

ABSTRACT

This study focuses on developing a bilingual digital e-booklet to promote Kopi16 Pro, a floating café located on the Musi River in Palembang. Using a qualitative Research and Development (R&D) approach based on Plomp's (1997) model, the research follows five stages: preliminary investigation, design, realization, testing and evaluation, and implementation. Data were collected through observation, interviews, autoethnographic reflection, and expert validation. Two experts one in English for tourism and the another in Bahasa Indonesia content flow reviewed the product to ensure clarity, persuasiveness, and structural coherence. The result is a bilingual e-booklet that presents Kopi16 Pro's unique riverside atmosphere, cultural relevance, and culinary offerings. The final product combines narrative storytelling and digital visual design to serve as an engaging promotional tool. Published through the Anyflip platform, the e-booklet is designed to enhance the café's visibility and support local culinary tourism efforts.

Keywords: bilingual content, culinary tourism, digital e-booklet, Kopi16 Pro, R&D method,