THE MAKING OF A PROFILE BOOK OF TOURISM OBJECTS IN MERANTI ISLANDS REGENCY

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Abstract: *Meranti Islands Regency is one of the biggest sago producers in Indonesia. In addition, it also has much potency in tourism sector. However, the potency it has is not been explored well. The main purpose of this study was to make a profile book about tourism objects in Meranti Islands Regency as a media of promotion to promote tourism objects in Meranti Islands Regency. This profile book discusses about water war festival, shell seeking with a plank, Beting Beras beach, the Darul Ulum grand mosque, Sejahtera Bakti Buddhist monastery, Kue Bulan festival, "Imlek" Chinese new year celebration, and Bokor cultural tourism village. Hopefully, this profile book can give more information for local people, tourists, and also help Department of Tourism, Youth, and Sport of Meranti Islands Regency in promoting tourism objects in Meranti Islands Regency.*

Keywords: *Meranti Islands Regency, Profile Book, Promotion*

1. Introduction

In the middle of decline in Indonesia's export due to the slowing of world trade, tourism sector has a potency to become Indonesia's new market to gain income. Therefore, the government step to support Indonesia tourism is seen as a wise strategy.

Meanwhile, Indonesia has many amazing places. However, the tourism development is still focused on several popular tourism destinations such as Bali, Bandung, and Yogyakarta. Nevertheless, Other potential destinations such as Riau and other provinces in Sumatera receive less attention.

Riau is one of provinces known as a province which is rich in natural sources. However, its potency in other sectors such as tourism can not be neglected if they are explored and managed well. Of nine regencies in Riau, Meranti Islands Regency is one

of regencies that has much p o t e n c y i n   t o u r i s m   s e c t o r s , such as religious place, folk festival, historical place, traditional house. However, they are not really familiar for domestic and international tourists yet. Therefore, the writer is interested to make a profile book as a media of promotion for Meranti tourism, entitled Tourism Objects in Meranti Islands Regency.

2. Review of Related Literature
Related Study

There are some related studies done related to tourism. First, a research conducted by Santoso (2009) entitled *Potensi dan Pengembangan Obyek Wisata Pantai Klayar Kabupaten Pacitan*. This research aimed at knowing the potency of tourism objects in Klayar, development of tourism attraction in Klayar beach as well as the problems faced in developing tourism objects in Klayar beach in Pacitan Regency. The results of this research were Klayar beach has a potency to develop in Pacitan Regency. The problems faced in developing tourism objects were lack of transportation support facilities and lack of fund for development.

Second, a research conducted by Sari (2011) entitled *Pengembangan Pariwisata Obyek Wisata Pantai Sigandu Kabupaten Batang*. The result of this study were Sigandu beach, Batang regency had a big potency to be developed. However, there was a lack of access of transportation.

From both researches above, it is concluded that those researches contains the potential of tourism object, problems faced in developing tourism objects in Pacitan regency and Batang regency. Meanwhile, this research are different to those researches. It contains the detail information about tourism objects in Meranti Islands Regency, history, and various festivals,

Related Product

There are some products related to this profile book. First, it was written by Department of Tourism, Youth, and Sport of *Meranti* Island Regency (2015) entitled *Identifikasi Potensi Daya Tarik Wisata Kabupaten Kepulauan Meranti*. The book was written in Indonesian and consists of 105 pages. This book aimed at telling about potency that Meranti Islands

Regency has, such as cultural, culinary, and tourism object.

Second, a book written by Department of Tourism, Youth, and Sport of Meranti Islands Regency (2013) entitled *Profil Pariwisata Kabupaten Kepulauan Meranti*. The book was written in Bahasa Indonesian and consists of 51 pages. The purpose of this book was to promote tourism objects in Meranti Islands Regency. Besides that, this book also discusses several tourism objects in Meranti such as *Sanggar Seni Budaya*, *Hotel*, *Wisma*, and *Rumah Makan* of Meranti Islands Regency.

It is concluded that those books contains information of tourism in Meranti Islands Regency started from tourism objects until accommodations. It aimed at giving information to readers about how to visit Meranti Islands Regency and information about transportation and accommodation provided. Meanwhile, the product of this profile book is different to those books. It contains of specific and detail information about Tourism Objects in Meranti Islands Regency in two languages: English and *Bahasa Indonesia.*

Related Theory

1. Tourism

According to McIntosh in Muljadi (2010), tourism is any form of tourist activity supported by all facilities and infrastructure available in an area and the service or services provided directly or indirectly to individuals or groups who visit a tourist destination.

Norval in Muljadi (2010) states that tourism is an instrumental sector in the development process and in the development of an area. it has great potency to support productive economic sector and to expand employment, foreign exchange earnings, and welfare.

2. Promotion

According to Swastha (1996), promotion is seen as persuasion or information directing someone or organization to an action that createes exchange in community.

Buchari Alma (2006) states that promotion is a kind of communication that gives explanation and convinces customers about goods and services. It aims at getting attention, education, reminding and convincing customers.

It can be concluded that promotion

is a means of communication and delivery order done either by companies or intermediary with the purpose to give information about product, price, and place.

3. Methodology of Study

Equipment

The equipment needed in this study was PC to find the data and design the profile book. The second was printing machine to print out text and images. The next was *Microsoft Publisher2007* application to design the product.

Materials

The materials used for this study were papers to make a profile book. The second one was flash disk. It was used to save the data. And the last was digital camera to take pictures about tourism objects in *Meranti* Islands Regency.

Data Collection Technique

1. Literature study

The data collection technique used was literature review. Literature review was done by finding information about the study from the books, journals, the internet and other sources that may assist in the process of Profile Book that was made.

2. Interview

Interview is a technique of collecting data with the communication with the data sources.

Procedure of designing profile book

Product design is one of important steps in making a profile book. The product was designed by using *Microsoft Publisher 2007*. It includes the cover and contents of the book. This product was a profile book that explains about potential objects in Meranti Islands Regency, entitled "Tourism objects in *Meranti* Islands regency". This profile book used two languages (English and Bahasa Indonesia). This profile book was written in two different fonts, for the title used *Times new Roman* and *Script* font and for the content of book used *Comic sans Ms* font. The complete processes of designing were explained as follows:

1. Size

This profile book was designed with 21 cm (width) and 29,7 cm (length) and consists of 18 pages.

2. Cover book design

The first step was opening Microsoft publisher 2007 program and choosing the blank page size.

The second step was arranging the paper size. The detail of book size was as follow: width $= 21^{cm}$ and height $= 29,7^{cm}$. After setting the book size, OK button was clicked.

The third step was arranging the page, clicking page number under toolbar and choosing inserted page, then arranging the number of pages and click OK.

The fourth step was arranging the background of book cover, clicking format menu and choosing the background, then clicking more background and choosing two colors to arrange the color of background display.

The next step was clicking template menu, and choosing one of template in the options as needed.

The sixth step was putting pictures of tourism objects as background of front book cover, clicking insert menu and choosing pictures from file as needed. Then, the next step was clicking insert to insert the pictures after the pictures were arranged. The next step was making pictures border, clicking border style and choosing pictures line.

The last step was making the title of profile book in the front and back cover of book. Then, the next step was clicking insert menu and choosing text box. Then, typing the title of book, writer name and synopsis on book cover in the text book.

4. Result and Discussion
Process of making profile book

There were several processes had been done in making this profile book, started from collecting and providing the material until designing the entire model of the profile book. The complete processes are explained as follows:

1. Collecting and providing the materials

The contents of this profile book were taken from a profile data by Department of Tourism, Youth, and Sport of Meranti Islands Regency. Besides that, the data also collected from several websites which discusses about tourism objects in Meranti Islands Regency.

2. Product design

After the data had been collected, the next step was designing the cover and contents of this profile book. In designing this profile book it took quite long time to get the best result. It was because the knowledge of the

application used was not good enough to optimize it. In this study the writer used *Microsoft Publisher 2007* to create the best design, the processes of designing was started from cover, contents, and back cover. This profile book contains acknowledgement, introduction, table of contents, explained by Tourism Objects in Meranti Islands Regency and closing.

Result of the product

The result of the product contains the title, acknowledgement, table of contents, introduction, and contents of book, closing, and curriculum vitae. The results of the product were explained as follow:

1. Book cover

This profile book is divided into front cover and back cover. On the front cover book, there is the title of profile book, "Tourism Objects in *Meranti* Islands Regency". For the back cover, there is a synopsis.

2. Expression of gratitude

Expression of gratitude to the people who have given contribution in making this profile book.

3. Table of contents

Table of contents was the list of the profile book used to find the

pages in the profile book.

4. Introduction

In introduction, there are the contents of the book in general as the strengthen brotherhood and support the value of Malay culture heritage and also society empowering program of *Bokor* village that this time has profession as fruit farmer.

5. Contents of book

In contents of book, there are parts that certain about Tourism Objects in Meranti Islands Regency as follows:

- **The Grand *Darul Ulum* Mosque.** It is the biggest mosque in *Selatpanjang* city that is located on *Siak* Street *Selatpanjang* District, *Tebing Tinggi*

- **Water war festival**. It is a unique tradition in Selatpanjang that was conducted for 6 consecutive days starting from the first day of the "imlek" Chinese New Year celebration.

- **Shell Seeking with a Plank.** It is a technique to seek the shell in the muddy sea shore by using a plank that looks like a surfboard that called "Tongkah".

- **Beting Beras Beach.** It is a beach that have the history is interesting, when long time ago there was a fight between two knights on that beach, and the fight made the rice from a caldron on a fireplace near them spilled out. Therefore, based on the history above, this beach is called as *Pantai Beting Beras.*

- *Sejahtera Bakti* **Monastery.** It is the oldest monastery in *Riau* province. It was built on Dutch colonial time about the beginning of 1868.

- **Moon Cake Festival**. It is a festival was festive in *Selatpanjang*, because there is uniqueness in the celebration that is the parade of lanterns.

- **Running on Sago Stalk Festival.** It is an event that comes from *Bokor* village, West *Rangsang* Subdistrict, *Meranti* Islands Regency.

- **"Imlek" Chinese New Year Celebration.** It is the most important celebration for Tiong Hoa people. In *Selatpanjang,* this celebration is extra ordinary celebration where people come from many places neighboring.

6. Curriculum vitae

Curriculum vitae is the part which explaines the biography of the writer of the profile book.

Evaluation

In this papers, there were three evaluators who evaluated the product, they were: The Head of English Department, The Headmaster of SMK Kasih Matreya, and one of them was from public.

1. The Head of English Department

According to The Head of English Department, the profile book was good for both local people and the tourists. It contains several festival and games of Malay people in *Meranti* Islands Regency. However, there was several weaknesses of this profile book, such as: The same pictures appear on both pages, and the same font used for both languages. The suggestion for this profile book was to divide this book into two categories, one of them about is tourism objects (The mosque, temple, the beach, etc), and the other one is about tourism

attraction (Festival, games).

2. The Headmaster of SMK Kasih Matreya

According to The Headmaster of SMK *Kasih Matreya*, this profile book was good, but the main picture on the cover was too small compared to other pictures. The suggestion for this profile book was to make this profile book in balance from size and position.

3. Public

The book was interesting. The information was complete enough especially for people who do not know about Tourism Objects in *Meranti* Islands Regency. However, the pictures in profile book were small and the reader cannot see the whole beauty of the Tourism Objects in *Meranti* Islands Regency. The suggestion for this profile book was to make the pictures bigger so that the reader can enjoy them more.

Problems

There were several problems faced during the processes of making this profile book, they were:

1. Using the application to design Profile Book

In designing this profile book, there were several application used such as *Microsoft Publisher*

2007. It was difficult in designing this product, because there was not enough knowledge about the application, and did not have much knowledge about making the best design.

2. Converting Publisher to PDF

In converting Publisher to PDF, it was difficult to find the way to convert it, because of not having converting publisher to PDF software.

3. Printing the product

It was difficult to find the printing shop to get the best quality of printing in Bengkalis. Therefore, the results of this product were not as good as expected.

5. Conclusion and Suggestion

There were several conclusions made after discussion. The main purpose of this study was to promote potential in *Meranti* especially in tourism objects, through making a profile book entitled **"Tourism Objects in *Meranti* Islands Regency".**

This profile book discussed about Tourism Objects in *Meranti* Islands Regency such as, Water War Festival, *Beting Beras* Beach, *Sejahtera Bakti* Monastery, Moon Cake Festival, The Grand *Darul Ulum*

Mosque, Lunar New Year Celebration, Shell Seeking with a Plank, Running on Sago Stalk Festival, and *Bokor* Cultural Tourism Village. It was designed by *Microsoft Publisher 2007*. It used two languages (*Bahasa Indonesia* and English) and was written different fonts, for the title it used *Times New Roman* font and for the content of book used *Comic Sans Ms* font.

During the processes of making the profile book, there were several problems faced. The problem faced in collecting data, difficulties to use *Microsoft Publisher 2007,* difficulties to find the way in converting publisher to PDF, and difficulties to find the printing shop to get the best quality of printing in Bengkalis. Fortunately, the problems could be solved.

The result of this study was a profile book of Tourism Objects in *Meranti* Islands Regency, containing the title, acknowledgement, table of contents, introduction, and contents of book, closing and curriculum vitae.

Suggestion

1. For Public

It is s u g g e s t e d for both local people and the tourists to read this profile book. This profile book gives complete information about Tourism Objects in *Meranti* Islands Regency. The readers will get more information about the potential in *Meranti* Islands Regency, after reading this profile book.

2. for the Tourism Department

For Tourism Department, this profile book can help the Department to promote Tourism Objects in Meranti Islands Regency to public. Hopefully, this book can give more information to local people and the tourists related to cultural heritage Tourism Objects and Attraction in Meranti Islands Regency.

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