**REFERENCES**

Agustini, R.P. (2017). *Designing bejajo malem magazine as tourist guidance to promote night culinary places in palembang*. Palembang:State Polytechnic of Sriwijaya. . Accessed on March 14th, 2018.

Andrews, S. 2007. *Introduction to tourism and hospitality industry*. New Dehli:Tata McGraw-Hill. Accessed on March 9th,2018.

Black. 2011. *Dictionary of leisure, travel and tourism*. [e-book]. Retrieved from https://books.google.co.id/books?id=WUY5g4QAnawC&printsec=frontcover&hl=id&source=gbs\_ge\_summary\_r&cad=0#v=onepage&q=guidebook&f=false.Accessed on March 9th, 2018.

Borg & Gall. (1983). *Educational Research : An introduction 4th edition*. London : Longman Inc. Accessed on May 9th, 2018.

Brilhante and Skinner Msc. (2015).*Promoting and marketing green products and services: energy, materials, water and wastewater: marketing mix, market and promotion strategies methods Option to promote energy, green materials, water and waste water*. [e-book]. Retrieved from Marketing\_manual\_edited.Accessed on March 9th, 2018.

Collins. (2008). *The tourism society’s dictionary for the tourism industry.* Waliingford:CABI. Accessed on March 9th, 2018.

Creswell. (2003). Research design : qualitative, quantitative, and method approached. California : Sage publication, Inc. Accesed on July 18th , 2018

Cunha. (2014). *The definition and scopeof tourism: a necessary inquiry*. Retrivied from revistas.ulusofona.pt/index.php/jts/article/view/4426/2987.Accessed on March 9th, 2018.

Effendy.(2005). *Ilmu komunikasi teori & praktek.Bandung* : PT. Remaja Rosdakarya. Accessed on March 12nd, 2018

Fadheli, Chairul. (2000). *Definisi tentang kuliner.Yogyakarta : Graha Ilmu*. Accessed on March 9th, 2018.

Familmaleki, et al. (2015).Analyzing the influence of sales promotion on customer purchasing behavior.international.*Journal of economics & management sciences*.Vol.4, No.4. doi:10.4172/2162-6359.1000243. Accessed on March 12nd, 2018.

Flaminggo,T.(2014).*Media-media promosi*.Retrieved from https://theforwardnews.blogspot.co.id/2014/09media-media-promosi.html on March 12nd, 2018.

Gekijo.(2018). Retrieved from https://semaymedia.com/2018/03/24/lorong-basah-night-culinary-wisata-kuliner-malam-yang-menakjubkan/.Accessed on March 12nd, 2018.

Gero S, John. (2002). *Artificial intelligence in design ’02.* [e-book]. Retrieved from https://books.google.mu.Accessed on March 12nd, 2018.

Gilbert. (1999). ‘London in all its glory-orhow to enjoy london’ : Guidebook representations of imperial London. *Journal of historical geography*, Vol. 25, No. 3.Accessed on March 24th, 2018.

Hall and Sharples. (2013). *Food tourism around the world: development, management and markets*. [e-book]. Retrieved from https://www.google.co.id/url?sa=t&source=web&rct=j&url=htpp://shora.tabriz.ir/Uploads/83/cms/user/File/657/E\_Book/Tourism/Food%2520Tourism.pdf&ved=2ahUKEwikzr3shb\_aAhVME5QKHVMKDNsQFjAAegQICBAB&usg=AOvVaw3XpQSB7adYgM-SctGWIGel. Accessed on March 12nd, 2018.

Hartl. (2003). *Expatriate women managers: gender, culture and career*. [e-book]. Retrieved from https://books.google.co.id/books?id=rqNha5s78XcC&pg=PA69&dq=According +to+Creswel+(1994).Accesed on July 18th , 2018

Haryanto.(2018). Retrieved from http://www.bsn.go.id/main/berita/detail/9183/palembang-segera-miliki-pusat-wisata-kuliner-halal#.WsrEAJqrvIU.Accessed on March 12nd, 2018.

Haryati.(2012). Sebagai salah satu model penelitian dalam bidang pendidikan.research and development (R&D), Vol.37, No.1, 11-26. Accessed on May 9th, 2018.

Hidayat.(2016). Perancangan buku panduan wisata kabupaten purwakarta design tourism guidebook Purwakarta.*E-Proceeding of Art & Design*.Vol.3, No.3, 547.Accessed on March 12nd, 2018.

Jayapalan. (2001). *An introduction to tourism*. [e-book]. Retrieved from https://books.google.co.id/books?id=HFWjoeVCLk0C&printsec=frontcover&hl=id&source=gbs\_ge\_summary\_r&cad=0#v=onepage&q&f=false.Accessed on March 9th, 2018.

Kawulich.(2005). Participant observation as a data collection method.*Forum: qualitative social research*. 6(2). Accessed on July 18th , 2018.

Keirle Ian. (2013). *Countryside recreation site management: a marketing approach.* [e-book]. Retrieved from https://books.google.co.id.Accessed on March 14th, 2018.

Lazuardi and Triady. (2015). *Ekonomi kreatif: rencana pengembangan kuliner nasional 2015-2019*. [e-book]. Retrieved from indonesiakreatif.bekraf.go.id/ikpro//Rencana-Pengembangan-Kuliner-Nasional.pdf.Accessed on March 14th, 2018.

Lia.(2008). Wisata kuliner.Retrivied from lia wisatakulinerteori.blogspot.com/2008/11/wisata-kuliner.html?m=1.Accessed on March 14th, 2018.

Long. (2004). *Culinary Tourism*.The university of Kentucky press. Accessedon March 14th, 2018

Luzar.(2011). Efek warna dalam dunia desaian dan periklanan, Vol. 2, No.2. Accesed on July 5th, 2018.

Marshall & Rossman. (1989*). Designing qualitative research*. Newbury Park, CA : Sage. Accessed on July 18th , 2018.

Mathieson & Wall.(1982). *Tourism economic physical and social impacts*. Harlow, UK : Longman. Accessed on March 9th, 2018.

Miller, R.W. (2005). *Definition of design*.Retrieved from http://www.wrmdesign.com/philosophy/document/DefinitionDesign.doc. Accessed on March 14th, 2018

Murray, I. (2015). *Culinary tourism: Segment or figment. University of guelph* Retrieved from https://www.google.co.id/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwjV6JKF6KXVAhUKNY8KHcYJDIsQFggnMAA&url=http%3A%2F%2Fwww.ttracanada.ca%2Fsites%2Fdefault%2Ffiles%2Fuploads%2Fmurray\_iain.\_culinary\_tourism\_-\_segment\_or\_figment.pdf&usg=AFQjCNH2MVqQ8Co2FD9AEiaXPjnQhQbS0w on March 14th, 2018.

Ontario.(2015). *Collage of management and economics school of hospitality and tourism management book*. Retrivied from <http://www.people.okagan.bc.ca/arice/2008TTRAProceedings/2008%20Proceedings/Papers/Murray,%20lain.%20%20Culinary%20Tourism%20-%20Segment%20or%20Figment.pdf>. Accessed on March 14th, 2018.

Peel Victoria and Serensem Anders. (2016). *Exploring the use and impact of travel guidebook.* [e-book]. Retrieved from https://books.google.co.id.Accessed on March 24th, 2018.

Pendit.(1994) b. *Wisata, pariwisata, wisatawan, kepariwisataan dan unsur-unsur pariwisata*.Retrieved from https://tourismeconomic.wordpress.com/2012/10/29/wisata-pariwisata-wisatawan-kepariwisataan-unsur-unsur-pariwisata/.Accessed on March 24th, 2018.

Pitana, I.G., & Diarta, I.K. (2009).*Pengantar ilmu pariwisata.Yogyakarta:ANDI.* Accessed on March 24th, 2018.

PP No. 50 Tahun 2011 tentang Rencana induk pembangunan kepariwisataan nasional tahun 2010-2025.Retrieved from <https://www.bphn.go.id/data/documents/11pp050.pdf>.Accessed on March 24th, 2018.

Purnama, S. (2013).Metode penelitian dan pengembangan (pengertian untukmengembangkan produk pembelajaran bahasa Arab).*Journal of Pengembangan Bahasa Arab*.4(1), 20.Retrieved from http://ejournal.almaata.ac.id/index.php/LITERASI/article/download/70/69Retrieved from <http://ejournal.unp.ac.id/index.php/jelt/article/view/2615>. Accssed on May 9th, 2018.

Rachmawati. (2007). Pengumpulan data dalam penelitian kualitatif: wawancara. *Journal Keperawatan Indonesia*. 11(1), 35-40. Accesed on July18th, 2018

Rahmawati.(2014). Aktivitas promosi dalam menarik wisatawan ke taman budaya sendawar pada dinas kebudayaan, pariwisata, pemuda dan olahraga (Disbudparpora) Kabupaten Kutai Barat.eJournal Ilmu Komunikasi, Vol.2, No.4, 129-139. Accessed on March 24th, 2018.

Rahmayani.(2017*). Designing vlog of Palembang culinary tourism to promote Palembang traditional*. Palembang:State Polytechnic of Sriwijaya. Accessed on March 14th, 2018.

Resnick. (2003*). Design for communication: conceptual graphic design basics* [e-book]. Retrieved from https://books.google.co.id.Accessed on March 24th, 2018.

Richardson, J. I., & Martin, F. (2004).*Understanding and managing tourism.*Australia: Pearson Education Australia, NSW Australia. Accessed on March 24th, 2018.

Ryani. (2017). Designing “BEJAJAN PAGI” morning culinary tour magazine pasar kuto palembang. Palembang:State Polytechnic of Sriwijaya. Accessed on March 14th, 2018.

Sachari.(2005). *Desaian dan kesenirupaan Indonesia dalam wacana transformasi budaya*.Bandung : ITB. Accessed on March 24th, 2018.

Schwandt. (1994). *Constructivist, interpretivist approaches to human inqury*. University of Illinois : Urbana-Champaign. Accesed on July 18th , 2018

Skkipper & Allen. (1993). *Doing naturalistic inqury : a guide to methods*. Newbury Park, CA : Sage. Accesed on July 18th , 2018

Stribley. (n.d). Retrieved from https://www.canva.com/learn/design-elements-principles/ . Accessed On March 24th, 2018.

Sugiono. (2009). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif, dan R&D*. Bandung : Alfabeta. Accessed on May 12th, 2018.

Sukmadinata, S.N.(2015). *Metode penelitian pendidikan*. Yogyakarta, Indonesia:Rosda. Accessed on May 12th,2018.

Tarwadjo.(2007). *Dasar-dasar gizi kuliner*. [e-book]. Retrieved from <https://books.google.co.id/books?id=_pqpNXwUVQgC&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false>. Accessed on March 24th, 2018.

Userfocus. (2007). *Tips for writing user manuals*. Retrieved from https://www.userfocus.co.uk/articles/usermanuals.html.Accessed on March 24th, 2018.

Wolfe. (2006). *Culinary Tourism : The Hidden Treat*. Kendall/hunt publishing company.Accessed on March 14th, 2018

Yolanda. (2016). *Designing booklet of traditional food as culinary tourism in palembang.*Palembang:State Polytechnic of Sriwijaya. Accessed on March 14th, 2018.