



Bilingual E-Book: A Platform to Promote Culinary Tourism from Palembang

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ABSTRACT

The culinary industry is one of the leading sectors in creative industries, with pempek from Palembang being a notable example. The increasing number of national and international events held in Palembang underscores the importance of promotion and marketing. In the era of Society 5.0, the use of digital and English-based promotional media is essential. This study employs research and development methods to describe the design and development of a bilingual e-flip book as a promotional tool for culinary tourism. The product is a digital promotional medium accessible via an Instagram link, featuring an attractively designed digital book with a red, black, and white color scheme. Each page includes images of products, prices, brief descriptions, facilities, ordering procedures, and payment methods in both Indonesian and English. The flip book effect simulates the experience of flipping through a real book. The product validation results from language experts (90) and design experts (88.63) yield an average score of 89.32, indicating high suitability. Public response to the bilingual e-flip book is very positive, with 69.2% agreeing it is highly efficient for obtaining information about products and facilities at culinary tourism destinations, 65.4% finding the information very accurate, and 71.8% considering it highly practical for promotional purposes.

Keywords: Bilingual, E-Flip Book, Culinary, Tourism, Promotion

1. Introduction

The culinary industry has been identified as one of the leading sectors in creative industries (Sudirman et al., 2020). Culinary products serve as a key attraction for regional tourism (Widani & Suktiningsih, 2021). Palembang, in particular, boasts a variety of traditional foods, including snacks, main dishes, and desserts such as pempek, model, tekwan, pindang tulang, pindang ikan, burgo, lakso, kue delapan jam, and enggak ketan, which have been developed into tourism attractions. These traditional foods from Palembang have distinctive flavors, making them a promising industry if managed and promoted effectively.

Several food industries in Palembang already employ good promotional media. However, most of the available promotions are only in Indonesian, targeting local and national visitors (Pertwi & Zinaida, 2020). As the increasing number of national and international events in Palembang, providing promotional materials in English is crucial. English-language promotional media can enhance the city's appeal to international visitors and introduce these traditional foods to the global culinary industry.

Promotion is a process where tourism objects create value for customers and build strong customer relationships to capture value from them (Amstrong, 2008). Marketing practices are continually improved across industries to enhance success rates. In this context, promotion and marketing play vital roles, especially in the Society 5.0 era, where digital and English-language promotional media must be optimized. This ensures easy access for both local and international audiences.

One of the culinary industries in Palembang is Pempek Flamboyant, offering a menu of pempek, model, tekwan, crackers, kemplang, pindang, and various Palembang specialty foods and beverages. Pempek Flamboyant was established in 1994 in Plaju Ujung by Linda and Muslim. With increasing local enthusiasm, there are now five branches in strategic locations across Palembang. Pempek Flamboyant has adopted digital promotion via its Instagram account, providing links to menus, prices, marketing admin chats, Grab, and Gojek. However, the menu and price brochures are only available in Indonesian. The management team seeks English-language promotional media to accommodate international customers, especially as Palembang hosts international events.

Based on this background, this study aims to design and develop a bilingual e-flip book as a promotional tool for Pempek Flamboyant culinary tourism. The goal is to describe the design and development of this bilingual e-flip book as an effective promotional medium.

Research on digital media as a promotional tool has been conducted by (Aditya et al., 2021), who concluded that promotion and product quality significantly influence the purchase of goods or services. Through appropriate promotion and advertising, culinary trade can grow well (Suhada et al., 2017). Subsequent research by (Tresnawati & Prasetyo, 2018) found that digital media promotion could increase consumer interest in products. Similarly, utilizing Instagram has been shown to enhance purchase levels (Widyadhana & Anne Ratnasari, 2022). Additionally, research by (Baedowi & Lataruva, 2012) concluded that promotion indicators include sales personnel, advertising, and public relations.

The E-Flip Book is a development of the E-book, which includes text, images, video, and audio, published digitally and accessible on computers or electronic devices such as tablets and smartphones (Amanullah, 2020). E-Flip Books can be developed using software such as Kvisoft Flip Book Maker Pro. The process is relatively simple, requiring researchers to convert files into PDF format and upload them into the software.

With the evolving times, the target audience for promotions is no longer limited to local residents but also includes international visitors. Thus, bilingual promotional media have become essential for tourism operators. A Bilingual E-Flip Book is a digital promotional medium containing information about Pempek Flamboyant culinary tourism, presented in both Indonesian and English.

Consumer purchase decisions are actions taken by consumers to buy and utilize a product. Essentially, promotion and product quality significantly affect the purchase of goods or services (Aditya et al., 2021). Producers employ various strategies to influence consumers' purchasing decisions. Beyond product quality, promotion is another critical factor. Promotion is a variable within the marketing mix that must be carried out by tourism operators to market goods and services.

According to (Rangkuti, 2013), promotion is an element of the company's marketing mix used to inform, persuade, and remind consumers about the company's products. Promotion indicators include sales personnel, advertising, and public relations (Baedowi & Lataruva,

2012). Print media such as brochures and modules are commonly used promotional tools because they are easy to develop and access from various sources.

Promotion is a marketing mix element focused on informing, persuading, and reminding consumers about the company's brand and products (Tjiptono, 2016). Digital promotion can be conducted via websites or social media platforms accessible anytime and anywhere.

Based on these theories, this research aims to design and develop promotional media for Pempek Flamboyant culinary tourism using a Bilingual E-Flip Book. The innovation in this development is the use of two instructional languages: Indonesian and English.

2. Method

This research employs a research and development (R&D) methodology with a mixed-methods approach. According to (Sugiyono, 2019), R&D aims to develop specific products and test their effectiveness. The study follows the ADDIE framework, consisting of Analyze, Design, Develop, Implement, and Evaluate stages, which emphasize systematic processes (Yudi Hari Rayanto & Sugianti, 2020).

a. Analyse

In this stage, the researcher conducted an in-depth study through a literature review of relevant sources and previous research, supplemented by observations and interviews. The needs analysis was conducted to gather initial data as a foundation for subsequent research stages. Observation is conducted at the Pempek Flamboyant culinary tourism branch in Assegaf to assess the field situation, which served as the basis for content creation in the bilingual e-flip book. Interview is conducted with the manager of Pempek Flamboyant. Key topics included the manager's insights and opinions regarding the use of a bilingual e-flip book as a promotional medium.

b. Design

This stage involved creating a design based on the needs analysis. The first is the researchers identified expert reviewers relevant to the product. Second, they prepared the product draft. Third, the draft underwent a focus group discussion and testing by a language expert, Wirda Ningsih, S.Pd., M.A., from the English Department of Politeknik Negeri

Sriwijaya. Fourth, revisions were made to the draft based on expert testing and validation. Finally, product development planning was finalized.

c. Development

In this stage, the product was refined and underwent expert validation. First, the product was validated by a design expert, Ahmad Iman Mulyadi, M.I.Kom., from Politeknik Negeri Sriwijaya. Following expert validation, further revisions were made to the product. A field test design was prepared to ensure the product's applicability.

d. Implementation

Product testing was conducted by involving the Instagram promotional admin of Pempek Flamboyant. The bilingual e-flip book link was posted, allowing prospective buyers and customers to access the information and provide feedback. Evaluation and revision are feedback from consumers was analysed to refine the product further.

e. Evaluation

The final stage involved a self-evaluation by the research team, reviewing the implementation of all stages to ensure effectiveness and efficiency.

The study was conducted at the Pempek Flamboyant branch in Assegaf, located on Jalan Donal Ishak Panjaitan, Bagus Kuning, Palembang, South Sumatra. Established in 1995, Pempek Flamboyant offers various traditional Palembang dishes, snacks, beverages, and other menu items. Pempek Flamboyant offers not only dining services but also facilities such as toilets, live music, a prayer room, and venue booking for special events.

The population included the management and visitors of Pempek Flamboyant culinary tourism. The sample was selected using purposive sampling, focusing on the manager and visitors at the Assegaf branch during the research period from June to November 2022.

3. Result and Discussion

The section is describing the results and discussion.

3.1. Results

The research results reveal the data obtained during the design and development process of a bilingual e-flip book as a promotional medium for Pempek Flamboyant culinary tourism, using the ADDIE method, as follows:

3.1.1. Needs Analysis

Observations at the Pempek Flamboyant culinary tourism branch in Assegaf indicate that the location is a popular destination for both local and international tourists in Palembang. Currently, there are six branches strategically located across various areas. This success is closely tied to the promotional methods utilized thus far.

Pempek Flamboyant uses printed materials such as brochures containing menus, prices, ordering, and payment methods. Additionally, digital media is leveraged through Instagram accounts: @pempekflamboyant_assegaf for the Assegaf branch and @pempekflamboyantplg for the central account. Further observations show that while Instagram is actively used for promotions, all information is only available in Indonesian, with no English or bilingual content.

This observation is supported by an interview with Nyimas Tasya, the admin of the Pempek Flamboyant Assegaf branch, who emphasized the urgent need for bilingual promotion. Palembang has increasingly hosted international-scale events in recent years, necessitating bilingual promotional media to cater to the evolving demands of the culinary industry market. Researchers collaborated with Pempek Flamboyant to design and develop a bilingual e-flip book as a promotional medium. An e-flip book was chosen due to its artistic effect and its accessibility to consumers and the general public anytime and anywhere online.

3.1.2. Design

The draft was prepared based on the results of the needs analysis. The drafting process involved gathering references for images and photos used as illustrations. The images were sourced from the official Instagram accounts of Pempek Flamboyant and private documentation from the management.



Figure 1 Book Illustration

The product description draft was created in both Indonesian and English and subsequently reviewed by a linguistics expert, Wirda Ningsih, S.Pd., M.A., from the English

Department of Politeknik Negeri Sriwijaya. The linguistic expert also validated the language aspects of the draft.

Table 1 Linguistic Analysis Results

Aspects	Score
Sentence Structure and Grammar	92
Sentence Effectiveness	88
Terminology Accuracy	86
Communicative and Informative Sentences	91
Consistency in Terminology Usage	93
Average	90

The average linguistic analysis score is 90, categorized as highly appropriate. The linguistics expert stated that the draft was ready for use without revisions in terms of language.

3.1.3. Development Results

In this stage, the researchers developed the product and conducted expert evaluations. The product was designed using an online design tool, Canva, to transform the linguistically validated draft into a template. The colour scheme of red, black, and white was chosen to align with the Pempek Flamboyant logo.

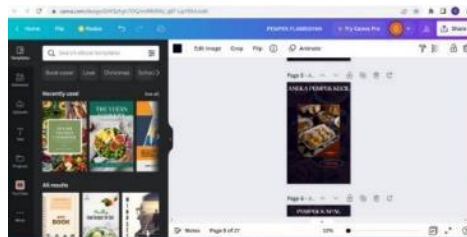


Figure 2 Product Developing used Canva

The completed Canva product was exported as a PDF file and converted into an HTML format using <https://flippingbook.com/>, making it accessible online via web browsers on mobile phones or computers.



Figure 3 Export Process Used Flipping Book

The exported prototype became an online link that the public could access. When the link is activated, the promotional material appears as an e-flip book with a page-flipping effect, simulating the experience of turning the pages of a real book.

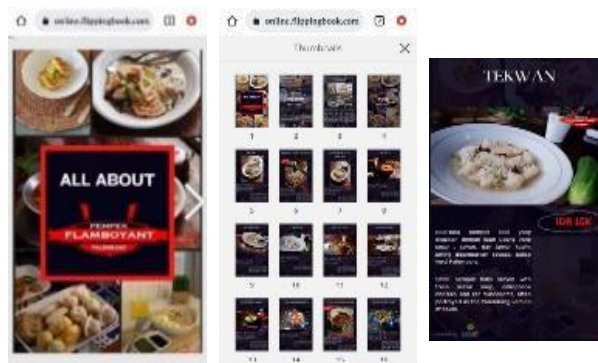


Figure 4 The First Version of Product Display

The prototype underwent further design validation by design expert Ahmad Iman Mulyadi, M.I.Kom, from Politeknik Negeri Sriwijaya. The design validation results are as follows:

Table 2 Design Analysis

Aspects	Score
Appearance	93
Colour	97
Font Combination	85
Layout	80
Font Size	86
Illustration	88
Background Illustration	87
Information Completeness	93
Average	88,63

The design analysis yielded an average score of 88.63, categorized as highly appropriate. The design expert suggested improvements in the layout and font combination. The draft was deemed usable following revisions.



Figure 5 Revised Layout Display

After revisions, the next step was to test or implement the product among visitors or customers of the Pempek Flamboyant Assegaf branch.

3.1.4. Implementation

Product testing was carried out by having the promotional admin of Pempek Flamboyant Instagram (@pempekflamboyant_assegaf) post the bilingual e-flip book link so prospective buyers and customers could access the provided information. 78 customers served as the sample to complete a product response survey, evaluating aspects of speed, accuracy, and practicality of the information.

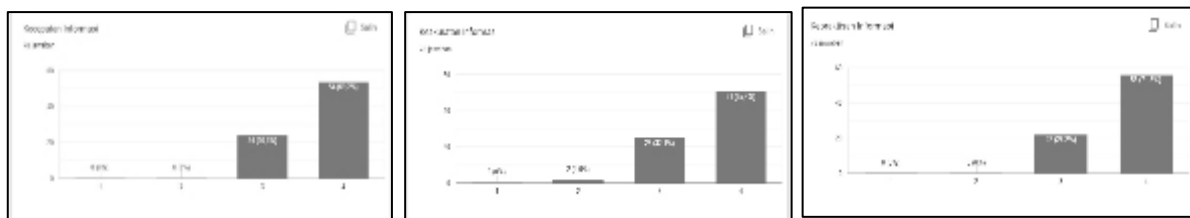


Figure 6 Users' Responses

69.2% of respondents rated the e-flip book as very fast for promotional use and information access, while 30.8% rated it as fast. 65.4% of respondents rated the information about Pempek Flamboyant's products and facilities as highly accurate, 32.1% rated it accurate, and 2.5% deemed it inaccurate. 71.8% of respondents found the e-flip book very practical for obtaining information, while 28.2% found it practical as long as they had internet access via their phones or computers.

3.1.5. Evaluation

In the evaluation stage, researchers conducted a self-assessment with the research team regarding the execution of each stage. During the needs analysis, design, and product implementation stages, no obstacles were encountered, as research partners were highly cooperative in providing information and data. Challenges arose during the prototype development phase, with the computer freezing due to high-resolution images and content size in Canva and Flipping Book. This issue was resolved by system cleaning to optimize computer performance.

After completing all stages, the developed product received high ratings and validation from linguistic and design experts and positive responses from customers in terms of speed, accuracy, and practicality. Therefore, the bilingual e-flip book is ready for continuous use as a promotional medium.

3.2. Discussion

In this section, the author must respond "**what is meant by the results obtained and claimed as research findings**". This section is the part that seems easy to write, but is the hardest part to get it right and this is the most important part of an article. Most of the manuscripts received serious attention from editors and reviewers because the discussion was weak, and many were even returned for re-submission or rejected.

The bilingual e-flip book is a digital promotional medium accessible online via links provided on the Instagram account @pempekflamboyant_assegaf and through an online FlippingBook link. Activating the link displays a digital book with an attractive layout in a combination of red, black, and white colors. Each page includes product images, prices, brief product descriptions, facilities, ordering methods, and payment procedures, presented in both Indonesian and English. The book features a flipping effect, simulating the experience of turning the pages of a real book.

This bilingual e-flip book aims to expand the customer base of Pempek Flamboyant to an international audience, particularly English-speaking users, as English is commonly used as a global communication tool. The development of the bilingual e-flip book, which followed the stages of needs analysis, design, development, implementation, and evaluation, aligns with research and development theory (Yudi Hari Rayanto & Sugianti, 2020). The resulting promotional medium successfully adds value for customers and effectively describes the

products and facilities offered by Pempek Flamboyant culinary tourism. This aligns with marketing theories (Amstrong, 2008), (Baedowi & Lataruva, 2012) and (Suhada et al., 2017). These findings are supported by validation surveys from linguistics and design experts and customer feedback on the aspects of speed, accuracy, and practicality of the information provided.

4. Conclusion

The conclusion section contains a summary of the research findings, which correlate with the research objectives written in the introduction. Then state the main points of the discussion. A conclusion generally concludes with a statement about how the research work contributes to the field of study as a whole (shows how progress from the latest knowledge). A common mistake in this section is to repeat the results of an experiment, abstract, or be presented with a very list. The concluding section must provide clear scientific truths. In addition, the conclusions can also provide suggestions for future experiments.

The development of a bilingual e-flip book as a promotional medium for Pempek Flamboyant culinary tourism consists of five stages: needs analysis, product design, product development, implementation, and evaluation. The resulting product is a digital promotional medium accessible via a link on the Instagram account @pempekflamboyant_assegaf. It is presented as a digital book with an attractive layout featuring red, black, and white colours. Each page contains product images, prices, brief product descriptions, facilities, ordering methods, and payment instructions in both Indonesian and English. The flipping effect enhances the user experience, simulating the sensation of turning the pages of a physical book.

The product validation scores from linguistic experts (90) and design experts (88.63) yield an average score of 89.32, indicating that the product is very feasible. Additionally, customer feedback on the bilingual e-flip book was overwhelmingly positive, with 69.2% of respondents finding it very fast to use as a promotional medium and for accessing product and facility information. 65.4% of respondents rating the information provided as highly accurate. 71.8% of respondents considering the e-flip book very practical for obtaining product and facility information. Thus, the bilingual e-flip book is deemed an effective and valuable promotional tool for Pempek Flamboyant culinary tourism.

Suggestions provided to researchers for entrepreneurs in the culinary industry are maximizing the use of digital media, particularly those accessible online, to expand market reach and promoting the use of bilingual promotional media to attract international consumers in line with the ASEAN Economic Community and Society 5.0 initiatives. For researchers in the fields of social humanities or economics, it is recommended to use the strengths and weaknesses of this product as a reference for future studies.

5. Author's declaration

Authors' contributions and responsibilities

Write the contribution of each author here, or mark the following column.

- The authors made substantial contributions to the conception and design of the study.
- The authors took responsibility for data analysis, interpretation and discussion of results.
- The authors read and approved the final manuscript.

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Availability of data and materials

- All data are available from the authors.

Competing interests

- The authors declare no competing interest.

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