Faculty Of Applied And Creative Arts

INFORMATION GUIDEBOOK FOR CAFÉ HOPPERS

MA LAI MAN

**Bachelor of Applied Arts with Honors
(Design Technology)
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This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honors
(Design Technology)

Faculty of Applied and Creative Arts
UNIVERSITI MALAYSIA SARAWAK
2016

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Abstract

Nowadays, the number of cafés is increasing in Malaysia and mostly located in Kuala Lumpur. The café information in the social media is limited and unable to represent the overall quality of the café. Besides, the information of the cafe are low reliability and some of the comments of the cafes are not really creditworthiness because different preferences on the characteristic of the café. Therefore, this research aims to produce an information guidebook for Café in Kuala Lumpur in order to help café hoppers and tourists in getting the information easily. The method used in this research is qualitative research which are the semi-structured interview, observation, and visual analysis. Findings from research has found that the most attractive thing for café guidebook is the photography of the café's environment and food photography. This guidebook suitable for domestic and international tourists who are unfamiliar with café location in Kuala Lumpur.

Keywords: Café, Guidebook, Café Hoppers, Tourists

Abstrak

Pada masa kini, jumlah kafe yang semakin meningkat di Malaysia kebanyakannya terletak di Kuala Lumpur. Maklumat kafe dalam media sosial adalah terhad dan tidak dapat mewakili kualiti keseluruhan kafe. Selain itu, kebolehpercayaan maklumat tentang café adalah rendah dan sebahagian daripada komen berhubung kafe tersebut sebenarnya tidak boleh dipercayai kerana perbezaan pandangan tentang ciri-ciri keutamaan terdapat di kafe. Oleh itu, penyelidikan ini bertujuan untuk menghasilkan satu buku panduan maklumat untuk kafe di Kuala Lumpur bagi membantu "café hoppers" dan pelancong memperoleh maklumat dengan mudah. Kaedah yang digunakan dalam kajian ini merupakan kajian kualitatif iaitu temu bual, pemerhatian dan analisis visual. Berdasarkan dapatan kajian, perkara yang dapat menarik minat membaca buku panduan kafe ialah fotografi rekaan dalaman kafe dan gambar-gambar makanan di sesebuah kafe. Buku panduan ini adalah lebih sesuai untuk pelancong domestik dan antarabangsa yang kurang arif dengan lokasi kafe konsep di sekitar Kuala Lumpur.

Kata Kunci: Kafe, Buku panduan, "Café Hoppers", Pelancong

Chapter 1

Introduction

1.1 Introduction

1.1.1 Café and Café Hoppers

Café is a type of small restaurant that serve coffee, snacks, and some meals. The word Café come from coffee. Café mostly has an outdoor place to let customers enjoy their meals and coffee. Café also will offer food and special beverage to attract more customers. Based on the report by Allegra World Coffee Portal (2015) stated that the specialty coffee and café culture increasing and important to European lifestyle due to the consumers not willingly to hand over their day-to-day coffee treat. Besides, the culture of café in South East Asia is more prominent to younger consumers due to the inspiration aroused by international branded chains. Recently, consumers keen for the understanding about the specialty and good quality coffee and thus it will give a good impact on the development of a forceful artisan coffee shop scene in main markets namely Singapore, Malaysia, Taiwan and Thailand (Allegra World Coffee Portal, 2015).

Figure 1.1. The environment of the café with café hoppers.

Moreover, the definition of café hoppers is the people who like to go café. Café hoppers are the same meaning with café lovers. According to the article by Mah (2015) claimed that café hoppers are a new breed of the coffee drinker and café's customer that love to visit and try out every new cafe. There are different types of café hoppers. Some of them are latte art lover and they look forward to finding out the best cafés with the best latte art and the WiFi workaholic are another type of café hoppers where they order a single drink and work on their notebook whole day by using café WiFi (Mah, 2015).

In recent years, there are a number of teenagers who love to visit cafes instead of normal old-fashion restaurants such as 'kopitiam'. In Malaysia, the number of Cafés and coffee drinker is increasing especially in Kuala Lumpur. Therefore, Café exhibitions are held in Kuala Lumpur which are Malaysia International Café Show 2015 and Café Malaysia 2015. Malaysia International

Café Show 2015 is the largest coffee exhibition of Asia. Besides, Café Malaysia is the second international café equipment, supplies and technology exhibition. In these events will gather the coffee and tea industry players to showcase their products, equipment, and machinery.

1.1.2 Guidebook

Guidebook is a book that provides information and direction about a place for visitors or tourists. Nowadays, people can find the information by different type of guide especially on the social network such as the blog, forum. There is previous evidence mentioned that the sales of the guidebook are decline around 40% between 2005 to 2012 in the UK and US (Mesquita as cited in Haq, 2013). But based on the article by Marcus (2015) stated that the sales of the guidebook are rise 3% in 2014. This can show that still have people bought a guidebook for their trip.

Moreover, the guidebook that published is tangible and portable, it can remain the major source to most people (Smyth, 2008). As Smyth (2008) explains that "the combination of text and photographic images in a guidebook constructs a 'portrait' of the place for its reader, by implication focused on the things deemed most valuable, and perhaps also most instructive, about it" (p. 6). Thus, an information guidebook not only full of text, it is also interesting and creative to bring out the information to the readers by using beautiful photographs.

Hence, this research focuses on the design of an information guidebook to introduce the available Cafes in Kuala Lumpur. This research also focuses on the cafés information, layout design, typography and photography in order to produce a valuable and useful guidebook for readers.

1.2   Problem statement

The common information about café reachable by customers is mostly in online blogs and forum. It only briefly describes the food of the bloggers' personal favorite the taste and preference are personally differ from each other's, therefore the information available in the social media are limited and unable to represent the overall quality of the café. Besides, café hoppers prefer to use blog, website to get information of the café compares to guidebooks but the reliability of the information in some social media are low because some of the comment from respondents of the cafe is not really creditworthiness due to different preferences on the characteristic of the café.

1.3   Research Question

1. What is the suitable cafes in Kuala Lumpur to be included in the guidebook?
2. What are the important information and visual element in designing a guidebook?
3. What is the suitable material to convey different mood and concept for each café?

1.4   Research Objective

1.   To identify the suitable cafes in Kuala Lumpur to be included in the guidebook.

2.   To analyze the information and visual that provided in the existing guidebook.

3.   To create a new information guidebook about Café in Kuala Lumpur that reflects the concept and identity for each cafe.

1.5   Significant of Research

This research aims to increase the visibility of the Café that located in the city center of Kuala Lumpur. Tourists and café hoppers can get a comprehensive information easily about the café in the Kuala Lumpur. Not only local tourists and café hoppers but also can use by international tourists all around the world. For example, they can use this guidebook and list down the café they wish to go and is also can save the time from seeking unfamiliar places.

1.6   Scope of Research

This research will study about the café that available in the city center of Kuala Lumpur and guidebook design. Thus, a study of layout design will be conducted because the layout is one of the important element when designing a guidebook. In addition, visual research on the books and magazines will be carried out in order to gain more knowledge on the element design in term of

the used of the typography, layout design and cover design. Besides, study about photography because information guidebook will apply a lot of photography to create visual attention to the readers.

1.7   Research Limitation

This research will be conducted in Kuala Lumpur, Malaysia. The reason is the number of Cafes has been increasing rapidly and mainly in Kuala Lumpur. Besides, this research will only select the cafés that located in city center of Kuala Lumpur. This is because city center is one of the most attraction spots among the tourists in Malaysia. In addition, the latest information of the selected café will be provided but the information is beyond control. This is because the owner may change their information anytime.

1.8   Summary

In conclusion, the number of cafés is increasing in Malaysia and mostly located in Kuala Lumpur. Besides, the reliability of the café information reliability are questioned due to comment was given can be biased and based on their own perception. Therefore, this research aims to produce an information guidebook for Café in Kuala Lumpur in order to help café hoppers and tourists get an easy and reliable information.

Chapter 2

Literature Review

2.1 Café

Café is a small restaurant that focuses on serving coffee with cake or some light meals. In Malaysia, the number of the café are increasing among the years. According to Euromonitor International's market report (as cited in Strong coffee waves create business, 2014) stated that Malaysia coffee industry is likely to see positive growth in the year due to the demand of young customers for convenience and fashionable products. The report stated that the opening up of the economy would influence decisions of the buyers this cause the increasing urban population and changes the lifestyle in Malaysia and it is likely to remain strong in the forecast period because of the changing drinks preferences of Malaysians (Strong coffee waves create business, 2014).

Besides, Malaysia Specialty Coffee Association (MSCA) president, Victor Leong told Bernama about the number of coffee outlets and local cafes are increasing and has been spotted in Penang and Kuala Lumpur and this emerging trend would stay for a long time (Strong coffee waves create business, 2014). Moreover, Victor Mah is also president of the Singapore Coffee Association said that Asia is a huge market potential for the growth of the coffee and tea industry (Café culture goes mainstream at Malaysia's largest coffee-centric fair, 2015). Therefore, the Cafe Malaysia 2015 exhibition was held at Matrade Convention and Exhibition Centre, which gathers more than 100 café owners and industry of coffee and tea players in Malaysia to showcase their equipment, brewing machines, accessories and product. This Café Malaysia exhibition also will be held on

next year which on 14th to 16th January 2016. Besides that, another exhibition is Café Show Malaysia 2015 was held in Kuala Lumpur. Following the trend of growing cafes, this exhibition is to promote the food and beverage industry among the local and this exhibition also will be held in the following year which on 6th to 8th May 2016. Thus, these events can indicate that Malaysia is a potential market for the café industry.

2.2 Guidebook

The purpose of guidebook is to provide information and direction to guide tourists or traveler to reach the destination. Based on the previous findings the sales of the guidebook are declining. For instances, based on the report by Mesquita (as cited in Clampet, 2013) stated that the U.S sales which represent 80% of the market that comprise of major five travel publishers had reported a decline of almost 40% from amount of $125 million to $78 million by the year 2007 to 2012. Moreover, this is similar in UK case which stated for the seven largest combined publishers, their sales had dropped 46% from the year of 2005 to 2012 (Mesquita as cited in Clampet, 2013). However, the guidebook sale increased almost 3% in the year 2014 (Marcus, 2015).

In contrast, although many people are using the mobile application as a travel guide but there still have an amount of people more prefer to use the guidebook as compared to the mobile application. As Therkelsen and Sorensen (2005) claimed that "the guidebook has increasingly become the mediating link between the tourism and the tourist destination, and in that process replacing, to some extent, the tour guide and the travel agent" (p. 2).

Besides, the published guidebooks still remain the main source of information for many people although the internet is expanded very fast and its usefulness for the traveler or tourist (Smyth, 2008). Based on the study from Hanrahan (2012), his findings stated that printed guidebook is the most frequency compare to other types of travel guide and this can prove that the people who used the printed guidebook as a travel guide are willing to pay the high quality of guidebook and more prefer to flip book compare to tap screen. Thus, this can indicate that an information guidebook still has the market value.

2.3 Layout Design

When producing a guidebook, the layout design is the main thing need to concern with. The placement of text and image play an important role when designing the layout. Besides, the arrangement of the layout is flexible, the blank layout is more concern when designing a book. As Liu (2008) stated that need left some blank when every object put in the position, this help to adjust the intension of visual in order to release the strain and extended the dynamic. Books will look more natural and breathable if apply the proper blank-leaving (Liu, 2008). Therefore, when designing the layout of the guidebook will be applying some proper blank page to make it look more space and give a moment for the audiences' eye to rest. Moreover, a layout design is important when designing a guidebook. As Liu (2008) explains

Layout design is a process of artistic creation. A good layout can attract much attention from the readers, which is the prerequisite of effective communication. On the other hand,

a good format can always participate in the performance of the book content. The layout

design reflects the evaluation of designers to the content and its importance. (p. 37)

Moreover, the grid is the main concern when designing a book layout. "At its heart, layout design

is about informing, entertaining, guiding and captivating an audience" (Ambrose & Harris, 2005,

p. 10).

2.3.1 Typography

Typography is very important element when designing a guidebook. It can influence on the

understanding of the message that you want to deliver to readers. As Silic, Dolic and Pibernik (2009)

mentioned that "typography, as an art of shaping the written word, has an unquestionable impact

on the human perception and interpretation of the message" (p. 1). Besides, the characteristic of

typographical for example typeface and the spacing between words can impact the reading

engagement and the mood of the readers (Defrates, 2013). Therefore, when designing the

guidebook need to be emphasized on the spacing between the words in order to bring out the

suitable mood to audiences. Moreover, the type size influences the speed of the reading. Based on

the finding from Soleimani and Mohammadi (2012), stated that 12 of text size was read faster than

text size 10. This statement was supported by the research done by Lee (2003) in which the

increment in legibility is influenced by the increase of the letter size. As Delamater (2010) study

claimed that the large for the front size can decrease the crowding because large font size can make

more space between the lines. Thus, the font size that use in the guidebook book also need to be

consider in order to ensure the legibility of information in the guidebook.