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13TH INDES 2024

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THE 13TH INTERNATIONAL INNOVATION, INVENTION & DESIGN COMPETITION 2024

EXTENDED ABSTRACTS

e-BOOK

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EXPLORING CULINARY DIVERSITY IN YOGYAKARTA AND OPTIMIZING TOURISM THROUGH FOODIVERSE APPLICATION TECHNOLOGY

Indra Priyanto Budipratama, RR Siti Muslikhah, Humaira Kiyani Nadia, Muhamad Azis,
Puti Aliya Najwa Syahira

Universitas Islam Indonesia
Jalan Kaliurang KM 14.5, Sleman, Daerah Istimewa Yogyakarta, Indonesia

21211001@students.uui.ac.id

ABSTRACT

The Foodiverse application is a digital technology innovation to introduce regional culinary delights which is designed to make it easier for tourists to explore the culinary delights they want and need. The Special Region of Yogyakarta was the first location to implement this innovation because it is one of the regions in Indonesia that has a significant increase in tourists and students every year. Foodiverse is designed with several interesting features that unite several tourist needs in one application and is user friendly so it is very easy to understand across generations.

Keywords: Travelers, Applications, Culinary

1. INTRODUCTION

The Ministry of Cooperatives and Small and Medium Enterprises (MSMEs) stated that there had been an increase in the country's GDP by 65.4% (Sipur & Almastoni, 2021). This increase is on average produced by MSMEs in Indonesia that have carried out digital transformation. However, this success was not accompanied by digital-ready talent. Yogyakarta is one of the regions in Indonesia that has high tourist mobility and is even known as the "Student City" because every year there are more than 638,345,000 students (Arifin et al., 2019). Apart from that, accessibility in Yogyakarta is easy so there is a great opportunity to develop digital innovation.

This opportunity is a potential for Indonesia to improve the Indonesian economy digitally. The digitalization aspect has the biggest role in improving the economy significantly so that if technological development increases, economic growth will also increase (Rahmawati & Latifah, 2020). Therefore, technological progress must continue to be accompanied by innovation and digital readiness.

The idea for the innovation of the Foodiverse application started from our anxiety as overseas students who had difficulty getting food recommendations and health knowledge on one platform, thus forming a habit of not caring about our own health. Apart from that, social media such as Instagram and Tik Tok have not provided comprehensive information to prospective tourists, as we found in Malioboro, many foreign tourists were not satisfied with the itinerary they had carried out. This concern makes this application present as a digital platform that is a solution for local or foreign tourists.

2. METHODOLOGY

The idea for this innovation came from the author's concerns so that the Design Thinking process was carried out to validate whether the innovation carried out was subjective or objective. This series of processes is carried out so that aspects of human resources and technology can achieve innovative products.

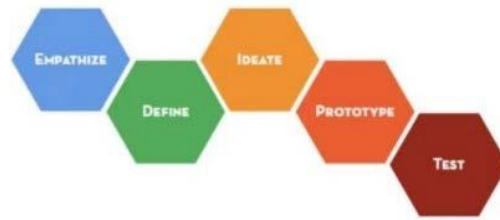


Figure 2. Design Thinking Process
(Source: Marketeers, 2016)

2.1 Emphatize

The first stage, that the author takes is to reflect on himself to build emotional sympathy for this anxiety. This process is carried out by reviewing literature, reading the news, observing tourist areas to gain direct experience of the problem.

2.2 Define

The information collected in the first stage was discussed together and several reasons were found for the problem not being resolved. The following are several things that are assumed to be influences, namely:

1. Tourists are dissatisfied when traveling to new areas because of limitations in finding interesting and memorable itinerary information.
2. Students who don't care about health actually know whether the food is clean and healthy or not.

However, this awareness is not carried out consistently because it is easy to get carried away by new lifestyles and trends. This happens because the majority of students are Generation Z who like things that are instant, interesting and easy to do.

2.3 Ideate

In the problem solving stage, the author proposes the Foodiverse application which can be used by areas with high mobility to help solve the problems of tourists and students. We even added new stakeholders, namely MSMEs, to be able to provide information on the products being sold and give MSMEs the freedom to be interactive with potential consumers. This application has four main features that can be used easily by novice users because the layout and symbols in the features are adapted to people's habits of using smartphones.

2.4 Prototypes

Creating an application design is a fundamental step for successful innovation. Therefore, the selection of features, designs and colors is adapted to the psychology of the general public who likes practicality and elegance. The choice of yellow and red means courage and energy so that it is hoped that tourists and students can enjoy the application and have fun. This was done in order to attract potential consumers and to support the simulation, we chose Virtual Reality (VR) as an interactive medium in explaining the application steps. The system built by the Foodiverse Application is highly personalized and has a strict security system. Even though it gives freedom to every MSME to market products, every MSME who wants to upload their product will still go through verification first.

2.5 Tests

Application testing was carried out in Yogyakarta as an area that has a high population of tourists and students. This application will be tested for the first time at the University to see whether its operational and functional aspects work well or not.

2.6 Implementation

After testing and getting advice regarding application system testing. The next stage is implementation which begins with introducing the existence of the application to the wider community through various activities such as technology exhibitions. Thus, the Foodiverse application can immediately be used in other regions and even abroad.

3. FINDINGS

Foodiverse has several features that can be used by MSMEs, tourists and students to get information or check products. There are four features in the application, namely the first input feature for MSMEs which can enter complete product information and its location. There are two ways to enter information, namely manual and scan. Then the second is the halal product scan feature, although many products currently have a halal logo on the packaging, this feature will help reassure consumers if they have doubts about a product. Third, a culinary location is also provided, this serves to help visitors get to the sales location and minimize the risk of consumer dissatisfaction due to differences in composition or manufacturing method if complaints suddenly occur.

This application has various advantages and benefits, MSMEs who successfully enter their products into Foodiverse will certainly get branding from more varied segmentation and the output will be increased sales. Then tourists can also get satisfaction from the visiting experience. This can be felt because you have planned your trip well in advance so you can adjust your time and budget. Students can also benefit from the existence of this application, namely awareness of a healthy lifestyle by starting to care about what they consume.

The advantage of the Foodiverse application is that it is the first digital platform, especially in Yogyakarta, which combines various problems into one solution that is interactive and easy to understand. Apart from that, the marketing that we can do is also varied, including volunteer activities, exhibitions, competitions and others. However, interestingly, we also use Virtual Reality (VR) as an interactive tool for users regarding products.



Figure 2 Application Product Overview

4. CONCLUSION

Yogyakarta is one of the tourist destinations in Indonesia that has culinary diversity, so it has the opportunity to improve the economy through digitalization. The Foodiverse Application Innovation is a platform that will help tourists to explore food according to their individual needs. This application offers several interesting features, namely composition scans, halal products and health articles. The application design is dominated by red and yellow colors which have a philosophy of courage and happiness in accordance with the aim of this application which is expected to improve the user experience.

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Prof. Madya Dr. Nur Hisham Ibrahim
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Sekian, terima kasih.

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