

# Culinary Content Development of Virtual Bandung Apps

Andreas Rio Adriyanto<sup>1\*</sup>, Ananda Risya Triani<sup>2\*</sup>

<sup>1,2</sup>Visual Communication Design, School of Creative Industries, Telkom University, Terusan Buah Batu, Bandung, Indonesia.

**Abstract.** One of sub-sector that contributes greatly to the creative economy is culinary. This sub-sector contributes 41.69 percent. Virtual Bandung application is a tourism application that contains the concept of virtual reality in displaying tourist attractions of Bandung region. As a continuation of the content development of Virtual Bandung, the development of culinary content will be the focus in this application. Research methodology in data distribution techniques are observation and literature study. Observation of culinary places in Bandung area is used to fill the content by transferring certain categories. The similar applications then compared their features to a comparison matrix, being analysed and to get important features to be used in the design result. With features such as booking places, reviews, site and menu description content as well as the necessary information Virtual Reality is expected to make it possible for tourists visiting the Bandung area to choose and decide on destinations that match with travelers.

**Keywords:** Culinary, virtual apps, development

## 1 Introduction

The creative economy provides an important role for the sustainability of national economy. One sub-sector that contributes greatly to the creative economy is culinary sector. The sub-sector contributed 41.69 percent [1]. Not only affects to the creative economy, but culinary sub-sector is one of the factors that become the main attraction of tourists both local and foreign.

Indonesia culinary tourism is potential to be raised to foreign countries. The unique taste of the culinary make the cuisine of Indonesia can be accepted among the wider communities, such as rendang originating from Sumatra has been recognized as delicious food in the world. In addition, Indonesian fried rice, nasi goreng, also attract the attention of the world communities. These statement obtained based on surveys conducted by CNN Travel (in MediaIndonesia.com) [2]. It becomes the factors that encourage the development of Indonesia culinary tourism.

Currently, there is a change in the consumer consumption patterns. Data obtained from the Indonesia Central Bureau of Statistics (in SWA) recorded that household expenditures related to experience-based consumption has increased rapidly since 2015 [3]. Meanwhile,

---

\* Corresponding author: rioadriyanto@gmail.com, anandatriani@gmail.com

according to Nazareth there is a shift in consumption patterns, from goods-based consumption into experience-based consumption [4]

Bandung is known as destination of natural tourism, shopping, culture, and also known as culinary destination tourism. Bandung has rich varieties of culinary, which consists of snacks, drinks, dishes, main course, and dessert. Beside Yogyakarta and Bali, Bandung is designated as Indonesia's leading culinary destination [5]. And it makes Bandung become a magnet to increase tourist visits and also improve creativity and innovation in the culinary sector. Restaurants, cafes and others culinary destination are offering a unique and exciting culinary experience both from food menu variants, the production process, presentation methods, to decorations and buildings.

Based on that phenomena, it required a media that accommodate Bandung culinary tourism information for prospective tourists both local and foreign. In previous research [6][7], it is already done the development of virtual reality application prototype of Bandung tourism area, but still have not done in culinary category development. So it takes a system that contains culinary tour information along with its features.

## 2 Literature review

The word culinary comes with a sense of something related to cooking and the kitchen. Generally identical to the cooks responsible for producing delicious and interesting dishes. Institutions related to culinary are restaurants, fast food franchise, hospitals, companies, hotels, catering, and others[8].

Hall and Mitchell in Hall and Sharpless [9] stated that culinary tourism is a visit to a certain area with the purpose of exploring food to restaurants, food festivals and to the specific location of food producers to get a culinary experience related to the visited areas. It is a tourist motivation in visiting a particular destination. Meanwhile, for the culinary tourism experience category there are 6 main categories, namely food events, fine-dining, sustainable/organic food, food classes, food themed destination tours, and food production tours/attractions. In each category of culinary tourism that distinguishes is the features of experience, the form of tourism activities, motivation, and the difference supply chain issue [10].

According to Diamond [11] content is any form of information provided to both prospective customers and customers of a business regarding products and services. The form can be visual like infographics, videos and text. All products and services offered must be accompanied by detailed information that helps customers to obtain and enjoy the product or service. Nowadays an era where customers need a space to give or get opinions to or from fellow customers, as well as review and rate the products or services offered, the media is nothing but social media. It can have a positive and even negative impact if there is a tendency of products or services offered are not ready to be disseminated to the public.

Based on the theory of Diamond [11], there are several ways to choose the right content for a business. Here are some of the possibilities of an online business model and content appropriate for a business:

- Selling Information: it must be ensured that information content is based on user needs. The displayed visual content must support such information accompanied by visuals such as videos, images, infographics, and free reports showing that the content being sold is appropriate or feasible at cost.
- Products that can be shipped: Items sold must provide detailed information about the related product, on how to make the user feel as if they have 'felt' even 'using' the product, because it has been supported by visual information such as product pictures worn by the model.
- Selling services or services: It is important for the customer to get testimonials from

previous customers in relation to the services or services provided by a company, so as to have a chance for such customers to recommend to potential customers, as well as other customers.

- Selling an online application: In the online business model must ensure that customers evaluate the product and integrate with the work. As users can try first about the application for free. The content displayed should match the needs of the target market. The displayed content may be a training video, otherwise it may utilize a community of users associated with the same interest in the content offered.

In addition to learning the business model, we need to know six quick guides that can be taken into account to create a content based on Diamond's theory [11]:

- Understand the purpose of images, videos, and other visual elements: The displayed image must match to the information provided.
- Make it as simple as possible: Provide visual content that is only focused or related to the information to be submitted.
- Make it as real as possible: The image shown actually represents the product or service offered.
- Do not overdo it: Visible visuals are easily understood by customers.
- Presenting a professional image: The visual use of one is intended to persuade both prospective customers and customers to buy products or services. So it takes a professional and original drawing done by the company.
- Use the appropriate font type: Choose the appropriate font type and match the displayed image.

### **3 Method**

Data collection was done by literature study, observation, and data analysis. Literature study conducted on literature-related in culinary in Bandung. Observation is done by looking for visual aspect data by analyzing other culinary mobile application, documentation of Bandung culinary places of Bandung and divide into certain categories. Data analysis was done by using comparison matrix analysis as reference in application design.

## **4 Result and Discussion**

### **4.1 Data and analysis**

In Virtual Bandung application, one of them consists of menus with culinary categories, in the development both content and features required analysis on similar applications. Based on the observation via the internet, obtained 2 similar applications with the culinary category is PergiKuliner and YourWeekdays application. Both are applications from Indonesia.

Applications PergiKuliner [12] is an application that helps users to get information to find good culinary in Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung, and Surabaya. The app comes with reviews, addresses, phone numbers, business hours, and location maps of restaurants in each city. The advantages of the application is there are features sharing to fellow users, the culinary experience of the user about the new restaurant information and menu offered from each city.

YourWeekDays [13] application is a mobile application developed by YourBandung, with the aim of making easier for users to get information related to places to eat or accommodation. The unique thing from the presentation of the content is there is

information on where to eat (cafe and restaurant) or accommodation offering discounts starting from 40% during the weekdays (Mon-Fri). So that users can visit the place to eat not only at the time of the weekend, but in the weekdays, so it also has a good impact on every merchant to maintain the stability of the transaction. In addition, every merchant who signs up to the application has the opportunity to introduce new menus to potential customers. As for the user, the other advantage is the user is eased to find the nearest eating place of its existence at that time. The app is available on Android and iOS platforms.

Based on the activity of comparison matrix analysis of 2 similar applications performed, then the results obtained that required a consistent visual appearance on each merchant both cafe and restaurant that became members in a culinary application. This has an impact on brand branding and the visual perception of customers, especially in the photography of food and beverage products relating to the way customers are stirred to come and eat the food and drinks offered.

It would be better to use professional cameras and photographers to maximize the image, considering good layout, proportion, and lighting. Product descriptions are required with a good narrative of each merchant with a review and share feature for customers to get detailed information.

As a culinary destination Indonesia, Bandung has a variety of culinary. After the observation and to facilitate the division of various types of culinary in the design of the application later, then the culinary division of Bandung described as follows:

- Café category
- Restaurant category
- Street Food category

Cafe category is a culinary category which is a permanently located dining place, consisting of a variety of light dishes, especially coffee drinks, sometimes serving main dishes. Various types of cafes in Bandung. Usually the café is visited by the young generation, office workers, students. Used for discussion, discussion, study. Bandung is famous for its cafes with unique themes as a magnet for young people to come to.

Restaurant category is a culinary category that is a permanently located dining place, consisting of various main dishes and not just serving snacks. The types of restaurants in the city vary. The sub-category of this restaurant can be further divided into restaurants: Sundanese, Javanese, Batak, Manado, Western, Chinese, Japanese, Korean, Middle East, Thai, Vegetarian, Seafoods, Fast Food.

Street Food category is a culinary category that is not permanent or semi-permanent. Street Food is also localized in a permanent place. Nuances that are not formal in this type of culinary make many culinary places like this are visited by culinary lovers. This sub-category can be subdivided into culinary: Sate, Baso-Soto, Chicken-Duck, Bakmi, Siomay, Chicken Porridge, Fried Rice, Chinese Food, Seafood.

## **4.2 Result of design**

The development of culinary content in Virtual applications Bandung aims to make it easier for users to explore Bandung culinary destinations with more attractive elements. In addition to virtual reality content that describes a destination thoroughly, other supporting features can make it easier for users to choose and make decisions.

Fig.1 shows the splash screen when entering into the culinary category. Next there are three main categories: Café, Resto and Street Food in Fig.2 with a brief description in each of those categories. Details of the Café category are shown in Fig.3 with details of initial descriptions and lists of cafes located in Bandung.



**Fig. 1.** Design Virtual Bandung apps.

For Resto and Street Food categories that have more detailed sub-category, represented by icon display for each sub category. The Resto category has sub categories Western, Chinese, Japanese, Korean, Middle East, each sub-category represented by an icon to make it easier for users to browse each sub category.

Details of the culinary destinations are shown at the top there is a menu navigation menu booking places, menus, reviews and location. At the bottom there is a picture gallery in the form of static images and virtual reality view that is marked with an icon on the top right corner. Users can place reservations in advance for time and number of people. Any booking through this application will earn points that can later be redeemed to culinary destinations for certain types of food.

The culinary destinations display is displayed in virtual reality. Users can see the overall look of their culinary destinations of choice. There is also a menu to see other spots of the destination, making it easier for users to get a picture of the culinary destination. To then decide whether the culinary destination is selected later by the user.



**Fig. 2.** Design Virtual Bandung apps.

The menu in each culinary destination is displayed on the Menu tab, there is a rating for each food along with its description and price. Users can see the overall review for the culinary destination. Judged by food, service, value and comfort. And users can also provide assessment of culinary destinations. The user can see the location of the selected culinary destination. Information such as addresses, contact numbers, hours of operation and location maps are found in this section.

## **5 Conclusion**

Bandung tourism destination, especially culinary destination is one of the elements that made superior in addition to tourist destinations. Strengthening content in Virtual Bandung application is expected to strengthen the value offered to its users. In terms of content, for visual display of food and culinary places need to consider its aesthetic side, because the look of the room or an interesting object can arouse the user to exploring further. Supported by excellent results from professional photographers and captivating copywriting will strengthen the content of this app. It is also supported in terms of reusability and a good user experience for the application.

## References

1. T. Munaf, Kuliner, Kriya dan Fashion penyumbang terbesar ekonomi kreatif, Available at [https://www.kominfo.go.id/content/detail/11034/kuliner-kriya-dan-fashion-penyumbang-terbesar-ekonomi-kreatif/0/berita\\_satker](https://www.kominfo.go.id/content/detail/11034/kuliner-kriya-dan-fashion-penyumbang-terbesar-ekonomi-kreatif/0/berita_satker). Accessed: 2018-03-27.
2. Media Indonesia, Rendang tetap lezat di dunia, Available on <http://mediaindonesia.com/read/detail/113046-rendang-tetap-lezat-di-dunia>. Accessed: 2018-03-27.
3. E. Djatmiko. *Peluang Bisnis Menyenangkan Orang*. SWA Magazine. (2018).
4. L. Nazareth. *How Changing Demographics, Economics, and Generational Attitude Will Reshape Our Lives and Our Industries*. Canada. (2007).
5. Media Indonesia, Wisata kuliner terus dikembangkan, Available on <http://mediaindonesia.com/read/detail/117846-wisata-kuliner-terus-dikembangkan>. Accessed: 2018-03-27.
6. AR Adriyanto, AR Triani. 360° Virtual Reality Panorama of Indonesia Tourism. Proceeding Bandung Creative Movement 2015, P 367. (2015)
7. AR Triani, AR Adriyanto, D Faedhurrahman. Media Promosi Bisnis Potensi Wisata Daerah Bandung Dengan Aplikasi Virtual Reality, *Jurnal Bahasa Rupa* 1 (2), P 136-146. Available on <https://jurnal.stiki-indonesia.ac.id/index.php/jurnalbahasarupa/article/view/215/84> (2018)
8. Y. Alamsyah. *Bangkitnya Bisnis Kuliner Tradisional: Meraih Untung dari Bisnis Masakan Tradisional Kaki Lima sampai Restoran*. Jakarta: PT Elex Media Komputindo. (2008)
9. H. Michael & Sharples. *Food and Wine Festivals and Events around The World; Development, Management and Markets*. UK: Elsevier Ltd. (2008)
10. Yeoman, U. McMahon-Beattie, K. Fields, J. N. Albrecht, K. Meethan. *The Future of Food Tourism: Foodies, Experiences, Exclusivity, Visions and Political Capital*. (2015)
11. S. Diamond. *The Visual Marketing Revolution, 26 Kiat Sukses Pemasaran di Media Sosial*. Jakarta: PT Serambi Ilmu Semesta. (2015)
12. PT Pergi Kuliner, Pergi Kuliner Available on <https://play.google.com/store/apps/details?id=com.androidpk.pergikuliner&hl=in> Accessed: 2018-05-28
13. I, Noormansyah. Aplikasi kuliner YOURWEEKDAYS resmi diluncurkan untuk platform Android dan iOS. Available on <http://yourbandung.com/aplikasi-kuliner-yourweekdays-resmi-diluncurkan-untuk-platform-android-dan-ios/> Accessed: 2018-05-28