

# **Developing Food Storytelling Material of English for Tourism**

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## **Abstract**

This study aims to develop food storytelling materials within the context of tourism in Nias, as an effort to optimize the untapped culinary potential. Using the ADDIE model, the research formulates engaging narratives to enhance tourist appeal. Trial results at the Museum Pusaka Nias indicate that 87,4% of visitors felt more inclined to try local food after interacting with the storytelling materials. The developed materials effectively educate tourists about the ingredients and cooking processes of Nias cuisine while serving as a communicative tool to convey local culture and traditions. This study recommends an increase in stakeholder awareness regarding the benefits of storytelling in promoting tourism, as well as the importance of collaboration among academics, practitioners, and the community to create authentic and sustainable culinary experiences. These findings emphasize that innovation in the presentation of culinary stories can enhance tourism marketing and preserve the cultural heritage of Nias.

**Keywords:** *food, storytelling, english for tourism*

## **INTRODUCTION**

Food is more than just a biological necessity, it's a major draw for tourists from around the world. Everet in Stone et al., (2018) argued that food tourism (also known as "culinary tourism" or "food tourism") has become a "sector in its own right" within tourism—and not just a "non-essential holiday necessity."

In food tourism, the socio-cultural aspects of the food consumed, which are closely related to history, traditions, culture, and customs, serve as a tactic for shaping the social and cultural construction of a destination's food experience (Park et al., 2023). Furthermore, Richards (2025) stated that with the expansion of global travel in the 20th century, gastronomy became an asset in attracting tourists to specific destinations and offering exciting, novel, and memorable experiences. This demonstrates the importance of food in shaping a person's perceptions and travel decisions.

Jongsuksomsakul (2024) said that the development of cultural experiences, especially food and gastronomic experiences, generates income for local communities and improves the local economy and living conditions. It means the development of traditional food is an investment in preserving cultural heritage while creating a sustainable tourism

attraction. Stone et al., (2018) added that memorable food and beverage experiences have been linked with increased travel satisfaction and positive word of mouth. This is not only increases tourist satisfaction but also increases the likelihood of return visits and recommendations to others.

More specifically, Nias Island is a place whose food offerings deserve exploration. Beyond its beautiful natural surroundings, Nias can be a destination for sampling food that offers a wealth of unique flavors, created from the use of fresh local ingredients and offering a delicious taste. More than just delicious dishes, Nias food is a living narrative that reflects the island's culture and history. With its rich food heritage, Nias Island has great potential to develop a food storytelling as a strategic tool to attract tourists. Storytelling has been ubiquitous throughout human history, including in daily activities, at mealtimes, while traveling, in work songs, and even in dreams (Bassano et al., 2019). Along with the progressive evolution of communication tools and the multiplication of support, stories began to be passed down not only orally but also through graffiti, paintings, poetry, theatrical plays, musical works, then books, photographs, and films, up to the revolutionary media available through the electronic and finally digital era (Privitera et al., 2025). In the context of Nias tourism, food storytelling can be used to highlight the uniqueness and richness of traditional foods, transforming each dish into an unforgettable experience.

Despite the promising potential of food storytelling in promoting Nias island as a tourist destination, there are inherent challenges. One of the main challenges which has been found at the Museum Pusaka Nias is the lack of awareness and understanding of the importance of food storytelling among tourism stakeholders. Many tourism stakeholders have not yet realized the potential of food storytelling as a tool to attract tourists, increase competitiveness, and preserve cultural heritage. Therefore, this research aims to bridge this gap by exploring how food storytelling can evoke emotional engagement and shape a sense of authenticity in audiences, which in turn can inspire a desire to travel and discover the local heritage of Nias Island. Thus, this research is expected to make a significant contribution to the sustainable tourism development in Nias Island, by making food an authentic and memorable main attraction.

The objectives of this research are: 1. Identifying effective food storytelling material designs in promoting local food in the context of tourism, and 2. Developing effective English-language food storytelling materials for tourism.

## **RESEARCH METHODOLOGY**

This research used the Research and Development (R and D) method, which according to Afriani (2025) Research and Development (R and D) enables institutions to gather necessary data and information, utilize new technologies, and create superior products or services. The researchers chose to use R and D because tourists' understanding of Nias culinary culture is expected to increase with the development of food storytelling materials for English for Tourism. This development research uses the ADDIE model developed by Dick and Carey (1996), which broadly consists of five phases: Analysis, Design, Development or Production, Implementation or Delivery, and Evaluation (Martatiana et al., 2023). At Museum Pusaka Nias, the ADDIE model is used as a framework in creating

food storytelling materials to improve tourists' understanding of English for Tourism. The ADDIE model has stages suitable for use in developing storytelling materials. By creating this material, researchers want to measure tourists' ability to understand and respond well to Nias culinary narratives in English.

**Data Analysis Techniques**

Data obtained from observations, interviews, and questionnaires was systematically compiled for analysis. The method used for data analysis was descriptive data analysis. Descriptive data analysis is research to determine the results of validator evaluations and customer responses to the product being developed. The steps taken in this research were: The validation feasibility test was carried out using a questionnaire that had been developed with score requirements as can be seen in table 1.

**Table 1. Value Scale on Respondents' Answer Choices**

Category	Value Scale
Excellent	5
Good	4
Average	3
Poor	2
Very Poor	1

The rating scale presented in the table is one to five, with the assumptions of excellent, good, average, poor, and very poor. The rating scale above indicates a positive position. Next, the data obtained from the questionnaire distribution was processed and calculated using the following formula:

$$\text{Index formula } \% = (\text{t. score}) / (\text{score max}) \times 100$$

After the final questionnaire evaluation, the percentages were calculated. The next session presented the figures obtained from the calculations. The results were intended to determine the feasibility of the food storytelling material developed by the researchers. The questionnaire percentage criteria are shown in Table 2 below.

**Table 2. Questionnaire Percentage Criteria**

No	Percentage Score (%)	Interpretation
1	80,01 ≤ score ≤ 100,00	Excellent
2	60,01 ≤ score ≤ 80,00	Good
3	40,01 ≤ score ≤ 60,00	Average
4	20,0 ≤ score ≤ 40,00	Poor
5	0,00 ≤ score ≤ 20,00	Very poor

It can be seen from table 2 that the feasibility of the developed product can be determined through a predetermined score. If the percentage is 80.01 ≤ score ≤ 100.00 then it can be said that the product is very good, so it is suitable for use without revision. If the percentage is 60.01 ≤ score ≤ 80.00 then it can be said that the product is good, so it is suitable for use with minor revisions. If the percentage is 40.01 ≤ score ≤ 60.00 then it can be said that the product is moderate, so it is suitable for use with revisions. If the percentage is 20.00 ≤ score ≤ 40.00 then it can be said that

the product is lacking, so it is not suitable for use. If the percentage score  $\leq 20.00$  then it can be said that the product is very lacking, so it is not suitable for use.

Setting

This research was conducted at Museum Pusaka Nias, located at No. 134-A, Jl. Yos Sudarso Ujung, Iraonogeba, Gunungsitoli District, Gunungsitoli City, North Sumatra 22812. This location was chosen because the museum is a center for preserving Nias culture. This research was conducted in the odd semester of the 2025/2026 academic year

## **FINDING AND DISCUSSIONS**

### **FINDINGS**

The needs analysis was conducted based on the conditions in the field, specifically at the Museum Pusaka Nias. Based on interviews, it was discovered that there was no learning or promotional media specifically covering local culinary topics, and there was limited English proficiency among the tour guides. One factor hampering the cultural education process was the limited use of creative media. This was reinforced by the museum management's desire for more engaging and practical storytelling media to meet visitors' enthusiasm for exploring Nias culture in depth. Therefore, the development of learning media in the form of English-based culinary storytelling videos was necessary as a solution to bridge communication barriers and overcome the limited demonstration facilities at the museum.

### **Validation Results**

After the product was submitted to the validator, the researcher revised the product to be developed based on the validator's input. The purpose of this study was to assess the feasibility of the product developed by the researcher, involving two experts: a material expert and a media expert. The validation results obtained consisted of quantitative and qualitative data. The validation results from the validator are presented in the following table.

#### **1. Quantitative Data**

Quantitative data are the results of research validation obtained from validation questionnaires by media experts and material experts in the form of numbers or scores, which are then processed using a Likert scale. The quantitative data from media experts and material experts are as follows:

##### **a. Media Expert Validation Results**

Media expert validation was conducted to determine the feasibility and shortcomings of the product's appearance. The media expert validation stage was conducted twice, yielding the results described in Table 3 below.

**Table 3. Validation Results by Media Expert**

No	Indicator	Total Score	Maximum Score
1	Material spect	13	15
2	Display aspect	21	25
3	Aspects of media use	24	25
Total		58	65
Score percentage $(58/65) \times 100\% = 89,23\%$			
Category Excellent			

Based on the calculations above, the validation results by media experts yielded a score of 58, resulting in a percentage value of 89.23%, categorized as Excellet. Therefore, the product is deemed fit for use.

### b. Material Expert Validation

Material validation is conducted to determine the suitability and deficiencies of the developed product's content. At this stage, the validator provides suggestions and input for improvements to the developed media. The validation results can be seen in Table 4 below.

**Table 4. Validation Results by Material Expert**

No	Indicator	Total Score	Maximum Score
1	Material aspect	17	20
2	Language aspect	17	20
3	Aspects of media use	22	30
Total		56	70
Score percentage $(56/70) \times 100\% = 80\%$			
Category Excellet			

Because the percentage of 80% is at the lower limit of the range  $80.01 \leq \text{score} \leq 100.00$ , it can be said that the product is Excellet and suitable for use with minor revisions.

## 2. Qualitative Data

Qualitative data are the results of research validation obtained from input and suggestions from validators, media experts, and material experts. The qualitative data, consisting of input and suggestions from validators, media experts, and material experts, are as follows:

### a. Input and Suggestions from Media Experts and Material Experts

Based on the advice of the media experts, it is recommended that the volume of the English-based food audio storytelling be increased to enhance its appeal, although most of the content is already quite good and engaging.

Furthermore, the material experts emphasized the importance of varying English language skills among employees, as well as the need for direct field observation to understand and analyze the material more deeply. This indicates that developing this storytelling material requires not only technical improvements, but also attention to language skills and local context to achieve optimal results.

**Product Trial Results**

The product trial phase was conducted after the developed media had been declared suitable for field testing by media and material experts. Next, the product was trialed on staff and visitors at the Museum Pusaka Nias. This phase aimed to determine their responses as users. The products tested or implemented can be seen in the following link: <https://youtu.be/d6362wcBO3Y> Table 5 below presents the product trial data for the developed media.

**1. Staff Responses**

The product was trialed on January 11, 2026, by completing a staff response questionnaire developed by the researcher. The results are as follows.

**Table 5. Museum Staff Response Results**

No	Indicator	Total Score	Maximum Score
1	Material aspect	15	15
2	Display aspect	20	25
3	Aspects of media use	9	30
Total		44	70
Score percentage $(44/70) \times 100\% = 62,86\%$			
Category Good			

Because the percentage of 62.86% is in the range of  $60.01 \leq \text{score} \leq 80.00$ , it can be said that the product is good and suitable for use with a little revision.

**2. Museum Visitor Response Results**

The product, which had passed the validation stage by media and material experts and was deemed suitable for testing, was then tested on a small group of 17 randomly selected individuals. The testing phase was conducted directly by distributing a visitor response questionnaire containing 10 questions assessing the product. The total score obtained was 748, with a maximum score of 854. The overall percentage was  $748/850$  multiplied by 100%, giving an 87.4% rating. Based on these final results, it can be concluded that the category is excellent.

**DISCUSSION**

This research shows that the development of food storytelling materials has a positive impact on attracting tourists to sample the local cuisine of Nias. Trial results indicate that 87.4% of visitors felt more encouraged to try local food after being exposed to the storytelling materials we developed. This demonstrates that storytelling not only serves as a promotional tool but also as a medium to convey local cultural identity and traditions.

The success of using the ADDIE model in the development of materials is also noteworthy. This model not only provides a structured framework but also allows for the adaptation of materials based on feedback from media and content experts. This is important, given that the involvement of stakeholders such as academics and practitioners is crucial in creating authentic and engaging materials.

However, despite the positive results, this study also identifies several challenges. One of these challenges is the lack of awareness among

tourism stakeholders regarding the importance of storytelling in attracting tourists. Therefore, increased training and awareness of storytelling techniques are necessary to further explore the culinary potential of Nias.

Additionally, the variation in English proficiency among tour guides may influence the effectiveness of the storytelling materials. Therefore, alignment and enhancement of communication skills among tour guides should also be considered.

## **CONCLUSION AND SUGGESSTION**

### **CONCLUSION**

This research explores the development of food storytelling materials within the context of tourism in Nias, responding to the untapped culinary potential. The findings indicate that food storytelling serves not only as a promotional tool but also as a medium to convey local culture and traditions. The application of the ADDIE model in the material development process has proven effective in creating engaging narratives relevant to tourist experiences.

It is recommended that tourism stakeholders in Nias enhance their awareness and understanding of the benefits of storytelling to attract more visitors and develop the local economy. Collaboration among academics, tourism practitioners, and local communities is crucial to ensure the sustainability and authenticity of the culinary experiences offered.

### **SUGGESSTION**

Based on the research's results, it is recommended that stakeholders in tourism in Nias receive training on the benefits of storytelling in tourism marketing. Such training programs should cover effective storytelling techniques and the use of modern media. Additional research is also necessary to evaluate the effectiveness of storytelling materials across different contexts and tourist demographics. Regularly collecting feedback will aid in refining the materials. By following these recommendations, it is hoped that culinary-based tourism development in Nias can become more sustainable and authentic, bringing greater economic benefits to the local community.

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