

# Mona's Article

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## The Needs of English Culinary Booklet to Support Domestic and Foreign Promotion at the South Sumatra Culture and Tourism Office

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**Abstract.** This research aimed to determine the Domestic and Foreign Promotion at the South Sumatra Culture and Tourism Office needs in booklet development based on South Sumatra culinary. The data were obtained through the use of a questionnaire and semi-structured interviews. The sample of this study was stakeholders' and staff at South Sumatra Culture and Tourism office. The data were analyzed both quantitatively and qualitatively. The needs analysis performed included TSA, deficiency analysis, PSA, and strategy analysis. The result of the need analysis showed that: 1) booklet material was important to support the region's promotion. 2) developed English culinary booklet is important to help South Sumatra promote well because most of its employees already have an intermediate level of English. 3) Booklets that are remade only once a year with almost the same topic and only updated. 4) Integrating a culinary booklet was needed since there was only a booklet related to South Sumatera in general. 5) Integrating the Traditional Culinary Booklet of South Sumatra could encourage the awareness to learn traditional culinary of South Sumatra. 6) Most readers needed to learn the South Sumatra culinary booklet related to the main course, Dessert and Appetizer. 7) The readers prefer it will be using easy-to-understand language, and there is an explanation for difficult terms. Due to the needs, it was necessary to develop an English booklet by integrating South Sumatra culinary, which can support domestic and foreign promotion at the South Sumatra Culture and Tourism Office.

**Keywords:** *English Culinary Booklet, Tourism, Needs Analysis*

<https://ojs.unm.ac.id/eralingua>



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## INTRODUCTION

South Sumatra is an area with a myriad of cultures from the time of the Srivijaya kingdom, which holds much heritage, be it artifacts, places, customs, and others. The tourism development in South Sumatra Province has shown seriousness in improving themselves and is ready for tourism programs. However, it is still necessary to disseminate the information and communication resources needed by tourists so that the public can quickly, accurately, and easily obtain an overview of tourism in South Sumatra. So far, the South Sumatra Culture and Tourism Office in the domestic and foreign marketing development divisions aimed at marketing tourism and culture in South Sumatra has developed in various ways, both through online media, workshops, and exhibitions in various cities and countries through print media.

Various information and promotions carried out by the South Sumatra Culture and Tourism Office have been done through print media, so they require a booklet design as a source of information. It supports tourist attractions in South Sumatra, which are very diverse, ranging from historical, cultural, and natural tourist destinations. It is because the city that is often called *Bumi Srivijaya* has a superior place that can be a tourist attraction not only from within and even abroad and can be easily known by marketing through a booklet made by the South Sumatra Culture and Tourism Office. According to [Bagaray, Wowor, and Mintjelungan \(2016\)](#), the advantages of using print media such as booklets can include many people. After all, they are practical in their use because they can be used anywhere and anytime, do not require electricity, and the booklet not only contains text but images. Therefore, it can cause a sense of beauty and increase understanding and passion for its contents. In addition, this booklet is very necessary as one of the souvenirs at exhibitions conducted by the culture and tourism office in each area where they did the exhibition or became a guess both domestically and abroad. Also, it can be instructed in every tourist spot where this booklet is provided free of charge and can be taken home.

In making a good booklet that everyone can use, it is necessary to pay attention to the many parts, such as the table of contents, introduction, booklet contents, and bibliography. Consistency, structure, organization, aesthetics, font size, and the usage of blank spaces are all important considerations for a print-based media booklet. As a teaching material in some tourism schools, booklets must contain aspects of the material's content, presentation, language, readability, and graphics. Booklet preparation cannot be done if it is just writing. Booklet writing has a larger and wider readership scale, so it should be thought out and planned carefully. The booklet's contents are arranged systematically, namely by compiling the title, subject material, compiling a table of contents, and planning the event's activities. After the booklet is completed, all that needs to be done is to reread and check from beginning to end, ask a more expert and trustworthy person to give suggestions and input, revise the booklet according to suggestions, complete the format needed for production, prepare the cover, make a preview copy, final revision according to the suggestions from the preview copy, and production ([Utami & Bestari, 2018](#)).

For this reason, as an agency that represents South Sumatra in developing domestic and foreign tourism marketing, creating booklets that are considered simply needs to be a concern. It will be the main target for increasing tourism, especially with the increasingly open road for foreign tourists visiting Indonesia in 2022. So, things considered simple will have a big impact on the tourism industry sector in Indonesia, especially in South Sumatra. Thus, the author is interested in further analyzing the characteristics of one of the booklets that the South Sumatra Culture and Tourism Office frequently employs in all promotional activities domestically and internationally.

Numerous studies in Indonesia addressed the need for analysis connected to ESP in producing a book/booklet or generating content in a certain sector. Those studies were carried out by [Inderawati, Petrus, Eryansyah, and Meilinda \(2021\)](#), [Mujiati, Muslim, and Febriana \(2021\)](#), [Kayyis \(2021\)](#), [Ratminingsih, Suardana, and Martin \(2018\)](#), [Poghosyan \(2016\)](#), [Azizah, Inderawati, and Vianty \(2020\)](#), and [Yuniarti \(2014\)](#). Several need analysis studies have also been carried out in other countries, including [Pathomthong and Nuemaihom \(2021\)](#), [Prachanant Afzali, and Fakharzadeh \(2009\)](#), [Yotimart and Wongchai \(2014\)](#), and [Malicka Malicka, Gilabert Guerrero, and Norris \(2019\)](#). The investigation demonstrates the unavoidable need and is used to organize instructions, create books, and develop them. Students or the general public can identify difficulties, as well as the information or skills required, and the techniques that must be applied, based on the needs analysis. Furthermore, the findings of the needs analysis may be the most key aspects to consider to fulfill the demands of the public at large, as well as learners.

As mentioned earlier, many studies have highlighted tourism, especially government institutions and tourism schools. However, this research would develop a culinary-themed tourism booklet from 17 districts and cities in South Sumatra. That is done to inform and describe the typical culinary of South Sumatra that has never been made in the form of a booklet at the South Sumatra Culture and Tourism Office.

Based on the above explanation, researchers need to conduct a needs analysis study related to the reader's needs first, as the initial stage of developing booklet reading materials from existing booklets. This research has similarities and differences from some previous relevant studies. The main similarity is the investigation of the analysis of the reader's needs. The difference from some previous studies is about the level of readers. The main targets in this study were the general public, focused English language skills, and the scope of needs analysis. The main difference is in the type of book used; researchers examined the general booklet of tourism in South Sumatra.

The needs analysis performed includes TSA, deficiency analysis, PSA, and strategy analysis by [Brown \(2008\)](#) theory. [Brown \(2008\)](#) also identified nine different categories of language that require analysis. However, this analysis for developing booklet only used four of them, they are (a) target situation analysis (TSA), which deals with the knowledge about the communicative needs, individuals must meet when learning a second language. It focuses on the pupils' motivation or requirements for learning a language. (b) deficiency analysis recognizes students'

current needs and wants and their target situations' deficiencies or losses. (c) present situation analysis (PSA) focuses on students' latest proficiency, knowledge, weaknesses, and strengths. (d) strategy analysis examines respondents' preferences regarding learning methodologies, corrective feedback, group sizes, work amount, and other factors. So, this needs analysis investigates the needs of readers seen by staff and chairman in the cultural and tourism office with a different division. Thus, this research aims to describe the views of stakeholders and the staff regarding the needs of readers for existing tourism booklet reading materials.

## RESEARCH METHOD

Participants of this study involved employees in the Department of Culture and Tourism. There were four stakeholders as chairmen in each division, 40 staff as readers divided into several divisions, namely ten marketing staff, ten destination staff, ten cultural staff, and ten cultural publication staff in the cultural and tourism office of South Sumatra.

Need analysis in this study was needed to determine the Domestic and Foreign Promotion at the South Sumatra Culture and Tourism Office needs in booklet development based on South Sumatra culinary, the needs analysis refers to the procedures involved in gathering data that will be used as the foundation for creating a course that will suit the requirements of a specific set of people. So, the data needed were obtained through questionnaires and semi-structured interviews. Questionnaires were given to staff and stakeholders. Problems were classified into target situation analysis (TSA), deficiency analysis, present situation analysis (PSA), and strategy analysis by Brown (2008) theory. In addition, interviews were conducted with four stakeholders as chairmen in each division, especially those related to existing tourism booklets.

Data were analyzed quantitatively and qualitatively. Quantitative methods were used to assess data obtained from questionnaires, while qualitative methods were used to interpret and describe information obtained from interviews.

## RESULT AND DISCUSSION

After taking data from four stakeholders as chairmen in each division, 40 staff as readers were divided into several divisions, namely ten marketing staff, ten destination staff, ten cultural staff, and ten cultural publication staff in the cultural and tourism office of South Sumatra. The results obtained are described as follows.

### 2.1. The readers' needs viewed by the staff

This part focused on the readers' necessities, a general intention, and expectations in the booklet. The data obtained can be seen in table 1

**Table Situation Analysis (TSA)****Table 1.** The Readers' View on TSA

No	Question/Statement	Readers' View	Percentage
1	the importance of booklets materials	To help promote the region	85%
2	The readers' expectations of the booklet	Simple, complete, and easy to carry everywhere	70%
3	The use of booklet in daily life	To be a reference and source of information from each region	78%
4	how useful is the booklet	Very useful	65%

From table 1, the main reason for booklet material is to help promote the region (85%). It is in line with what Molina at al. (2022) state that it can differentiate in this highly competitive market. Travel booklets and brochures are among the most essential and commonly utilized advertising strategies. So that's why the readers' expectations of the booklet are Simple, complete, and easy to carry everywhere (70%). In addition, most readers use booklets daily to be a reference and source of information from each region (78%). That is why booklets became very useful in marketing and promotional media.

For this reason, in the world of marketing, booklets are one way to promote in a form that is easy to carry everywhere, not costly, and easy to remember. That is why booklets are an attractive promotional alternative because they may provide more accurate reach to marketers. Wahlers and Etzel (1985) said that Certain traveling literature gives a chance to deliver a much higher number of powerful sales messages to prospects. Ubiquitous booklets maintain these characteristics, explaining why individuals who create destination-specific travel literature to promote tourism sites utilize them extensively. For many holiday planners, the relative simplicity and cheap cost of completing a search make requesting travel literature from a specific place, particularly a booklet, an appealing source of information. The trip booklet also has the advantage of being a rather permanent mode of communication. If the recipient/consumer saves the promotion portion, it can be used as a long-term reminder or reference.

**Deficiency Analysis**

This section evaluated the readers' existing goals and requirements and the flaws or shortages in their desired conditions. Table 2 shows readers' present goals and needs concerning the subjects or input for reading.

**Table 2.** The Readers' View on Current Wants and Needs

No	Question/Statement	Readers' View	Percentage
1	Topic desired by readers for booklet	Culinary	82.5%
2	Readers' desired input for reading	Texts related to the context of the traditional food	77.5%
3	Integrating topics that		

	were related to the general knowledge of readers' purpose for reading the booklet	Very Important	90%
4	Integrating topics related to traditional culinary of South Sumatra	Very Important	97.5%

Based on the questionnaire result, (82.5%) of readers wanted the topic of a culinary booklet. It can be assumed that a complete culinary booklet is needed. Because we know more people are combining their food needs with their lifestyle. That is why the public needs to know that many traditional foods exist and are no less far from western food. It could be seen that (77.5%) of texts related to the context of traditional food are in demand. It was discovered that (90%) of readers believed that including topics connected to the general understanding of readers' goal for reading the booklet was extremely significant.

Additionally, they required culinary-related themes. It was very significant to (97.5 %) of the readers, and it was just important to a few readers. According to Darsana and Susanti (2022), the relationship between food and tourism has evolved into not only a basic necessity for travelers but also a way to distinguish each tourist site by generating a unique and unforgettable environment. It also contributes to identifying the destination's identity.

The readers' perspective on including issues relevant to South Sumatera culinary for reading was to assist them for various reasons, as illustrated in figure 1.

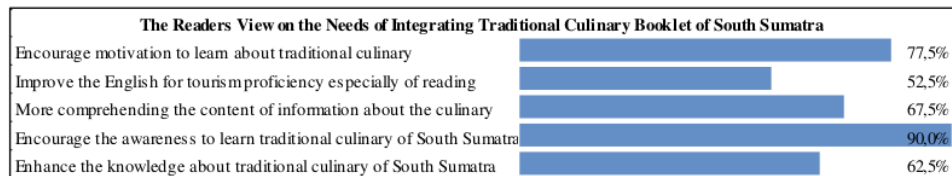
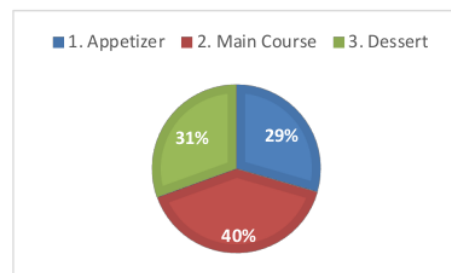


Figure 1. The Readers' View on the Needs of Integrating Traditional Culinary Booklet of South Sumatra

From figure 1, most readers thought integrating the Traditional Culinary Booklet of South Sumatra could encourage motivation to learn about traditional culinary (77.5%). Because of what we know, the media that provides information will motivate someone more than they have to re-find the data on various sites. Meanwhile, in terms of language use, employers do not fully improve the researcher assumes that a worker who has focused on his field of tourism thinks that speaking ability is more important in promoting tourism than reading. The availability of the hospitality business, which is the key commodity for visitors, both local and international tourists who will remain for a specific amount of time, cannot be separated from tourism. The capacity to express and transmit messages to visitors (communication) gives services in line with the field of the work (competence). Customer comprehension is all characteristics that help the market-leading. Besides that, integrating the Traditional Culinary Booklet of South Sumatra

could more comprehend the content of information about the culinary (67.5%), enhance the knowledge about the traditional culinary of South Sumatra (62.5%), and encourage the awareness to learn traditional culinary of South Sumatra (90%). Traditional culinary tourism generates revenue and absorbs work; thus, it must be conserved through preserving, utilizing, and growing it. The development itself cannot be isolated from several research that has greatly aided in the subject of traditional food preservation. The knowledge gathered from these studies is frequently utilized as a foundation for government policy and has commercial growth benefits for traditional culinary actors. By incorporating culinary booklets, readers might be encouraged to learn traditional culinary, particularly in South Sumatra. Culinary tourism study in Indonesia has been discovered, with an emphasis on traditional culinary tourism, which includes defining and introducing traditional culinary varieties such as [Darsana and Susanti \(2022\)](#), [Kurniawan and Nuringasih \(2022\)](#), [Sulistiowati, Yuniyanto, and Yanti \(2022\)](#), and [Widjaja, Thio, and Jokom \(2022\)](#).

The aspects of the South Sumatra culinary booklet that the readers needed to be integrated into English culinary booklet materials can be seen in [figure 2](#).



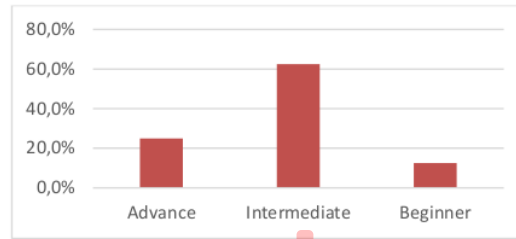
**Figure 2.** The Aspect of Traditional Culinary of South Sumatra

From [figure 2](#), most of the readers (40%) needed to learn South Sumatra culinary booklet related to the main course, Dessert (31%), and Appetizer (29%). The data obtained could be the basic about the kinds of culinary that should be integrated into developing the booklet. These culinary aspects are also persevered and promoted by the South Sumatra government based on the Local Regulation of South Sumatra Province No. 4 the Year 2017 about conserving and managing South Sumatra culture and tourism.

#### **Table Situation Analysis (TSA)**

This part focused on the present readers' proficiency in English, the materials learned, and the South Sumatra culinary knowledge of the readers. The data about the readers' views on their English proficiency are shown in [Figure 3](#).





**Figure 3.** The Readers' English proficiency

Almost all readers (62.5%) admitted that their current English proficiency was intermediate. Then, (25%) of readers estimated that their current proficiency was advanced, and the rest (12.5%) was still at the beginner level. From the data obtained, it is expected that the developed English culinary booklet is important to help market South Sumatra well because most of its employees already have an intermediate level of English. So that it will be easier for them to explain the contents of the English booklet to foreign tourists, and of course, local tourists can also get knowledge of English related to tourism from the booklet.

The readers' view on the existing booklets learned or provided at the Department of Culture and Tourism can be seen from the data presented in table 3.

**Table 3.** The Existing Materials Learned and Provided

No	Question/Statement	Readers' View	Percentage
1	The difficulty level of reading texts in the booklet to understand	Medium	52.5%
2	The topics of reading texts in the booklet	Interesting	90%
3	The kind of text commonly found in the booklet	Tourism Destination	95%
4	The frequency of the Department of Culture and Tourism provided booklet or texts and questions related to the general knowledge of readers for reading	Sometimes	65%

Table 3 above shows that the difficulty level of the reading text in the booklet was considered medium to understand by (52.5%) of the readers. However, 90% of readers felt that the topics were interesting. (95%) of readers thought that the text commonly found in the booklet was about tourism destinations. (65%) of readers stated that sometimes the Department of Culture and Tourism provided booklet materials. Booklets are remade only once a year with almost the same topic and only updated. However, the topic of complete culinary use in English has never been done. So, in this case, the developer's main goal will be more easily realized because there is a large opportunity for this topic to be needed.

The readers' view on their current knowledge of South Sumatra culinary knowledge of the readers can be seen from the data available in table 4.

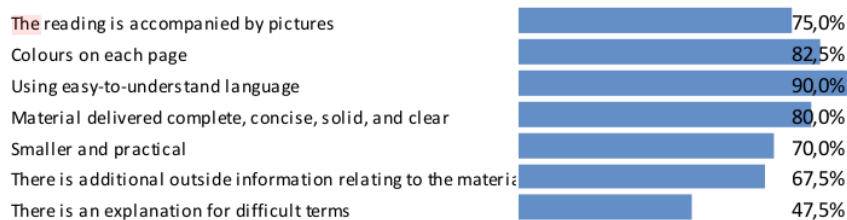
Table 4 explains the readers' knowledge of the South Sumatra culinary, (68%) of readers estimated that their knowledge of South Sumatra Culinary was enough. The aspects of South Sumatra Culinary that the readers know most were about Dessert (57%). (52.5%) of readers stated that they knew South Sumatra Culinary just from everyday life. (67.5%) The readers just knew the South Sumatra Culinary in their place and the closer districts. Then, (77.5 %) of them admitted that their knowledge about South Sumatra Culinary was still about general information. Based on the data gathered, it was obvious that presenting South Sumatra Culinary to support domestic and foreign promotion at the South Sumatra Culture and Tourism Office was needed.

**Table 4.** The readers' South Sumatra Culinary Knowledge

No	Question/Statement	Readers' View	Percentage
1	Readers' knowledge about South Sumatra Culinary	Enough	68%
2	The aspects of South Sumatra Culinary that the readers know	Desserts	57%
3	The way readers know about South Sumatra Culinary	from everyday life	52.5%
4	The scope of South Sumatra Culinary that the readers know	In their place and the closer district	67.5%
5	The readers' knowledge level of South Sumatra Culinary	General Information	77.5%

### Strategy Analysis

This part presented the readers' preference in Booklet. The data obtained are shown in figure 5.



**Figure 5.** Readers' preferences in Booklet

The figure showed that (75%) of readers preferred the booklet accompanied by pictures. In addition, the picture and the color are also important,

so readers prefer colors on each page (82.5%). Since the researcher would like to develop an English booklet, the readers preferred it will be using easy-to-understand language (90%) and there is an explanation for difficult terms (47%). Additional outside information relating to the material (67.5%) was also needed to deliver the material as complete, concise, solid, and clear (80%) as the readers' preference. Also, do not forget, as Bagaray et al. (2016) said, booklet are practical because they can be used anywhere and anytime, so the smaller and more practical (70%) will be the important things the readers prefer.

## **2.2. The readers' needs are viewed by the Stakeholder**

Based on the four stakeholders' interview, they all had the same opinion that an English-language booklet is essential for useful promotions to domestic and foreign tourists. One of the stakeholders (Chairman 1) who strongly agreed stated that

*“Although many people in today's era prefer to read over the internet, readable material is one of the important sources to support ourselves because if you look at information from the internet, we can't count on something that we got from the internet because there are so many sources and it's hard to trust every source, but if we look at the printed paper, we can use it as a more valid data source because it is legal from an institution that has been authorized.”*

Then, another stakeholder (Chairman 3) said

*“The booklet is very important because it includes all the information used so that readers do not need to look for other sources one by one. For promotion to foreign tourists, we often receive questions, especially if we share this booklet at major events such as ASEAN games, Sea Games, Fam trips, and foreign student exchanges. They will be more curious about our culture, which increases foreign visitors who come to Palembang. After all, Indonesia is not only Bali, so they can come and visit other areas too. They don't know if we don't introduce them.”*

Booklets given out are also free of charge so anyone can get them. It is in accordance with what is explained by the head of the South Sumatra culture and tourism office. They explained how it works so that tourists can obtain this booklet.

*“Everyone comes to this office for a certain purpose, for example, to research or just to find information. It is free to share. But if they need 50 booklets, they have to make a formal request in a letter. Sometimes people who need a lot of booklets are an institute or employee who performs services out of town or abroad for work purposes, so they need souvenirs to be distributed to the area.”*  
(Chairman 4)

*“This booklet is free and given to guests both locally and abroad, such as if we are out of town or abroad, we bring this booklet as a souvenir as our promotional material.”* (Chairman 3)

*“We also put it in tourist spots, airports, and places that are often visited in South Sumatra. People can read it and can also take it for free.”* (Chairman 2)

Furthermore, all chairmen acknowledged the need to develop a South Sumatra culinary booklet because there is no complete booklet with 17 districts and cities on traditional foods that can meet readers' needs and help the Culture and Tourism Office increase promotion through printed media in the form of booklets.

*"There are many of booklets, such as tourist destinations and culture. It is all made general in one book, but has never been shared or specific."* (Chairman 1)

*"Booklets here are printed every year that contain general information. For example, in 2018, themed Asean Games can be used to promote SUMSEL. Then from 2019 to 2021, it contains information about the city districts in South Sumatra in general. It is only updated every year, and the culinary topics are only a few pages, so the culinary has not been summarized from 17 city districts."* (Chairman 3)

It can be concluded that with the absence of ideas to develop booklets, existing booklets are only updated with the same theme every year, making them very supportive of the culinary booklet that becomes a new innovation so that later they can make a variety of booklets with different specific themes. Then their hopes for a culinary booklet that will be made and developed by the researcher are:

*"The booklet that exists now is quite messy, so I hope the booklet made has to content with a lot of information about the philosophy of the existing food. And the dominant color that is often used is red, and the combination of white and blue should be cheerful, as a tourism people."* (Chairman 1)

*"The main thing is that the cover must be interesting, and the content must be easier to understand. The culinary must be creative and complete because here it really needs ideas and materials for the booklet itself."* (Chairman 3)

*"For English used is expected to be easy to understand and the data is taken from reliable sources."* (Chairman 2)

From those points, it can be said that the English-language booklet is very helpful for existing employees to promote existing tourism, especially the absence of complete data about culinary that is used as a booklet form which is an innovation for the culture and tourism office in developing their booklets into several series of topics.

As a result, with the help of the South Sumatra culture and tourist office and current analytical data, researchers will be able to construct culinary booklets as promotional materials for both local and foreign markets. as stated in the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, it is defined as a variety of tourism activities supported by various facilities and services given by the community, businesses, industry, and local governments, one of which is culinary tourism. Today, food and tourism are connected as a necessary demand for travelers and as a way to distinguish each tourist site by generating a unique and unforgettable environment. It also has an impact on determining the identity of the area. The Global Report on Food Tourism also explains that many things can trigger tourists to visit culinary-based cultural tourism destinations (The United Nations World Tourism Organization, 2017). Food may be one of the attractions of tourism, attracting more visitors, giving a place its personality, and encouraging the growth

of other industries (Darsana & Susanti, 2022). Therefore, researchers feel that developing culinary tourism booklets will effectively market South Sumatra.

## CONCLUSION

The need to integrate an English culinary booklet is based on the unavailability of a complete booklet with 17 districts and cities on traditional foods that can meet readers' needs and help the Culture and Tourism Office increase promotion through printed media in the form of booklets. If the information is unavailable or does not match the demands of the readers, it's critical to create it one of the best ways to do so is to use South Sumatera culinary. The first step is to do a needs analysis. A great deal of information will be gained from a needs analysis, which can correlate to needs, wants, lack of study, and even reader preferences for the appealing booklet. The result of the need analysis showed that: 1) booklet material was important to support the region's promotion. 2) developed English culinary booklet is important to help South Sumatra promote well because most of its employees already have an intermediate level of English. 3) Booklets that are remade only once a year with almost the same topic and only updated. 4) Integrating a culinary booklet was needed since there was only a booklet related to South Sumatera in general. 5) Integrating the Traditional Culinary Booklet of South Sumatra could encourage the awareness to learn traditional culinary of South Sumatra. 6) Most readers needed to learn the South Sumatera culinary booklet related to the main course, Dessert and Appetizer. 7) The readers prefer it will be using easy-to-understand language, and there is an explanation for difficult terms. According to this study's needs analysis, an English booklet should be developed by integrating South Sumatra culinary, which can support domestic and foreign promotion at the South Sumatra Culture and Tourism Office.

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