Digital Flipbook Culinary Night: Contemporary Information Digital Media

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ABSTRACT: The development of urban tourism is inseparable from the increasing use of digital technology in various fields. One of the popular city tours is culinary tourism, in its development it still requires innovation to strengthen the marketing aspect and convenience for tourists. In this context, Tangerang City has an Old Market culinary area that has long provided a variety of Tangerang specialties and contemporary culinary that is being loved by young people. The purpose of this study is to provide recommendations in the process of designing a culinary tour guide in the Old Market. Meanwhile, this research can provide convenience for tourists when visiting the Old Market area. This research was conducted using qualitative research methods that make culinary diversity in the old market area as a portfolio in making this culinary tourism guide which was designed into a digital Flipbook.

KEYWORDS: city tourism, culinary night, digital flipbook

I. INTRODUCTION

The development of sustainable tourism is a very important topic in the tourism industry today. The tourism sector contributes to the Gross Domestic Product (GDP), both through foreign exchange and economic turnover. From various countries, it shows that the tourism industry always ranks 4th or 5th in terms of earning foreign exchange for the country. As for one, the subsector that makes the largest contribution is in the culinary subsector. Data shows that the culinary subsector contributed IDR 455.44 trillion or around 41% of the total creative industry GDP of IDR 1,134.9 trillion in 2020. This cannot be separated from the supporting components in the tourism industry. These components include tourist attractions, accessibility, amenities or facilities, and ancillaries or organizations that take care of tourism (Sunaryo, 2013). Of these four components, quite a lot of expenses are made by tourists on amenities related to purchases. According to Yahya (2019) the potential for cultural tourism, is 60 percent and for shopping tourism and culinary tourism the potential is very large, namely 45 percent." (Kompas.com, 2019). Meanwhile, a survey in the UNWTO report, Global Report Vol 4, in Food Tourism, 2012, stated that 87 percent as gastronomic correspondents are very important in developing the tourism industry.

Cities work with branding strategies to enhance their representative elements and stand out from the rest in the current world. Cities often want to attract people, businesses or tourists, depending on the vocation and the defined objectives. To be successful, they work with strategies that enable the validation of identity and the creation of a unique image, creating and developing brands and brand identities that represent their local identity characteristics and offer a greater capacity for attraction and connection with inhabitants, tourists, visitors and other audiences (Kavaratzis 2004).

Tangerang City is one of the cities that is developing in the tourism sector in Banten Province. Tangerang City is directly adjacent to three major cities, namely DKI Jakarta, Tangerang Province, and South Tangerang City (Central Statistics Agency of Tangerang, 2016). Tangerang City, which borders three major cities, is a large industrial city. Although Tangerang City is a large industrial city, tourism to Tangerang City is also growing. According to Government Law No. 10 of 2009 concerning Tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government,

and Regional Governments. The types of tourism are divided into seven types, namely sports tourism, religious tourism, agro tourism, cave tourism, shopping tourism, ecological tourism and culinary tourism (Ismayanti, 2010) Meanwhile, in Tangerang City there are several tourist attractions that are interesting to local and foreign tourists, which include:

Table 1: Tangerang City Tourist Attractions

Type of Tour	Tourist Attractions
Cultural Tourism	1. Festival Cisadane 2. Klenteng Boen San Bio 3. Klenteng Boen Tek Bio 4. Klenteng Khoet Goean Bio 5. Thousand Doors Mosque 6. Al Azhom Grand Mosque 7. Heritage Fort Museum a. Old Market Culinary Tour
Artificial Tourism	1. Tangerang City Square 2. Pintu Nam Sepuluh Dam 3. Situ Bulakan 4. Situ Cipondoh 5. Tanjung Pasir Crocodile Park 6. Tangerang Portrait Park 7. Tangerang Achievement Park 8. Adipura Monument

Based on data from the Central Statistics Agency of Tangerang City, it shows that during a period of 3 years there has been a growth in the number of bistros/restaurants in several regions, as seen in the table below.

Tabel 2: Data on the Number of Bistros/Restaurants by District in Tangerang City

District	Number of Bistros/Restaurants by District in Tangerang City		
	2018	2019	2020
Ciledug	14	10	14
Larangan	5	5	6
Karangtengah	7	7	7
Cipondoh	17	13	16
Pinang	4	8	8
Tangerang	20	82	88
Karawaci	53	100	101
Jatiuwung	10	22	22
Cibodas	22	10	14
Periuk	21	21	21
Batuceper	13	2	2
Neglasari	2	13	14
Benda	53	58	57
Total	241	351	370

Source : https://tangerangkota.bps.go.id/

Seeing the opportunities of the tourism industry in Tangerang City, with the development of current technology, many people really need tourism information, especially in terms of culinary information. There are types of tourism offered to a certain area, such as cultural tourism, gastronomic tourism, natural tourism and religious tourism. Currently, culinary tourism is the most

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visited tourist attraction by tourists. This encourages culinary to become a tourist attraction, especially in the Old Market area which is also a place of commerce in the past. The culinary in the Old Market area is heavily influenced by several dominant tribes in Tangerang City, such as the Sundanese, Betawi, and Chinese tribes. This causes some typical culinary in Tangerang City to be similar to typical culinary in the surrounding area. Usually the difference only lies in the spices and ingredients used. Therefore, this uniqueness is a special attraction for tourists to do tourism in Tangerang City. Moreover, many culinary providers in the Old Market Area that offer Tangerang City culinary specialties, can sometimes make it difficult for tourists to determine their destination, especially for the type of culinary specialties of the old market, because of the variety of culinary tours available. From this, it is necessary to create a digital flipbook that will make it easier for tourists to get information about culinary in the old market. In this digital flipbook, the location where the culinary is located is also included, so that it is not only in the form of text as a guide but also equipped with images.

Previous studies on the development of culinary tourism show several important approaches, first, research (Sims, 2009) of the two United Kingdom regions, the Lake District and Exmoor, argue that local food can play an important role in sustainable tourism as it is able to attract visitors' desire for authenticity in their holiday experience. Second, (Jeou-Shyan Horng, 2011) said that Hong Kong and Singapore do not have the abundant natural resources to develop more diverse tourism experiences, but they have diverse food and cultural backgrounds, and with a combination of tourism and creativity they can develop innovative, diverse and attention-grabbing culinary tourism. Third, (Farida & Setyowibowo, 2018) said that the culinary tourism information system in the city of Malang can provide convenience for tourists or residents in finding information on tourist attractions in the city of Malang. Detailed and accurate information can help tourists and locals in determining where to eat. Fourth, Research Results carried out by (Araujo, 2016), stated that the development of traditional foods contributes to the sustainability of tourism. In addition, Fifth, the results of the research (Besra, 2012), stated that culinary tourism has good prospects to be developed even though it faces many problems that hinder its development. Therefore, an appropriate marketing strategy is needed to market culinary services and support from many parties, especially the government.

Of these five trends, there are no studies that look at the development of culinary tourism in making it easier for tourists by providing digital flipbooks as an alternate replacement for printed versions of guidebooks in conducting culinary tourism in the old market. Digital flipbook is a graphic media that has advantages such as presenting information material in the form of words, sentences, or pictures, which can be equipped with colors so that they attract more attention to the reader. The purpose of this article is to complement the shortcomings of previous studies that still use print media as a medium of information and promotion, which can provide convenience to tourists in finding culinary information in the old market. The special purpose of this article is also to map the typical culinary of the city of Tangerang in the old market.

II. RESEARCH METHODS

This research is in the form of qualitative descriptive. This research was conducted in the Old Market area of Tangerang City. The application used in this study is kvisoft flipbook maker Pro. In general, this software device can input files in the form of PDFs, images, videos and animations so that the flip book made is more attractive, in addition, kvisoft flipbook maker has a template design and features such as backgrounds, control buttons, navigation bars, hyperlinks and back sound. Visitors/tourists can read as if they were opening a book physically because there is an animation effect where when changing pages, it will look like opening a book physically. The final result can be saved to html, exe, zip, screen saver and app formats.

The use of flip books can add information and increase understanding of culinary diversity in Tangerang's old market. The advantages of this media include the following: (1) visitors/tourists have a diverse experience of all media, (2) can eliminate various boredom because the media used is more varied, (3) not boring and (4) the use of flip book media without online internet.

Figure 1: Kvisoft Flip Book Maker Home Page View
Source: Processed by the Author

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Meanwhile, the materials used are culinary materials in the old market area of Tangerang City, in the form of typical culinary photos of the Tangerang old market, price range, culinary location, culinary information and visitor reviews. The creation of a flipbook is carried out in several stages, namely (1) Determining the purpose of the culinary tour guide, (2) Determining the shape of the flipbook, (3) Making a summary of the material, (4) Designing a rough draft (sketch), (5) Choosing the appropriate color, and (6) Determining the appropriate size and shape of the letters. The content of the flipbook consists of a cover that contains the title of the flipbook, the identity of the creator of the flipbook, and related agencies. The front part consists of a table of contents, The content section contains material on the type of culinary, culinary address, culinary price range, culinary description and culinary testimonials.

III. THEORITICAL FRAMEWORK

Culinary

Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government. The types of tourism are divided into seven types, namely sports tourism, religious tourism, agro tourism, cave tourism, shopping tourism, ecological tourism and culinary tourism (Ismayanti, Pengantar Pariwisata, 2012). Culinary tourism itself is a type of tourism that is not solely to fill up by eating a variety of typical dishes from tourist destinations, but also to get an interesting experience by eating and cooking a variety of typical foods from each region. Culinary tourism is a tourism that is influenced by the desire to visit a food manufacturing place, food festival, restaurant, or a location with the aim of trying food (Hall, 2003), In addition, there are also other definitions of culinary tourism, namely everything related to food as a subject and medium, destinations and vehicles for tourism, and activities in tourism, namely tasting food at ethnic restaurants, visiting food festivals, trying food while traveling and even cooking at home (Pendit, 2003).

Flipbook-based multimedia

Flip Book is a type of classic animation made from a stack of paper resembling a thick book, on each page is depicted the process of something that later the process looks moving or animated (Perdana, 2013). The idea of Flip Book, which was originally only used to display animation, is now adopted by many vendors for various types of digital applications, such as magazines, books, comics and so on. The software provided by this vendor is now able to create Flip Book animations with more variety, not only text, images, videos and audio can also be inserted in the Flip Book that we make.

Flip Book is a book in the form of a digital file, whose readers can open page by page of the Flip Book as if reading a book or magazine in general. Flip books are usually booklets or magazines that are usually physically printed in paper media. However, with a certain programming mechanism, Flip Book can be packaged digitally, so that it can be opened like sheets of paper on a monitor screen or smartphone. An attractive Flip Book design can create a new impression of exclusivity, elegance, and innovation (Perdana, 2013:43).

Flip Book is a computer-based multimedia. Multimedia is a combination of various media (file formats) in the form of text, images, graphics, music, animation, video, interaction and others, which are packaged into digital files (computerized), and are used to convey messages to users (Sugianto, 2013:27). Multimedia according to Gayestik (Munir, 2012:15) explained that multimedia is a computer-based interactive communication system that is able to create, store, present, and re-access information in the form of text, graphics, sounds, videos or animations.

Flip Book or Flipping Book means a book that flips. The term Flip Book is taken from a children's toy that contains a series of different pictures, if opened from one page to another it will show that the pictures seem to be moving. Maf'ula, Hastuti, & Rohman (2017:1450) stated that flipbook is a medium in the form of e-books, e-modules, e-papers and e-magazines. This media has the advantage of being able to insert files in the form of pdfs, images, videos, animations, and has template designs, features such as backgrounds, control buttons, navigation bars, hyperlinks and backsounds so that the flipbook is made more attractive.

IV. RESULTS AND DISCUSSION

Tangerang City Tourism: Opportunities and Challenges

The city of Tangerang is a city full of history, consisting of various ethnicities (Malay, Sundanese, and Chinese), passed by the Cisadane river which is one of the three major rivers (Ciliwung, Citarum and Cisadane). In the modern Indonesia era, Tangerang City is the leading gateway to Indonesia because there is Soekarno-Hatta International Airport. With all the potential it has, there is another potential that is still not managed optimally, namely the diversity of Tangerang's typical local food which departs from the cross-ethnic fusion in Tangerang City. The existence of Tangerang City's typical culinary is centralized in the "Chinatown area" known as the Old Market. Carrying the concept of a culinary center, Tangerang Old Market is a special destination for tourists because they can get everything they want in one place. The diverse selection of snacks is also the main factor considered by many

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people to visit. Some examples of typical Tangerang food in the old market, namely Bubur Ko Iyo, Sate Ayam Pak Iskak, Gencom, Laksa Tangerang, Mpek mpek Bakar, Asinan Sewan Kong Ayang, Sate Squid, Gildak, kepak ayam mail, nasi uduk encim Sukaria, Kedai Es Bun Tin, Es Podeng grandma etc.

Currently, the existence of night culinary tourism in Pasar Lama has been running, almost every night (especially on weekends) this area is filled with thousands of visitors who come from various regions in Tangerang City to hunt for culinary delights in the past or present. However, it must be admitted that the management of the Pasar Lama culinary area has not been implemented optimally, such as aspects of facilities, cleanliness, design, traffic regularity, and parking lots. In the future, the government should make the Old Market area a culinary area that is friendly to all groups of people (including people with disabilities), neatly arranged, instagramable, and displays information about the historical value of the Old Market.

Digital-Based Tourism Innovation

The 4.0 revolution brings the world to a different level than the previous one, everything is digitally connected, so that changes are happening quickly. In the tourism sector, organizers and tourism actors (both government and private) are competing to change the paradigm and approach in marketing their tourism products, including culinary tourism in big cities. Culinary tourism is a trip that includes consuming local food from an area, travel, with the main purpose of enjoying food and drinks, and can also visit a culinary activity. The current trend of tourists is to come to tourist areas in search of local specialties, sometimes they undertake to pay a fortune just to enjoy the food. The lifestyle of the community has also now changed, people do culinary tourism not only to eat to fill their stomachs but they are looking for atmosphere and service as part of the food served.

Multimedia technology has promised great potential in changing the way a person learns, acquires information, adjusts information and so on. Digital Flipbook can be an innovation in providing culinary tourism guides, in addition, it can also save forests. Some of the advantages of this digital flipbook are: Can save space you save, Can reduce illegal logging because it does not use paper but is produced digitally, does not require special maintenance and Is easy to find or the desired page because it uses the search feature.

In the development of digital-based tourism, one of the important things is the delivery of tourism product information to the public easily and massively. Information is very important for human life. Especially with the current speed of technology which requires the public to continue to follow the changes that occur. In the past, humans got information by reading books, reading newspapers, or witnessing an event firsthand. In this era of modernization, humans can get information easily through digital information technology. Sulistyo-Basuki in the book Introduction to Library Science (1993) stated that information technology is technology used to produce, store, process, and disseminate information. So digital information technology is information management technology in digital form through the digitization process. Reporting from Forbes, digitization is taking analog information and encoding it into zero and one (binary language) so that computers can store, process, and transmit that information.

Digital Flipbook Culinary Night: An Effort to Increase Prestige

Digital technology, which is seen as a turning point in creative production, is evolving and becoming increasingly constant in society, directly affecting visual identity and brand branding. The internet, social networks, and other interacting devices allow brands to become living organisms (Nes 2013). Later the ebook will be the same as the one in the background, if it is OK to enterSome of the steps that need to be taken to realize this creative idea are by carrying out various strategic activities and implementing the right operational steps. These steps can be done by:

1. Determining the objectives, this step is important and necessary in a research action plan, what can be taken in this research is that the community needs a lot of practical and easy information to be reached by a wide range of people. The use of social media and also digital media is a strategic thing to do considering that the dissemination of information in this contemporary era uses more digital media.
2. Determining the shape of flipbooks, flipbooks have become a new trend in the use of information media in contemporary times. Because it is still new and relatively not widely known by most people, the use of this flibook must be as easy and easy as possible. An interesting food menu will certainly be a magnet for tourists to use this platform.
3. Making a summary of the material, this summary of the material does not need to be long and complicated. The important thing is to be able to contain clear and accurate information. Primary data will be referred using the best references so that accurate information is obtained.
4. Designing a rough draft (sketch), this is necessary as the main material for the reader. This rough draft is a pioneer to know that this platform is feasible and able to attract attention from the public.
5. Choosing the right color, color is a crucial and urgent part. When the colors and gradients are interesting, readers will easily retrieve data, browse various information and graphics. This study suggests that 70% of the flipboard content will contain

interesting images and colors. The number of images will be more than the writing. As in various previous research results, a person will be more interested in images (visuals) than writing.

6. Determine the appropriate font size and shape. The content of the flipbook consists of a cover that contains the title of the flipbook, the identity of the flipbook creator, and related agencies. The front part consists of a table of contents, basic competencies, indicators, and learning objectives. The content section contains material on the type of culinary, culinary address, culinary price range, culinary description and culinary testimonial

These are the strategic steps that will be made as the embodiment and axiology of this research. Culinary and digital will be trends that will continue to develop in the future. The combination and collaboration between digitalization and culinary will be a unique and interesting creativity.

CREATIVE CONCEPT

Digital Book Name

The creation of the Culinary Night Pasar Lama digital guidebook uses the title "Culinary Night Pasar Lama". This digital book will provide information and knowledge to readers who want to do culinary tourism in the Pasar Lama area, Tangerang. This digital book can also be a guide for tourists who want to know culinary locations in the Old Market Area, Tangerang.

Media Type Format

Digital books are the main medium for making culinary guidebooks in the Tangerang Old Market area, using Digital Flipbooks.

Color Tone

The color tones that will be used in this digital book are the types of colors so that it can support and display visual results that look more attractive and can arouse appetite. As well as supporting colors such as basic colorswhite and black to show a clean, hygienic, and neat look.

Layout Style

What is used is the Circus layout of the presentation of information media whose layout does not refer to the standard provisions. Combination/fusion of elements of photos, text, squares, and lines. Then combine color variations, but the colors used are still in unity.

Printers

The typography that will be used in the title of this digital book is the Cinzel Black and Lobster Style fonts, then for the title in the book content uses the Mulish Regular Style font, while in the bodycopy part of the content of this culinary book uses the Mulish Regular Style font.

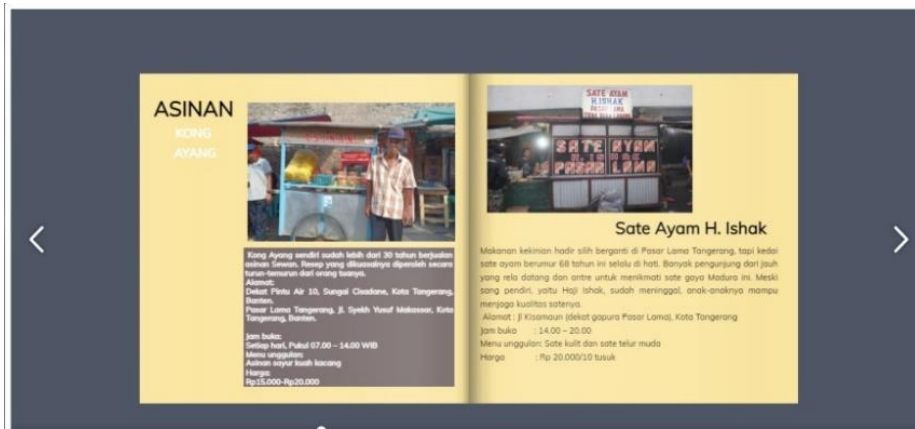**Figure 2:Cover Digital Flip Book Culinary Night**
Source: Processed by the Author

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Figure 3:Table of Contents Flip Book Culinary Night
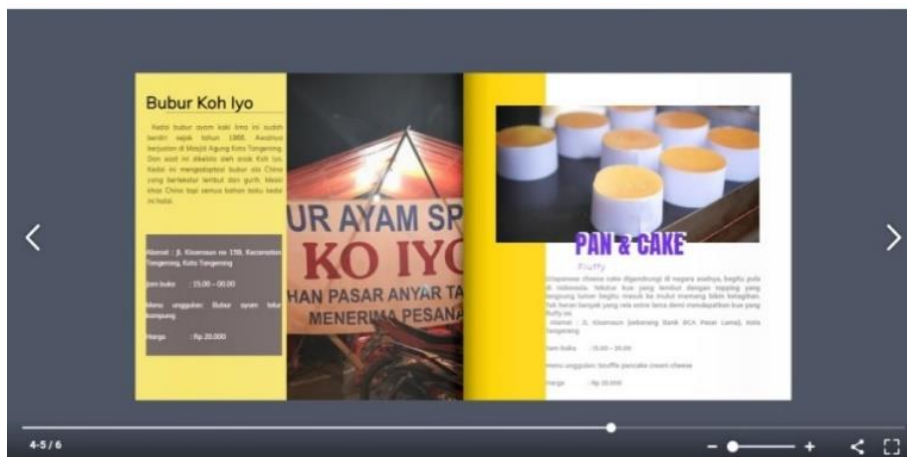**Source:** Processed by the Author

Figure 4:Table of contents Flip Book Culinary Night
Source: Processed by the Author

V. CLOSING
CONCLUSIONS AND SUGGESTIONS

The development of culinary tourism in Tangerang City has progressed in terms of quantity and diversity of culinary types. However, it has not been accompanied by serious governance and a touch of modernity in terms of promotion. The variety of culinary available sometimes makes it difficult for tourists to find culinary that is unique to the city of Tangerang itself, so the government must provide a digital platform to make it easier for the community. In research, one of the things needed is the availability of digital book guides that can provide convenience in culinary tourism in the Tangerang Old Market area. The digital guide to culinary books in the form of flip books is a breakthrough for the government to improve public services, especially in the field of tourism in modern and digitized urban areas.

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