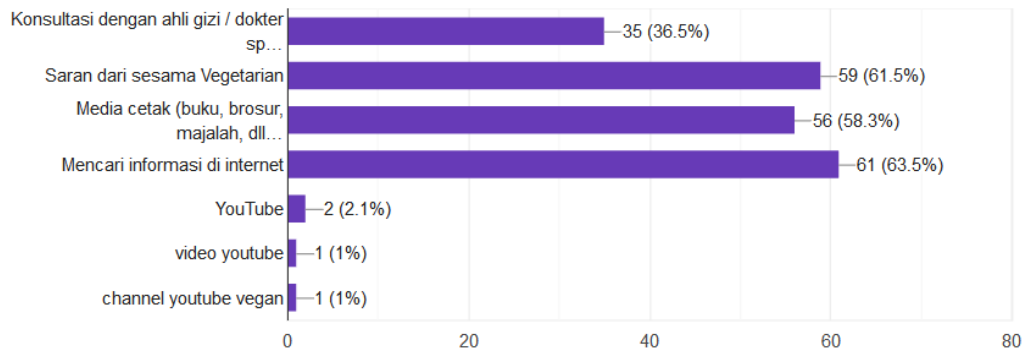


Figure 3.6. Response Diagrams

The next set of responses indicate that a vast majority of respondents do pay attention to nutritional values when selecting their meals, with 92.2% stating that they have looked for information regarding nutrition for vegetarians. The most popular method (by a small margin) being advice from fellow vegetarians, followed by looking up the information on the internet. However, 58.3% also obtain said information from printed media such as books and brochures.

Berdasarkan pengalaman Anda, apakah Anda kesulitan mencari informasi tempat makan Vegetarian?

102 responses

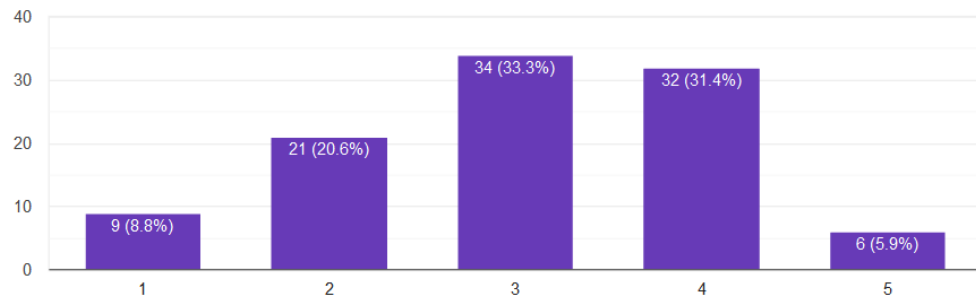


Figure 3.7. Response Diagram

Finally, the responses to this last question indicate that a total of 37.3% of respondents have had trouble finding information on vegetarian eating establishments, followed by 33.3% being ambivalent. (From left to right: *Sangat mudah* to *sangat sulit*). This and the responses to the previous set of questions show that there is a relatively sizeable need for easily accessible information about vegetarian eating establishments in the form of physical media.

3.1.4. Study of Existing Examples

The writer chose to use the book *Vegan Starter Kit: Panduan pola makan berbasis nabati* to study as an existing example. It is self-published by the Indonesian Vegetarian Society—one of the largest vegetarian communities in Indonesia— and contains a multitude of facts and advice for vegan diet practitioners, answers to frequently-asked questions, and several vegan recipes for the reader to try cooking at home.

The specific characteristics of the book are as follows:



Figure 3.8. Cover of Vegan Starter Kit.

Table 3.1. Characteristics Chart of Vegan Starter Kit.

No	Subject	Details
1	Cover	Softcover with plain matte finish
2	Size	21 x 15 cm x 0.3 cm
3	Number of Pages	56
4	Paper Type	Uncoated HVS paper
5	Binding	Perfect binding
6	Color	Full color
7	Illustrations	Photographs and clip-art
8	Content	Facts and advice about vegan nutrition, frequently-asked questions, vegan food recipes

Many (but not all) of the facts and tips within the book are sourced and cited from online articles, books, and medical journals, with the main section of the guide being written by Dr. Satyawira Aryawan Deng, a general doctor who has been practicing veganism since 1999. However, the information presented is not unbiased. As it is published by the Indonesian Vegetarian Society—whose main goal is to spread and promote vegetarianism—the book is written in a way that shows off the benefits of veganism as much as possible without mentioning any of the potential risks.

The layout of the book itself is basic for the most part. The majority of the content is text, organized into two-column and single-column grids. Most of the images used within the book generally serve no greater function other than as decoration, with many being haphazardly inserted into the gutters and corners of the pages. The only images that serve a greater purpose are the photos of the finished recipes that are listed in the book.

Based on the overall contents, the writer establishes the book's SWOT analysis as follows:

a) Strength

Contains many cited and sourced facts and the main section is written by a certified doctor. Helpful for vegans just starting out with their diet.

b) Weakness

The layout is uninspired and images are haphazardly arranged. At times it is difficult to find specific information due to the dense columns of text and the unorganized sorting of the FAQ section.

c) Opportunity

High potential reach as it is distributed freely to new members of the Indonesian Vegan Society (a spin-off of the Indonesian Vegetarian Society).

d) Threat

Books with more comprehensive information and better layouts. Websites with more easily accessible information.

3.2. Design Methodology

3.2.1. General Design Process

For the purposes of this final project, the writer used the design methodology as described by Robin Landa in her book “Design Solutions”, which is divided into five phases: orientation, analysis, concept, design, and implementation.

1. Orientation

The design process is first started off by becoming oriented: learning about the needs of the client through briefs, listening for and gathering relevant information and data, and performing the necessary research if there isn't enough information. The writer began this phase by gathering anecdotes from vegetarians to find out what sort of problems vegetarians tend to have with their diet, as the writer is not personally a vegetarian. After gleaning the main issues from various anecdotes, the writer then gathered more reliable data by conducting an online questionnaire-based survey and spreading it among vegetarians, followed by interviewing a certified dietician, Dr. Krisnugra Ramadhani Rasyi, Sp.GK. The writer also performed field research by looking

up and visiting various vegetarian-targeted restaurants within the Gading Serpong area.

2. Analysis

Based on the data gathered during the first phase, the writer determined that a significant issue among vegetarians is not being able to find eating establishments that serve proper vegetarian and/or vegan food. This affects the health of many vegetarians as most of them resort to either outright not eating at all or only eating whatever is on the menu that is compatible with their diet that may not necessarily have the proper nutritional value their bodies need. As such, as a student of Visual Brand Design, the writer determined that a guidebook detailing the locations of various vegetarian eating establishments that recommends menu items based on nutritional value would be the best solution the writer can offer.

3. Concept

A concept is the primary framework that determines the hows and whys of a design. For this phase of the design process, the writer gathered references for informational books, specifically guidebooks and vegetarian-targeted literature.

4. Design

After coming up with a core concept for the design, the actual physical process of designing can begin. In this phase, the writer began designing the guidebook based on the previous core concept.

5. Implementation

In the final phase of the design process, the finished design is then executed and realized by printing out a sample mock-up. In the case of a book, the book is printed out using the appropriate materials and techniques.

3.2.2. Book Design Process

For the specific process of designing a book, Haslam (2006) divides the stages into three major sections: approaching the design, the design brief, and identifying the necessary components of the content.

1. Approaching the design

Approaching the design of a book can be divided into four categories, similar to the general design process outlined by Robin Landa (2018): documenting the necessary data/information obtained through various means—such as client briefs and personal or third-party research and documentation; analysing the information, organizing it, and then presenting it in a way that is more easily digested/understood for the reader; adding expression and personal interpretation to the contents via choices made within the design process such as color arrangement and layout composition; and finally instilling the book with an underlying concept in order to convey a certain message.

2. The design brief

The design brief is usually meant to be done between the author and designer of a book for the designer to learn the author's intentions and vision. However, as the information within this final project is compiled from several

sources, the writer (as the designer) instead performed the necessary research himself, in order to determine the target audience, the organizational structure best-suited for the type of information, and how best to interpret the information visually. This was done by spreading questionnaires, conducting interviews with experts, and referencing third-party data.

3. Building the necessary components

Following Haslam's (2006) explanation of the visual palette of a book designer, the writer first decided the general format of the book by determining the possible use-cases by the target audience and matching the physical format and dimensions of the book accordingly. After the general format of the book is determined, the writer could then create a suitable layout grid that would be used to place the contents and visual elements of the book. Creating a suitable grid would also allow the writer to determine the arrangement of the book's typography, its size, and the way it interfaces with the rest of the visual elements within the book.