

TOURISM GUIDEBOOK AS A MEDIA INFORMATION OF PADANG AND BUKITTINGGI WEST SUMATRA

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Abstract: Tourism is one of sectors that has great potential to developing income. Indonesian tourism industry growth in 7.2 percent which higher than the average growth of world tourism in 4.7 percent. In tourism development of information media played a role in introducing and providing information to tourist. Information media like guidebook is one of media that can be use by travelers in planning trip or seeking information about place to be visited. West Sumatra is one of province in Indonesia that have a lot of tourism. Padang and Bukittinggi are two major cities in West Sumatra that have many potential tourist destination which are natural tourism, historical tour, cultural tour, culinary tour and shopping tour. The great potensial of tourism in Padang and Bukittinggi are not accompanied by sufficient information media. Information of tourism that support by government can be access through sosial media and website but the information is incomplete. The purpose of this research is design a tourism guidebook of West Sumatra especially Padang and Bukittinggi that can be inform with visually appealing and easy to read. In analyzing data and information use method of the literature study, observation towards an object and interview to resource persons who related and use comparison matrix analysis to books before as the basis for design a tourism guide book. The result of this research contains of information about tourism and all information related to tourism in Padang and Bukittinggi with pratical and attractive illustration and becomes media information that can be use by tourists when visiting West Sumatera.

Keywords: *Tourism, Guide book, West Sumatra*

1. INTRODUCTION

According to the Minister of Tourism, Arief Yahya stated that the tourism in Indonesia is considered to have advantages in term of destination and price. In the next 5 years, the government set the target of 20 million foreign tourist visit by the inclusion of foreign funds of 260 trillion rupiah. The tourism industry of Indonesia already has a good growth which is 7.2 percent per year, this figure is higher than the average growth of the world tourism which recorded 4.7 percent. With the total of world tourists reaching 1.3 billion then there is still a potential to increase the growth of tourist visit. (www.kemenpar.go.id, August 24, 2016, 23:41)

According to Arief Yahya, the Minister of Tourism of Indonesia, said that the role of the media in promoting Indonesian tourism is very important. Lots of information on tourism destinations are conveyed through printed, electronic and online media to encourage local tourists as well as a positive impact on the increasing foreign tourist arrivals to Indonesia. (www.beritasatu.com, August 25 2016, 9:28). Stanley J. Baran (2008: 83) describes that book is the first mass media that in many ways be the most personal media. Travel guide book is one of the mass media that is in use by tourists who will be travelling.

West Sumatra is one of the provinces in Indonesia that is located along the western coast of Sumatra Island. Province which consists of 12 counties and 7 cities have the tourism potential both in terms of nature, cultural, historical, and culinary tourism (sumbar.travel, February 16, 20:35). The geographical conditions that are directly adjacent to the Indian Ocean make the the natural beaches and islands as the major tourism of Padang. The beaches in Padang that are mostly visited by the tourists are Pariaman, Carocok, Pasumpahan, Air Manis, Pagang, and Pamutusan. (www.gabeboni.com, February 18, 2016, 16:35).

Bukittinggi is the second largest city located in the province of West Sumatra after Padang. City dubbed as Bukittinggi travel city since March 11, 1984 are located all along the mountain chain that ran along Sumatra island makes this city located at an altitude of 909 to 941 meters above sea level with temperatures ranging from 17.1 to 24.9 degrees Celsius with the cool air climate. The natural topography is hilly and valley and surrounded by three mountains, Mount Merapi, Mount Singgalang and Mount Sago make Bukittinggi has a good tourism potential especially it's nature. Some of the city's natural attractions are Sianok Canyon, a valley with a depth of 100 meters, Panorama is the attraction of canyon scenery from the upper valley of Sianok Canyon, Jenjang 1000 and the Great Wall of Koto Gadang, stairs with a Chinese wall concept. Culinary tourism is also another attraction for tourists visiting Sumatra. Some culinary tourism in the city of Bukittinggi is Los Lambuang, Pical Sikai, Itiak Lado Mudo, Kapau Rice, Danguang-danguang Satay, Pical Ayang, Cindua Langkok, Es Tebak and still many others. Bukittinggi that become the national capital on December 19, 1949 during the reign of Emergency Government of the Republic of Indonesia made Bukittinggi has lots of historical tourism. Popular historical tourism in Bukittinggi are Jam Gadang which is the city's landmark, Fort de Kock Wall, Lobang Jepang, Rumah Kelahiran Bung Hatta, Istana Bung Hatta, Bung Hatta Monuments and Tri Daya Eka Dharma Museum as other historical sights. (www.bukittinggikota.go.id, March 21, 2016.16: 43).

With that great tourism potential, West Sumatra tourism has a problem with the lack of media information that used by tourists who will visit the place of tourism. One way to get complete and practical information on tourism is to use a handy guidebook for the tourists in order to plan, prepare, and get information easily. According to the Chairman of the Association of the Indonesian Tours and Travel (ASITA) Indonesia, Asnawi Bahar, the district / city in West Sumatra need to create a guidebook for travel agencies and tour guides so that there is standardization that is used to guide the tourist. It is needed so that the agency or tour guide not guiding solely based on the knowledge but must be the same as a whole so that the guide has the same understanding and said the same thing. (www.antarasumbar.com, May 25, 2016, 13:33)

2. THEORETICAL BACKGROUND

In the design of media, a designer has a theoretical basis to make a guidebook. According to the **World Tourism Organization**, tourism is an activity undertaken by people who travel and stay out of their usual environment and not more than one consecutive year for pleasure, business, and other purposes. **According to Law number 10 of 2009** tour is travel activities undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn the uniqueness of the visited tourist attraction, in the interim time period. **Stanley J. Baran (2008: 83)** describes that book is the first mass media that in many ways be the most personal media. **According to Big Indonesian Dictionary (KBBI)** user guide or guide book is a book containing information and practical tips to do (implement, run) something. Travel guide book is a book issued special instructions to the form and content of the practical presentation techniques, mainly contains a wide variety of information about tourist attractions, tourism facilities, and so forth. In designing a guidebook, a designer has a basic design theory covers, illustrations, typography, color, and layout.

3. THE RESEARCH METHOD

From the interview with Ratna Meita Ningtyas as Acting Head of Program Department of Tourism and Creative Economy province of West Sumatra, West Sumatra tourism is currently progressing in accordance with the work program and the regional head of a government priority. Kota Padang and Bukittinggi is a city that many travelers visit. Media information that has been done by the Department of Tourism and Creative Economy of West Sumatra, is through the government's website www.sumbar.travel, through leaflets and booklets. The target of this book are men and

women age 17 to 25 with the middle-middle up social status and has occupation as student, traveler, employees, lovers of nature and culture.

The observations were made in person by visiting the tourism spot and also observe similar and earlier travel books and travel guides such as Do not Stop Exploring West Sumatra, Belitong Nature of Paradise, Wisata Pasar Khas Jakarta, Panduan Hemat Keliling Australia, and Budget Traveling Hong Kong Jalan-jalan. Based on the observation, the size of the book is no more than 21,5x27cm, using a softcover, has a maximum of 300 pages, the contents of the book using Bahasa, 4 of 5 books using Bahasa for the title and one book using English. Price of the book is below Rp 100,000. 4 of 5 books describe the content of the tours by the city where the attraction is located, and one book describes the content based on the type of travel. All of the books observed give additional information or supporting information like travel tips, infographics or maps.

As the foundation of the design, the matrix analysis comparison of the existing similar and previous products is used. The result of the analysis is the cover illustration layout on two books are at the top while the other three books were in the middle of the book and all of the books are using a grid with one column. 3 of the books are illustrated with photographic techniques while two other books using the technique illustrated manual with different staining techniques. Typography using San Serif and Script type. 3 books using bright colors, the book uses pastel colors and a book using dark colors. 4 book using the perfect binding technique and one book using saddle stitching.

Conclusions from the observation from the previous and similar books, interviews and analysis of the comparison matrix drawn a conclusion that travel guide books is needed as a media of West Sumatra tourism information, the size of the book is no more than 21,5x27 cm, using softcover, the layout of the cover illustration is in middle of the page, using the technique of perfect binding or glue behind, using the Indonesian language in the translation of the book's content, using a combination of symmetric and asymmetric layout, using a grid column, using San serif typography and provide additional content such as tips and travel info.

4. RESULT AND DISCUSSION

This design is intended to inform the existing potential of tourism in West Sumatra that includes a wide range of tourism which is nature tourism, cultural and historical attractions, dining and shopping, but has disadvantages, which is the lack of media information that is needed by tourists who will visit West Sumatra. It need a media which can be a source of information about West Sumatra tourism. The design of the media used in the form of a complete travel guide book that is packed interesting and easy to read.

Creative concept used to attract the attention of the target, and therefore required a creative concept in accordance with the target. Creative concepts used in the design of tourist guidebooks are using the concept of a diary of travel that is created by day and has a travel route as recounted a trip when visiting the West Sumatra from the first day at the airport, surrounding attractions, buy souvenirs until the last day. So that tourists who will visit can follow a route that is in the book as a guide during a visit, especially Padang and Bukittinggi. The use of visual help inform the attraction and also makes the book interesting

The visual concept design of this book is using flat vector. The color used is identical to Minangkabau which are red, yellow, black and the secondary color of those color. The layout used is combination layout of symmetric and asymmetric with grid and one column. Typography that used us San Serif with several type of font which are Chunkyness, DK YellowSun and Isabelle Layn. The language used is Bahasa and the content is organized based on the daily travel route when visiting West Sumatra so the tourist that will visit or planning to visit can follow the travel route in the book.

4.1 Design Results

Cover



Figure 1 Cover
Source : Personal Documentation

Content

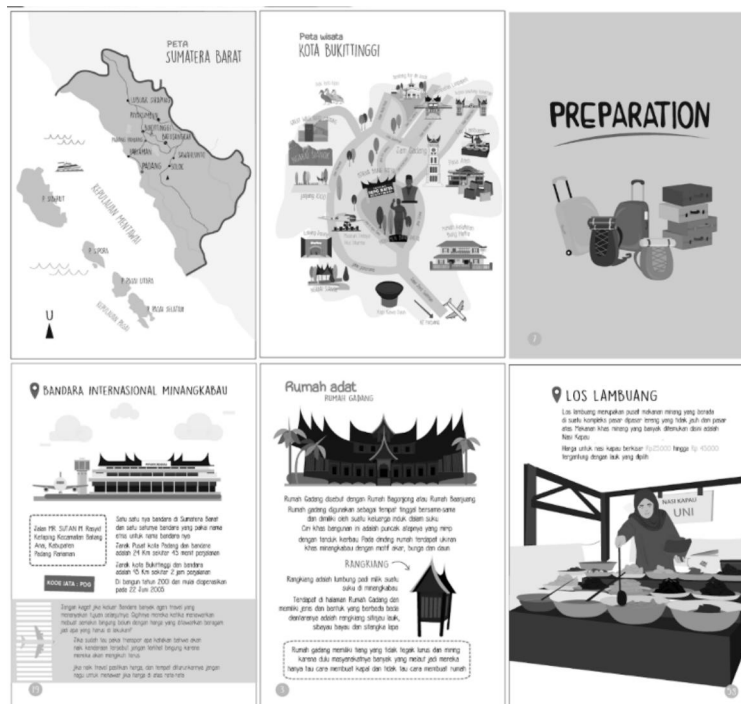


Figure 2 Content
Source : Personal Documentation

Postcard



Figure 3 Postcard
Source : Personal Documentation

5. CONCLUSION

Based on the research that has been done, there are several things that can be concluded which are travelers who reads travel guide books will get information about tourist attractions in the city of Padang and Bukittinggi and description of the route to follow. The use of illustrations in travel guide books are particularly attractive because there is no travel guide books on the area of West Sumatra that use the illustrations in the delivery of information.

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