

Appendix 1: Interview Questions

1st Interview

Stage 1, the owner of night culinary object

No	Questions
1	At what time is this place operational?
2	What is provided in this place (facilities, etc)? In order to get tourist's interesting?
3	Are the environment surrounding is safe for tourists?
4	Can you explain about parking system in this place?
5	As you opened this place, where do your visitors mostly come from?
6	What do you think about the night culinary in Palembang?

2nd Interview

Stage 2, tourists in the night culinary object

No	Questions
1	How is the taste of the foods?
2	How is the cost of the foods?
3	What do you think about the comfortable of this place (cleanlines, interior, safety)?
4	What do you think about the parking lot?
5	How about the distance of this place from the downtown?
6	How often do you visit this culinary object?
7	Where do you know about this culinary object?
8	What do you think about the night culinary in Palembang?
9	Do you know about other night culinary places in Palembang besides this place? How many?

3rd Interview

Stage 3, Advertising Expert

No	Questions
1	What kind of paper is the best to be printed?
2	What is the quality of the paper?
3	How long is the magazine exposed or printed?
4	How much is the cost to print this magazine?
5	Where should the magazine be promoted?
6	Can you give suggestions to this magazine?
7	Can you see the strengthness from this magazine?

4th Interview

Stage 4, Development Product expert

No	Questions
1	Does this magazine has enough information about the culinary?
2	What do you think about the night culinary objects in this magazine?
3	What is the srtengthness of this magazine?
4	Can you give suggestions to this magazine?

Appendix 2: Photos of Interview



(Interviewing the experts, owner, and visitor)