

Digital Innovation in Culinary Tourism Services at Galeri Indonesia Kaya, Jakarta

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ABSTRACT

Keywords: Tourism; Digital Technology; Galeri Indonesia Kaya; Tourist. This research discusses implementing innovative digital technology at Galeri Indonesia Kaya, Jakarta, which combines cultural richness with modern concepts. Using a qualitative approach and case studies, this research aims to understand this phenomenon in-depth. Data analysis is done inductively to identify patterns, themes, and relationships among various aspects emerging from the collected data. The results show that the use of digital technology in the food and beverage segment of tourism services at Galeri Indonesia Kaya has had a significant positive impact. This technology improves operational efficiency, and service quality, and provides a more personalized experience for visitors. Visitors' response to informative and interactive digital menus is also very positive. In conclusion, the use of digital technology in tourism services at Galeri Indonesia Kaya has brought significant positive impacts, improving operational efficiency, service quality, and visitor experiences on a personal level.



Introduction

Tourism is one of the vital sectors of a country's economy, including Indonesia. With its cultural, natural, and culinary diversity, Indonesia has great potential in the tourism industry. One of the growing aspects of this industry is the use of digital technology to improve the tourist experience, especially in the food and beverage segment.

Digital technology has changed the way people travel and explore tourist destinations. With the advent of travel apps, websites, and social media platforms, travelers can easily search for information, book accommodations, and find exciting places to eat. This has changed the paradigm of tourism services, including services in the food and beverage sector. Amid this development, Galeri Indonesia Kaya in Jakarta has become one of the popular destinations that offers cultural, artistic, and culinary experiences for its visitors (Ernawati & Hananto, 2023).

In addition to being an art exhibition space, this gallery also offers a variety of culinary experiences through restaurants and cafes. However, in the face of increasingly fierce competition and increasingly high tourist expectations, applying innovative digital

technology in tourism services in the food and beverage segment at Galeri Indonesia Kaya is essential for further study (Ningsih & Arianto, 2024).

Some of the innovative digital technologies that can be applied in tourism services include mobile applications for booking and payment, the integration of artificial intelligence technology to personalize the visitor experience, and the utilization of social media and other online platforms for promotion and interaction with visitors. By understanding the potential and challenges in implementing digital technology at Galeri Indonesia Kaya, effective strategies can be developed to improve the quality of tourism services in the food and beverage segment (Jamilati, Anshori, & Salsabila, 2023).

Through this research, it is expected to gain a deeper understanding of how innovative digital technologies can influence and improve tourism services in the food and beverage segment. The results of this research are expected to contribute to developing the tourism industry in Indonesia, especially in applying digital technology to improve the tourist experience.

The objectives of this research are:

1. Identify innovative digital technologies applied in tourism services in the food and beverage segment at Galeri Indonesia Kaya.
2. Assess the level of adoption and utilization of innovative digital technology by visitors to Galeri Indonesia Kaya.
3. Analyze the effect of applying innovative digital technology on the tourist experience of enjoying food and beverage services at Galeri Indonesia Kaya.
4. Assess the impact of applying innovative digital technology on business performance (marketing, operations, and finance) in the food and beverage segment at Galeri Indonesia Kaya.
5. Formulate recommendations for increasing the application of innovative digital technology in the food and beverage segment tourism services, which can improve the tourist experience and business performance at Galeri Indonesia Kaya.

This study aims to examine the application of innovative digital technology in tourism services in the food and beverage segment, focusing on the location of Galeri Indonesia Kaya in Jakarta (Solemede, Tamanea, Selfany, Solemede, & Walunaman, 2020).

Method

Research Design

This research investigates the application of digital technology in tourism services at Galeri Indonesia Kaya with a qualitative approach and case study. This approach was chosen to gain a deep understanding of the phenomenon, capturing complex nuances in the visitor and staff experience. Case studies allow researchers to explore the implementation process, challenges, benefits, and impact of digital technology in detail. The results are expected to provide valuable insights for tourism practitioners and technology developers to improve sustainable tourism services (Achjar et al., 2023).

Galeri Indonesia Kaya is a place that combines the richness of Indonesian culture with modern and innovative concepts. This gallery is located at Jl. M.H. Thamrin No.1, RT.1/RW.5, Kb. Melati, Tanah Abang District, Central Jakarta City, Special Capital Region of Jakarta 10230.

Place and Time of Research

This research was conducted at Galeri Indonesia Kaya, a cultural center in Jakarta, Indonesia. Galeri Indonesia Kaya is a tourist destination that showcases various Indonesian cultural heritage, art, and traditions. This place was chosen because it is a location that is relevant to the research context, namely the application of digital technology in tourism services in the food and beverage segment.

The study was conducted over a predetermined period, with a sufficient period to collect the necessary data and analyze the findings. The research time was also chosen to suit the activities and density of visits at Galeri Indonesia Kaya so researchers could observe visitor interactions with digital technology representatively. In addition, the study also considered the time adjusted to the schedule and availability of participants, both visitors and officers/staff of Galeri Indonesia Kaya involved in the research.

Data Collection Techniques

Researchers will use several data collection techniques to collect comprehensive and in-depth data on the application of digital technology in tourism services at Galeri Indonesia Kaya. First, in-depth interview techniques will be used to interact directly with visitors using digital tourism services and with officers or staff involved in implementing digital technology at the location. This interview aims to understand the experiences, perceptions, implementation processes, challenges, and benefits associated with digital technology. Furthermore, observation will be carried out by directly observing the interaction between visitors and digital technology when using tourism services and the work process of officers or staff in managing the technology. These observations will provide insight into how technology is used in everyday practice at Galeri Indonesia Kaya. Finally, document analysis will be carried out by analyzing documents or promotional materials related to digital tourism services, as well as internal documentation related to the implementation of digital technology at the location. Analysis of these documents will assist in obtaining additional information and support findings from other data collection techniques. With this combination of techniques, researchers are expected to obtain diverse and in-depth data on the application of digital technology in tourism services at Galeri Indonesia Kaya (Jailani, 2023).

Data Analysis

Data analysis in this study is carried out inductively, where researchers will identify patterns, themes, and relationships between various aspects that arise from the collected data. With this approach, researchers will open data without any prior assumptions, thus enabling organic and in-depth discoveries about the use of digital technology in tourism services at Galeri Indonesia Kaya (Sarosa, 2021). In addition, researchers will compare various cases or participants to gain a comprehensive understanding of the application of digital technology. By comparing experiences and

perspectives from different data sources, researchers can explore variations and similarities in the use of digital technologies, as well as the factors that influence their acceptance and effectiveness. The results of this data analysis are expected to provide deep and diverse insights into the use of digital technology in the context of tourism in Galeri Indonesia Kaya, as well as enable the identification of relevant practical and theoretical implications (Rifa'i, 2023).

Results and Discussion

This research found that the use of digital technology in tourism services in the food and beverage segment at Galeri Indonesia Kaya has had a significant positive impact. Digital technology has helped improve operational efficiency and service quality, as well as provide a more personalized and customized experience for visitors. One of the staff said "My experience using digital technology at Galeri Indonesia Kaya was very positive. This technology has brought about a huge change in the way I serve visitors." This is also confirmed by visitors who say "My experience using digital technology at Galeri Indonesia Kaya was very positive. The website provides clear and detailed information about the food and beverage menu offered digitally".

Improved Service Quality and Operational Efficiency

The electronic booking system allows staff to make explanations quickly and accurately and reduces human error in the process. It also allows staff to focus more on interacting with visitors, rather than getting stuck in administrative work. One staffer stated, "Digital systems minimize human error in the process of explaining food." This is also evidenced by a statement from a visitor who said "I used the official website of Galeri Indonesia Kaya to support my experience during the visit. This website is easy to use and provides various features, such as event information, exhibition schedules, as well as digital explanation of food and beverages, and QR scans. I chose this website because it offers convenience and easy access to all the information I need while in the Gallery."

Visitor Response to Digital Technology

Visitors generally responded positively to the use of digital technology in tourism services at Galeri Indonesia Kaya. Many visitors find it helpful to have an informative and interactive digital menu that makes it easier for them to see the menu explanation. One visitor commented, "The interactive digital menu gave me a visual overview of the dishes offered, and additional information such as ingredients and food origins was helpful."

Use of Digital Technology in Tourism Service Strategy

Galeri Indonesia Kaya has integrated digital technology into its strategy through steps such as implementing a digital explanation system, as well as digital menus. They also utilize social media and online platforms to promote services and interact with visitors before and after their visit. In the interview excerpt, it is said "I used the official website of Galeri Indonesia Kaya to support my experience during the visit. This website is easy to use and provides various features, such as event information, exhibition schedules, as well as digital explanations of food and beverages, and QR scans. I chose

this website because it offers convenience and easy access to all the information I need while in the Gallery."

Digital Technology Development and Improvement Plan

Galeri Indonesia Kaya plans to continue to develop and improve the application of digital technology in tourism services. One plan is to improve integration with third-party applications to facilitate visitors' access to gallery services. The supervisor stated, "We also want to develop more advanced personalization features, such as recommendations based on previous visitor preferences and history." Some Supervisor interviews say that "Cooperation with technology providers will remain our priority to ensure that our hardware and software are always up to date. It also allows us to address technical issues quickly and keep our operations running smoothly."

The discussion on the use of digital technology in tourism services in the food and beverage segment at Galeri Indonesia Kaya showed a significant positive impact. Digital technology has helped improve operational efficiency and service quality, as well as provide a more personalized and customized experience for visitors. The results of this study are consistent with information systems theory which states that digital technology can increase productivity and effectiveness in business operations (Kertajadi, Handika, & Minanda, 2023).

The electronic QR annotation and scan system at Galeri Indonesia Kaya allows staff to process orders quickly and accurately, reducing human error. This allows staff to focus more on interaction with visitors rather than administrative work. This finding is in line with previous research showing that the use of digital technology in reservations and payments provides significant benefits for operational efficiency.

Visitors generally respond positively to the use of digital technology, especially informative and interactive digital menus. This response supports the customer experience theory that emphasizes the importance of convenience and accessibility in tourism services. The results of this study also reflect the trend of using digital technology in the tourism industry that increase customer engagement (Herinanto & Gumanti, 2024).

Galeri Indonesia Kaya has successfully integrated digital technology into its strategy, including hardware systems, digital explanations, and digital menus. This strategy is in line with previous research showing the importance of leveraging social media and online platforms to promote services and interact with visitors.

While digital technology brings many benefits, challenges such as network disruptions or malfunctioning devices can hamper the ordering and payment process. This challenge is similar to research conducted by (Evi, 2023) which shows the need for strong infrastructure and customer education to overcome obstacles in implementing digital technology. Galeri Indonesia Kaya plans to continue to develop and improve the application of digital technologies, including integration with third-party applications and the development of advanced personalization features. This plan reflects the gallery's commitment to continuously innovate and create a better experience for visitors, in line with the latest trends and theories in the tourism industry. This is in line with research conducted by (Heliany, 2019) which says that this era is characterized by easy access to

information through digital media. In this case, Indonesia also does not want to be defeated, but in Indonesia the era of the new Industrial Revolution in the 4.0 Era. This is the reason for the emergence of the phenomenon of cultural shift from manual systems to virtual and visual worlds, as well as in the tourism sector, especially Indonesian tourists who are millennial generations.

Conclusion

The conclusion of the research on the use of digital technology in tourism services in the food and beverage segment at Galeri Indonesia Kaya shows a significant positive impact. Digital technologies have helped improve operational efficiency, service quality, and visitor experience, in line with previous theories and research. Electronic ordering and payment systems minimize human error and speed up transactions, allowing staff to focus more on interacting with visitors and providing more personalized service. Visitors generally responded positively to the use of digital technology, such as informative and interactive digital menus, as well as electronic payment options that facilitate transactions.

Overall, this research shows that the application of innovative digital technology in tourism services in the food and beverage segment at Galeri Indonesia Kaya has successfully improved service quality, operational efficiency, and visitor experience. Galeri Indonesia Kaya is committed to continuously developing and improving the use of digital technology to create a better and more satisfying tourism experience for visitors. The study's findings could provide valuable insights for other institutions in the tourism industry to adopt and optimize the use of digital technology in their services.

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