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Designing a Copywriting E-Booklet to Promote Palembang Culinary Tourism in 26 Ilir Area

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ABSTRACT: This research aims to design a culinary tourism e-booklet using the AIDA (Attention, Interest, Desire, Action) copywriting model to promote culinary tourism in 26 Ilir Area, Palembang. The main issue identified was the absence of practical and engaging digital media to help tourists easily discover recommended traditional foods in the area. The study applied the Research and Development (RnD) method using the ADDIE model, which included four stages: analysis, design, development, and implementation, while evaluation was not included due to the writers' limitations. The data were collected through observations, documentation, and interviews with experts in the fields of copywriting, English language, and graphic design. The results showed that the integration of AIDA-based copywriting E-booklet by using analysis, design, development, and implementation stages as part of the ADDIE model was judged valid and feasible by expert validators after revision. The developed e-booklet was designed in a digital format, making it accessible across various devices and supporting the promotional efforts of the 26 Ilir Area.

Keywords: *AIDA model, culinary tourism, copywriting, e-booklet, 26 Ilir Area.*

Culinary tourism in Indonesia offers a diverse range of authentic traditional foods. One of them is located in the South Sumatra region, specifically in Palembang city, in 26 Ilir Area. This destination should be a culinary tourism hub that is better known for its diverse range of specialties in South Sumatra, not just *Pempek*, and *Tekwan*. However, this place also provides other complete culinary delights from South Sumatra. It is also expected that tourists, both local and foreign tourists, can find other typical foods in this place. Tourists often enjoy Palembang's specialties to give them engaging, authentic experiences as according to Paramita et al. (2021). Besides, Caren (2025), suggests that tourists enjoyed local food because they gave exciting and authentic experiences. The diversity of Palembang's culinary specialties includes *Pempek*, *Es Kacang Merah*, *Mie Celor,* and various traditional snacks. The traders are expected to conduct a wider promotional campaign to increase competitiveness with other culinary tourism destinations. They must do adequate promotion using online media, which would undoubtedly attract tourists to visit.

Previous studies have also highlighted this issue, indicating that most traders in the 26 Ilir Area do not possess promotional tools such as booklets or e-booklets that are accessible both

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offline and online to support wider promotional media (Dwijayanti & Pramesti, 2021; Utama, Hatidah & Ujang, 2022; Eka, et al. 2024). Meanwhile, e-booklets offer a more interactive and efficient solution to tourists' needs for promotion, such as in the 26 Ilir Area. Most previous research focuses on creating promotional videos and video scripts, which often have limited content, for attracting tourists. According to Citrawati et al. (2022), the lack of engaging video marketing content created by sellers is unable to attract tourist attention.

In addition, studies from the United States have demonstrated the effectiveness of digital promotional tools like e-booklets in the tourism and hospitality sectors. For instance, Shankar (2021) from the University of South Florida highlights how digital marketing, including mobile-friendly, interactive materials, has become indispensable in hospitality and tourism industries, enabling real-time engagement and enhanced reach to smartphone users. This research shows that digital formats outperform traditional print media by providing measurable metrics and instant updates, crucial for informing traveler decisions. By leveraging such interactive e-booklets, which combine multimedia content (photos, maps, link-embedded menus), culinary hotspots like 26 Ilir can offer tourists both convenience and richer experiences. Thus, the adoption of US-based best practices in digital booklet design can bolster Palembang's competitiveness and elevate its regional culinary branding. Therefore, there remains a research gap in developing a more effective and efficient promotional media strategy to attract tourists to the 26 Ilir Market. By researching and developing the best method for designing a copywriting e-booklet in 26 Ilir Area, this study aims to provide the best food recommendations for tourists and attract them to visit 26 Ilir Area. By creating an e-booklet, it will undoubtedly increase the competitiveness of 26 Ilir Area as a strong promotional media, compared to other culinary tourism destinations in Palembang.

Based on the information provided, the writers aim to promote the 26 Ilir Area in Palembang by designing a copywriting e-booklet to make it easier for tourists to find information about culinary tourism and attract new visitors who wish to experience culinary tourism in the 26 Ilir Area. To support this goal, the writers will include food recommendations and locations from several culinary hotspots in the region, specifically Lorong Roda, Pasar 26 Ilir, and Kampung Pempek

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LITERATURE REVIEW

E-Booklet as a Promotional Media for Culinary Tourism

An e-booklet is a digital form of a booklet that provides structured and engaging information in an easily accessible and effective format with informative and persuasive content, as according to Novawan et al. (2024), declared that digital promotional materials, including e-booklets, play a crucial role in influencing consumer decisions by providing persuasive and informative content. In the tourism sector, e-booklets serve as an online promotional tool that enhances visitor experiences by offering comprehensive details about destinations, attractions, and specialties; this is in line with Sari (2023), who stated that e-booklets provide comprehensive information with visual designs in the form of pictures, photos and writing by existing reality. The e-booklet also promotes various destinations, attractions, and specialties, and provides suggestions for accessing these locations using available modes of transportation.

According to Sari and Werdiharini (2020), booklets have a more attractive look compared to other media like leaflets. They can also contain more detailed information, which leaves a stronger impression and can help increase interest in reading. Meanwhile, Viola and Fernandes (2021), stated that an e-booklet is a type of media that simply presents material with attractive images, making it useful as a source of information to better understand the content. In short, an e-booklet is a digital version of a booklet that includes visual elements like text, photos, pictures, and lines, all presented in a PDF format that is clear, easy to understand, straightforward, and visually appealing. Culinary tourism, which emphasizes the experience of tasting local dishes, relies heavily on online digital promotion strategies to attract tourists by developing e-booklets. Thus, the use of e-booklets as digital promotions makes it easy for tourists to access information about culinary destinations efficiently and practically, thereby attracting them to visit (Shahab et al., 2024). According to Buhalis (2021), digital media promotion is essential in modern tourism marketing, as it enables businesses to reach a wider audience with engaging and interactive content.

Also, e-booklets are more flexible and easily compared to printed materials. This finding aligns with Lucia et al. (2022), who discovered that digital promotional tools have a higher engagement rate due to their accessibility via smartphones, tablets, and computers. By incorporating visually appealing elements, such as high- quality images, interactive maps, and compelling narratives, an e-booklet can effectively capture the interest of tourists and guide them in exploring culinary destinations like 26 Ilir Area in Palembang.

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In conclusion, e-booklets are promotional media tools for providing structured and engaging information, especially in the tourism sector. Additionally, by providing informative and persuasive content, e-booklets play a crucial role in influencing tourists' decisions and enhancing their overall experience. On the other hand, in culinary tourism, e-booklets make it easier for tourists to access information about culinary destinations and attract them to visit. Moreover, compared to printed materials, e-booklets are more flexible, cost-effective, and have a higher level of engagement as they can be accessed through various digital devices. In addition, with attractive and interactive visual elements, e-booklets are an online promotional tool introducing culinary tourism destinations such as 26 Ilir Area in Palembang.

The Role of E-Booklets in Attracting Culinary Tourists

In the ever-growing culinary tourism market, creative content creation plays a vital role in capturing tourists' attention. Content marketing strategies such as storytelling and food descriptions could enhance the appeal of culinary destinations. As stated by Faisal et al. (2024), well-crafted promotional content not only attracts customers but also helps build a strong brand identity.

For culinary tourism in the 26 Ilir area, promotion through social media combined with e-booklets can provide detailed information about food recommendations, locations, and the historical significance of traditional dishes. This aligns with the findings of Rinayanthi and Paramita (2024), who emphasize the importance of engaging and informative marketing content in reaching tourists.

Moreover, the importance of promotion through social media is evident from its significant influence on consumer interest and purchase intentions (Purba, Simbolon, & Girsang, 2023). Therefore, e-booklets equipped with copywriting techniques can encourage tourists to visit the recommended food stalls and share their experiences in the 26 Ilir area. This aligns with the concept of tourism marketing, which plays a crucial role in the tourism industry (Hudson & Thal, 2013). Additionally, Mahatma and Setyawan (2025) state that e-booklets can serve as strategic tools to enhance destination appeal through engaging copywriting.

In summary, in the culinary tourism industry, strong content marketing strategies play an important role in attracting tourists to visit the 26 Ilir area. Promoting the destination through e-booklets can be a beneficial and relevant strategy for delivering comprehensive information about food recommendations, dining locations, and the cultural significance of traditional dishes. Furthermore, e- booklets enhanced with copywriting techniques also contribute to building

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tourist interest, encouraging them to explore recommended culinary spots and share their experiences. This demonstrates that digital marketing through compelling content plays an essential role in enhancing the attractiveness of culinary destinations within the tourism industry.

Developing a Copywriting for an E-Booklet with AIDA Steps

Copywriting is a crucial element in the world of marketing that continues to evolve alongside the growing demands of communication. According to Sugiyarti and Susilowati (2019), copywriting is a writing technique aimed at persuading or influencing a target audience through compelling messages. Similarly, Widjaja (2022) emphasizes that copywriting is not merely about writing advertisements, but also the art of crafting words that build an emotional connection between the product and the consumer. In line with this view, Sulianta (2024) states that copywriting becomes an effective part of marketing communication strategies when written in a clear, engaging, and convincing manner. In practice, copywriting employs various approaches to attract consumer attention, one of which is the AIDA model, which will be discussed in the following section.

The AIDA model, developed by Elias (1898) and referenced in Kotler and Armstrong (2021), describes the stages a consumer goes through before making a purchase. It is the abbreviation of AIDA, which outlines the journey a consumer takes from noticing a product to making a purchase. Virgioni, Manullang, and Panjaitan (2020), state that the AIDA model is one of the most well-known frameworks for guiding consumers through the decision-making process. According to Kotler and Armstrong (2021), the steps of the AIDA theory consist of:

1. Attention

   Attention is the stage at which we must make consumers aware of the existence of our products. We can do this stage by using video ads that are unique and entertaining, or through writing, we can create interesting headlines so that consumers start reading the writing.

2. Interest

   The interest stage involves providing more product information, persuading, and offering reasons why consumers should buy the products being offered. Additionally, it can also display positive messages from consumers who are satisfied with the products offered, so that potential customers believe the products are superior to those of competing brands.

3. Desire

   The desire stage involves providing offers that consumers cannot reject, where the desire to buy the product offered arises. What drives consumers to this stage is when they can convince

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them that our products are the ones that best meet their needs and provide the added value they need.

4. Action
   The action is the stage where the consumer is not only interested but also compelled to make a purchase or take other actions expected by the given marketing. Besides, action is driven by providing a clear and compelling call to action (CTA) that encourages the audience to take the next step.

In conclusion, copywriting in e-booklets continues to evolve in response to the influence of digital technology and psychology, with the AIDA model (Attention, Interest, Desire, Action) being one of the most effective approaches for capturing attention and driving consumer action. This model helps structure messages by first grabbing attention with compelling elements, building interest through relevant information, creating desire by highlighting product advantages, and ultimately prompting action with a clear call to action. By applying the AIDA model, copywriting in e-booklets can be more effective in engaging audiences and increasing conversions.

Elements for Developing an E-Booklet

According to Alfatsyah (2023), an e-booklet is the evolution of the original printed media of a booklet. One of the many effective strategies for advertising is the use of booklets, which allow for the provision of a limited amount of information while still enabling the reader to access a large amount of information. E-booklets can be made by converting the source files of a printer to formats intended for simple downloading and on-screen reading, or they can be derived from a database or a group of text files that were not explicitly created for print. Besides, as stated by Hendrianti, Hidayat, and Suherman (2021), the e-booklet media is a means of conveying materials in a concise form and presenting engaging images. Researchers sometimes incorporate various character development elements into the media, which has an electronic base that can be accessed via cellphones and laptops. The e-booklet media is designed using a special application to produce a learning media that can attract consumers to use it.

Additionally, an e-booklet can be easily accessed through multiple devices without limitations on space and time (Ruddamayanti, 2019). When developing and e-booklet, there are several elements claimed by Bingham (2023), as elements of an e-book, as follows:

1. Topic
   The right topic will attract the attention of the target audience and ensure that the content is

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relevant to their needs, interests, or the issues they are facing. This is essential for building a strong connection between the writers and the reader.

2. Research

   Thorough research helps ensure that the information presented in the e-book is accurate, factual, and reliable. This enhances the writers's credibility and increases the reader's trust in the content.

3. Title

   Despite the topic, a captivating title is essential. However, because booklets are lengthy, high-commitment documents, the title is much more crucial. The audience should be able to discern what they will learn from the content by reading the title.

4. Creating an Outline

   An outline is a crucial planning tool in e-book writing, as it helps create a solid structure, enhances the efficiency of the writing process, and ensures consistent content quality.

5. Writing The Content

   Writing the content is an essential element in creating an e-book because it serves as the core of delivering messages, information, or values intended to be shared with the readers.

6. Appealing Cover Design

   Having an appealing design will make the e-booklet stand out and convince the readers. Using different contrasts of colors, brand logos, and subtitles to provide a small quantity of information to the readers.

7. Main Content

   The contents are the most crucial part of the booklet. The content should convey the information that the readers expect, connected to the title.

8. Visuals

   Incorporate high-quality photos and other graphic elements to enhance the content. These serve to break up the text, giving the eyes a break and providing a resting place.

In summary, the development of e-booklets in this research will be focused as a media for promoting culinary destinations, by combining key elements such as an attractive title, an appealing cover design, a table of contents that makes it easy for tourists, and main content that is informative and relevant to the culinary destinations being promoted. The use of high-quality visuals, such as photos of food and culinary locations, is a crucial element in enhancing the appeal of the e-booklet.

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METHOD

This research employed the Research and Development (RnD) method, as proposed by Borg and Gall (1983) as cited in Anggermawan, Wardhono, and Suharsono (2024). This method was aimed at developing and testing a product that can be widely used. In this research, the product being developed was a culinary tourism e-booklet for copywriting. Moreover, this research focused on developing a copywriting e-booklet to promote Palembang culinary tourism in 26 Ilir Area, utilizing the popular ADDIE instructional model. According to Hannum (2005) as cited in Muruganantham (2015), it stated that ADDIE first appeared in 1975, and it was created by the Centre for Educational Technology at Florida State University. Next, the ADDIE model, developed again by Dick and Cary (1978) in 1978 and revised by Watson (1981) in 1981, was considered essential in the development of educational and training programs.. The research was conducted over three months.

Outlined several stages in (RnD) research with the ADDIE model in (Darmayanti, et al., 2024) to develop an e-booklet, which includes:

1. (Analysis) Gathering preliminary information through observations, documentations, and interviews.
2. (Design) Designing and writing the e-booklet concept, including content structure and design.
3. (Developing Product) Creating the initial version of the e-booklet based on the planning stage.
4. (Implementation) Testing the e-booklet with experts.
5. (Evaluation) Making final revisions before the official release of the e-booklet with users.

This approach ensures that the developed product meets user needs and optimizes the promotion of culinary tourism in 26 Ilir Area. The writers employed the ADDIE concept due to the limited research time. By applying the ADDIE concept, it was expected that the results of the e-booklet would be more effective, even though it was developed in a short timeframe.

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Research Location

This research was conducted in 26 Ilir Area, Palembang, South Sumatra. The location was chosen because:

1. It was one of the most renowned culinary tourist attractions in Palembang, offering a diverse range of traditional dishes.
2. It had significant potential to attract both local and foreign tourists.
3. It required more online promotional marketing strategies to enhance its appeal by developing an e-booklet.

The Booklet Development

Based on the type of research, five stages of development, known as the ADDIE model (Darmayanti, 2024) were explained as the following below. Nevertheless, the last stage which was Evaluation Stage was excluded in the booklet development process due to the writers' linitation.

Analysis Stage

This stage involved an initial analysis to understand the needs and challenges in product development. The process began with reviewing relevant literature, conducting a needs analysis, and preparing a research framework. This step helped lay the foundation for research by identifying gaps and setting a clear direction. In this step, the writers researched and collected data by observation, documentation, and interviews regarding traditional food in 26 Ilir Area, Palembang.

Designing Stage

This stage focused on planning and creating an e-booklet. The process began with structuring the content based on the findings of the exploration. The next step was writing the copywriting script for the content in the e-booklet. Next, created the content draft of the product based on the planned design. Lastly, determine the media, format, and technology to be used.

Development Stage

This stage focused on creating the initial product prototype. This stage involved creating the initial version of the educational product, often referred to as the test product. This includes preparing supporting materials, such as guidelines and manuals, and evaluating these components to ensure they meet the research objectives. At this stage, the writers created the

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first version of the product from the results of the data collection that had been conducted. To maximize its impact, this process followed a persuasive copywriting style, ensuring that the content was engaging and strategically designed to effectively influence the target tourist (Romeltea, 2016, as cited in Rohmah, 2023).

Implementation Stage

During the implementation stage, the developed product was introduced to experts for feedback and to make any necessary revisions. Experts evaluated the e- booklet from various aspects of the product, including functionality, design, and language. This process aims to identify weaknesses or shortcomings that may still exist before the product is published. The results of this stage would later be used for the final evaluation process to ensure that the product has met the expected standards. In this research, the writers used two areas of expertise to assess this product. First, experts in copywriting assess the content and copywriting. Second, an expert in English language assesses the language and grammar. Last experts, graphic design assesses the design used by the writers. The writers needs at least two experts in each area of product assessment.

Evaluation Stage

Based on the test results, necessary improvements were made before finalizing the product. The revised e-booklet, based on input from experts, will be tested again to ensure that all improvements have been implemented correctly. This evaluation included an assessment of the product's quality, language, and suitability to the user's needs, as well as adherence to the established standards. Feedback from end users can also be collected to determine if the product meets expectations. However, the evaluation stage from the public could not be carried out due to limited time, cost, skill and energy, so the writers skipped this stage.

Experts Validation

The project was reviewed by six experts from three different fields of expertise who are highly competent in their respective areas, namely copywriting, English Language, and graphic design. These experts were selected to provide professional insights and validation of both the written content and visual presentation of the developed e-booklet.

The first expert involved in the evaluation process of the e-booklet was Mrs. Aisyah Shahab, S.Pd., M.Pd., a lecturer at Politeknik Negeri Sriwijaya with expertise in Language and Tourism, who also teaches copywriting courses in the related study program. The second

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copywriting expert consulted by the writers was Ms. Nais Saraswati, S.Pd., M.Pd., an English lecturer at the Language Center (UPT Bahasa), Universitas Sriwijaya. She also serves as a core team member and copywriting expert at Magma Institute, actively contributing to various programs beyond the campus.

In addition, the writers also involved two English language experts to assess the grammatical and structural aspects of the e-booklet content. These experts were Mr. Ahmad Khoirul Akhir Tanjung, M.Hum, and Ms. Sulistyaningrum, S.S., M.App.Ling. lecturers from the Language and Tourism Department at Politeknik Negeri Sriwijaya. Both have expertise in English language teaching and applied linguistics, especially in academic and professional writing. Their assessments ensured that the e-booklet met the standards of clarity, readability, and proper language use for both local and international audiences.

Next, the first graphic design expert involved in the evaluation process was Mr. Rio Permata, S.Kom., a computer lecturer at Politeknik Negeri Sriwijaya and Palcomtech Palembang. He has experience as a supervisor for the Student Activity Unit (UKM) WPS and has also served as a judge in several internal design competitions at Politeknik Negeri Sriwijaya. The second expert in the field of graphic design consulted by the writers was Mr. Adi Sutrisman, S.Kom., M.Kom., a computer lecturer at Politeknik Negeri Sriwijaya who teaches in both the Language and Tourism Department and the Computer Engineering Department.

RESEARCH AND DEVELOPMENT RESULT

Analysis Stage

The first phase in the development process was the analysis stage, as outlined in the ADDIE model. In this phase, the writers focused on identifying the needs, goals, and problems related to culinary tourism promotion in the 26 Ilir Area of Palembang. This analysis was carried out not only to define the direction of the product but also to ensure that the developed media could effectively meet the needs of the target audience.

To strengthen the analysis, the writers also referred to Bingham's (2023) approach to digital booklet development, which emphasizes two essential early steps: determining a topic and conducting relevant research. These steps were integrated into the analysis phase of the ADDIE framework. Determining the topic allowed the writers to focus on the 26 Ilir Area as a promising culinary destination that lacks accessible promotional media. Conducting research, on the other hand, helped identify the specific content, design preferences, and user

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behavior that should be considered in creating the e-booklet.

Designing Stage

After the analysis stage was completed, the writers attempted to start designing the e-booklet. The writers implemented the steps proposed by Bingham (2023), which include creating a title, outlining the content, writing the content, and designing an appealing cover. The sample of the revision of the product could be seen in Figure 1.

Figure 1. *First Draft Design Tested by First Graphic Design Expert*

Original	Revised
Cover:	**Cover:**
	

Development Stage

After the designing stage was collected, the writers attempted to start developing the first version of the e-booklet, often referred to as the "test product". The writers implemented the steps proposed by Bingham (2023), which are main content and visuals.

Implementation Stage

At the implementation stage, the writers provided the developed and introduced e-booklet product to experts for feedback and makes necessary revisions. The experts assess the e-booklets that the writers has developed. The experts that the writers asked for data to provide feedback are Copywriting, English language, and Graphic Design. The experts are, namely, Mrs. Aisyah Shahab, S.Pd., M.Pd. and Ms. Nais Saraswati, S.Pd., M.Pd., for Copywriting experts 1 and 2. Next, Mr. Ahmad Khoirul Akhir Tanjung, M.Hum, and Ms. Sulistyaningrum, S.S., M.App.Ling., as an experts in English language 1 and 2. As well as Graphic Design experts 1 and 2, namely Mr. Rio Permata, S.Kom. and Mr. Adi Sutrisman, S.Kom., M.Kom. To obtain more in-depth and specific feedback during this validation process, the writers also conducted semi-structured interviews with these selected experts.

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To ensure the quality and relevance of the developed e-booklet, the writers conducted interviews with selected experts as part of the implementation stage in the data collection process, particularly through the interview method, in line with Bihu (2020). These semi-structured interviews served to gather professional insights, critical feedback, and suggestions for improvement, especially regarding the product's copywriting and visual design, as noted by Bazeley (2018). The input received from the experts played a crucial role in validating and refining the e- booklet, making it more effective and aligned with its purpose as a promotional media for culinary tourism in 26 Ilir Area.

Copywriting Experts

The first and second copywriting experts involved in evaluating the e-booklet were Mrs. Aisyah Shahab, S.Pd., M.Pd., a lecturer at Politeknik Negeri Sriwijaya specializing in Language and Tourism, and Ms. Nais Saraswati, S.Pd., M.Pd., an English lecturer at the Language Center (UPT Bahasa), Universitas Sriwijaya. After reviewing the first draft, both experts agreed that the e-booklet had successfully delivered its promotional message in a clear and engaging way.

To gain deeper insight, the writers conducted semi-structured interviews with both experts. They highlighted several key points regarding the quality of the copy: the importance of maintaining sentence consistency, avoiding word repetition, and using more precise and emotionally resonant vocabulary. Mrs. Aisyah emphasized enhancing the emotional impact of the CTAs (Call to Action) to better persuade readers, while Ms. Nais, who is also actively involved in the field of copywriting, supported the idea of using active voice and shorter sentences to ensure better reader engagement and flow.

In response to their feedback, the writers revised grammar, vocabulary choices, and sentence structure to enhance clarity, tone, and persuasiveness. Repetitive words were replaced, sentence patterns were varied for better rhythm, and more impactful verbs and CTAs were used to appeal to potential tourists.

English Language Experts

The first and second English language experts consulted by the writers were Mr. Ahmad Khoirul Akhir Tanjung, M.Hum., an English lecturer at Politeknik Negeri Sriwijaya in the Language and Tourism Department, and Ms. Sulistyaningrum, S.S., M.App.Ling., an experienced in linguistic lecturer in Language and Tourism Department, Politeknik Negeri

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Sriwijaya. Both experts provided valuable feedback focusing on punctuation, sentence structure, and grammar accuracy. They noted that several sentences in the e-booklet were too long, which could reduce readability and clarity for the target audience. Therefore, they advised breaking complex sentences into shorter, more concise ones. In terms of grammar, they highlighted minor issues such as subject-verb agreement, article usage, and inconsistent tense shifts, which were revised accordingly by the writers.

Furthermore, both experts emphasized the importance of using punctuation carefully. They particularly pointed out the overuse of exclamation marks, recommending a more selective and meaningful use to maintain a balanced and professional tone throughout the content. Their input helped the writers to refine sentence flow, improve grammatical correctness, and ensure that the writing style remained accessible and engaging for readers.

First Graphic Design Expert

The first graphic design expert consulted by the writers was Mr. Rio Permata, S.Kom., a computer lecturer at Politeknik Negeri Sriwijaya and PalComTech Palembang. He is also the supervising lecturer of the WPS (Warta Politeknik Sriwijaya), a student activity unit focused on journalism, creative writing, and visual communication. With years of experience in the field of graphic design, Mr. Rio has been actively involved in various multimedia and publication projects, as well as mentoring students in digital content creation. Drawing from his professional background, he stated that overall, the writers had developed a well- executed design that successfully conveyed the intended message of the e-booklet. However, he also provided several important suggestions for improvement to further enhance the quality, consistency, and visual appeal of the final product.

Through the interview session, he mentioned that the initial cover design was not attractive enough for tourists and less effective in grabbing the reader's attention. Therefore, he suggested changing the cover by highlighting food images to make it more visually appealing. He also recommended increasing the contrast in some parts to make the content easier to read on different devices.

In addition, he gave feedback on the text layout in the e-booklet. Some text elements were not properly centered, which affected the overall visual balance. There were also parts where the text was hard to read due to poor placement or color contrast. To fix this, he advised repositioning and adjusting the text colors to ensure the layout stays visually balanced and easy

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to read. Based on his suggestions, the writers adjusted the margins, realigned the image placements, and refined the color palette and visual contrast to create a more appetizing and attractive design.

Second Graphic Design Expert

The second graphic design expert consulted by the writers was Mr. Adi Sutrisman, S.Kom., M.Kom., a computer lecturer at Politeknik Negeri Sriwijaya who teaches in both the Language and Tourism Department and the Computer Engineering Department. With a strong academic background and professional experience in multimedia and design, Mr. Adi provided valuable insights that contributed significantly to the refinement of the e-booklet's visual and functional quality. He acknowledged that the writers had developed a good design concept that successfully delivered the intended promotional message. Moreover, he highlighted the attractiveness of the cover page, noting that its layout and composition had the potential to engage and capture the attention of readers.

Nevertheless, Mr. Adi also identified several areas of improvement that needed to be addressed to enhance the overall visual harmony and user accessibility of the product. One of his main suggestions concerned the inclusion of a QR code in the e-booklet. He emphasized that while a QR code is a useful digital tool, it should always be accompanied by a written address or location information below it to accommodate users who may not be able to access or scan the code due to technical limitations or device compatibility issues. In addition to this, he pointed out that some of the color combinations used in the layout were visually jarring or inconsistent. To improve this, he recommended the use of a more cohesive color palette that maintains a balance between aesthetics and readability, thereby ensuring a more comfortable viewing experience for the readers.

Based on his feedback, the writers made several adjustments to the design, focusing on improving color harmony, enhancing visual clarity, and ensuring the information remains accessible to a broader audience.

Final Product Review

After completing the validation stage, the writers proceeded to the final product review as the last step before the e-booklet was officially published. At this stage, all feedback, comments, and suggestions from experts were carefully implemented, including revisions to the copywriting content, English language, and design adjustments. One of the key solutions to address the limitations identified in the problem formulation was the implementation of

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the AIDA model, a copywriting approach that emphasizes Attention, Interest, Desire, and Action.

The e-booklet was thus developed not only as a persuasive and informative educational media, but also as a strategic form of digital promotion aimed at enhancing user interaction. According to Novawan et al. (2024), digital promotional media such as e-booklets can increase reader engagement due to their interactive nature. Through the integration of the AIDA model and expert-driven revisions, the final product successfully meets both functional and communicative goals. Some pages of the final version of the e-booklet can be seen in the following figures.

Figure 2. *Cover Final Design*

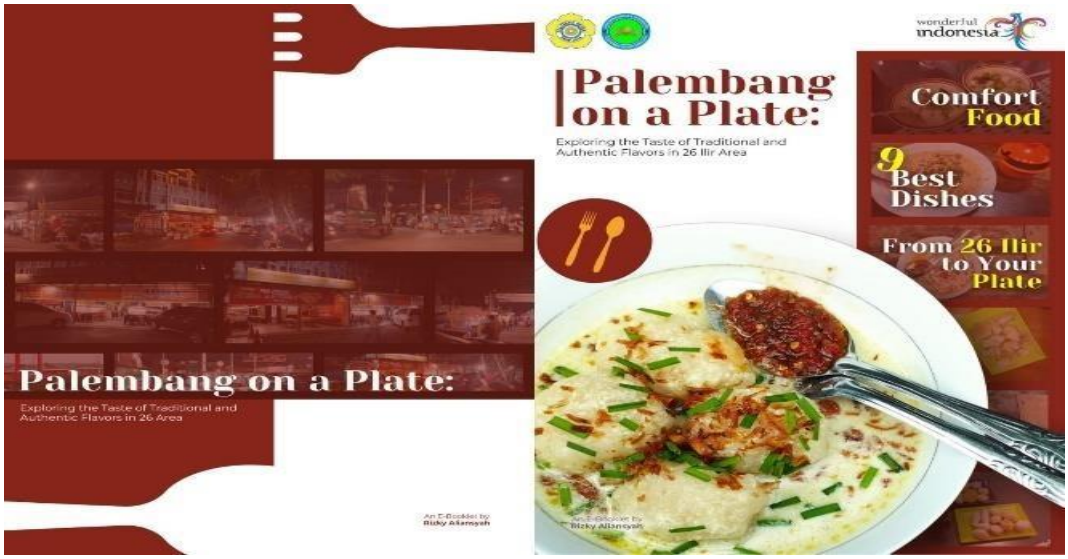


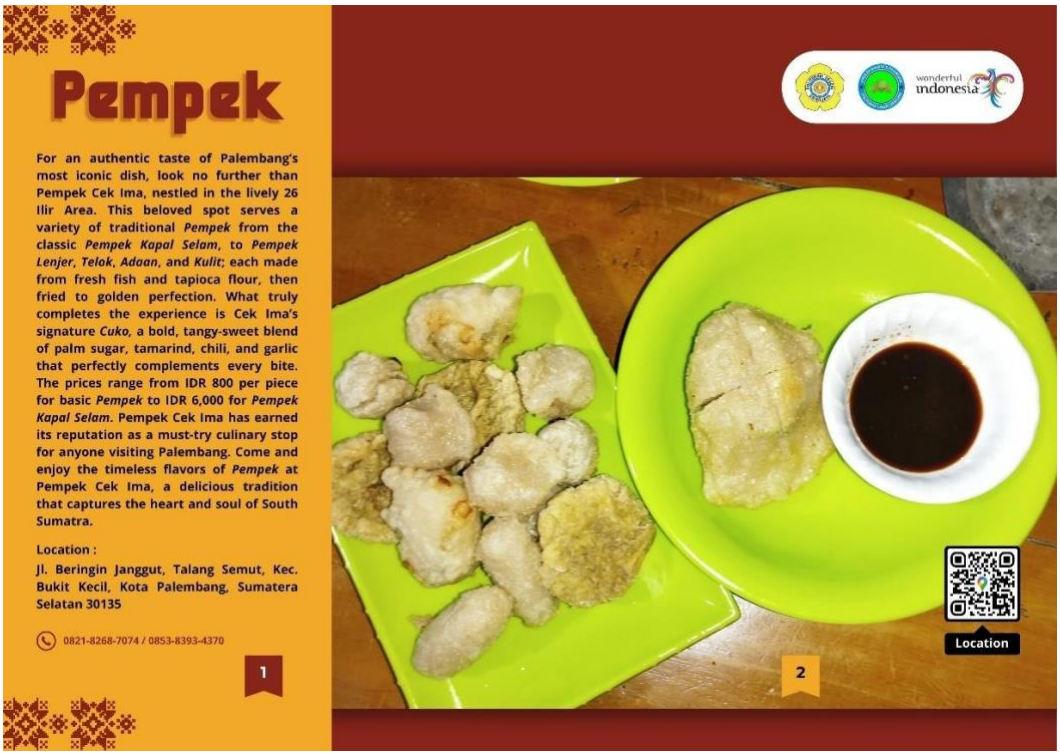
Figure 3. *Final Page vi and vii (Culinary on 26 Ilir Area)*

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Figure 4. *Final Page 1 and 2 (Pempek)*

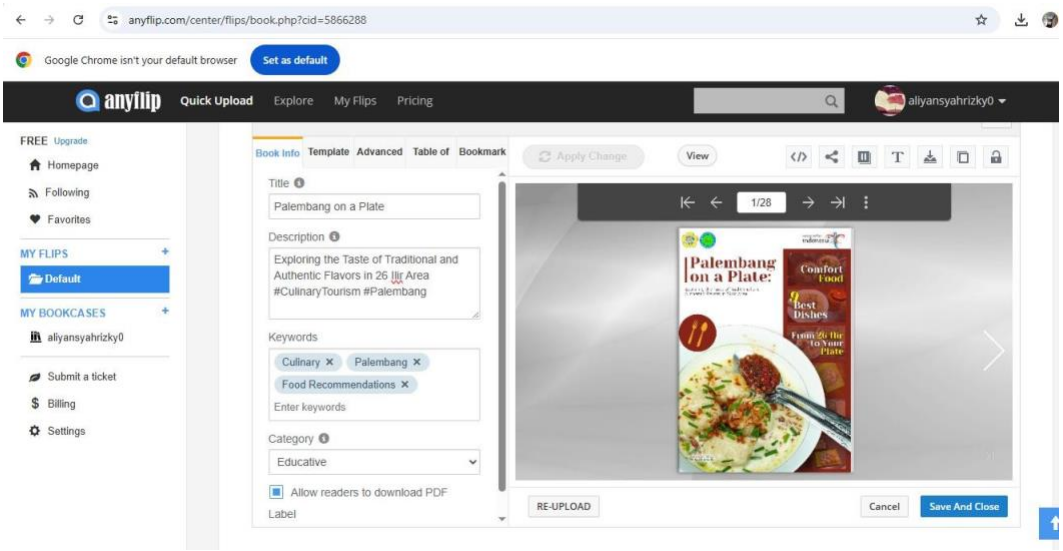


As the final step in the dissemination of this digital product, the completed e- booklet was not only revised based on valuable input from experts but also uploaded to the *Anyflip* platform a web-based publishing site that allows digital booklets to be accessed interactively via various devices such as

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smartphones, tablets, and computers. This method was chosen to make it easier for people to read and enjoy the e-booklet anytime and anywhere. This dissemination strategy aligns with the statement of Lucia et al. (2022), who emphasized that digital media such as e- booklets offer high accessibility and effectively increase audience engagement due to their compatibility with multiple digital platforms. The final version of the e- booklet can be seen via the digital link and the QR code in Figure 5.

Figure 5. *The Process of Uploading the E-Booklet in Anyflip* Website (https://anyflip.com/center/flips/book.php?cid=5866288)



To make access easier for readers, the e-booklet can be viewed via a digital link (https://anyflip.com/wpiqz/dnxs/) or by scanning the QR code provided. Both the link and the QR code are designed to be compatible with a wide range of devices, including smartphones, tablets, laptops, and desktop computers. This allows users to access the e-booklet in a flexible and convenient manner, regardless of their preferred platform or location. The integration of these features supports the goal of maximizing accessibility and encourages wider dissemination of the promotional content. The QR code can be seen in Figure 6.

Figure 6. *QR Code E-Booklet from Anyflip*

https://doi.org/10.36257/holistics.v18i1.12212

CONCLUSIONS AND SUGGESTIONS

Based on the problem formulation, this product was developed through structured and well-planned stages. The copywriting content of the e-booklet was written by applying the AIDA model (Attention, Interest, Desire, Action), a widely recognized strategic approach in marketing to engage audiences. By using this model, the content was designed to communicate persuasively starting with an eye- catching title to draw attention, informative culinary descriptions to generate interest, appealing narratives that spark desire to try the dishes, and finally, calls to action in the form of location barcodes and direct invitations to visit the culinary sites. This e-booklet was developed in response to the needs of tourists for concise, easily accessible, yet informative and convincing culinary content. Using digital platforms and well-crafted copywriting techniques, this product serves not only as an information media but also as an informative promotional tool designed to improve the local culinary in Palembang. In conclusion, this product successfully meets the formulated problem by offering a compelling and practical copywriting- based promotional media that enhances the visibility and attractiveness of the 26 Ilir Area culinary destination.

To further maximize its functionality and outreach, future development of the e- booklet is highly encouraged. One recommendation is to translate the content into additional languages to attract more foreign tourists. Another important advance would be to convert the e-booklet into a dynamic digital platform such as a mobile application or interactive website. This transformation would allow for features such as user reviews, GPS-based maps, vendor ratings, social media integration, and real-time updates. Such improvements would enhance interactivity, user experience, and long-term sustainability of the culinary promotion.

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