“The Design of Travel Guidebook for Four Priority of Tourism Destination of Central Sulawesi as a Media Promotion Tool for Department of Central Sulawesi Tourism”

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A Thesis Project Report Presented to the Faculty of Humanities, President University in partial fulfillment of the requirement of Bachelor Degree in Communication Major in Visual Communication Design
The Panel of Examiners declare that the thesis entitled “The Design of Guidebook for Four Priority of Tourism Destination of Central Sulawesi as a Media Promotion Tool for Department of Central Sulawesi Tourism” that was submitted by Firmansyah Noor majoring in Visual Communication Design from the Faculty of International Relation, Communication, and Law was assessed and approved to have passed the Oral Examination on 17th May 2018.

Dindin Dimvati, S.Sos., MM.
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Examiner 2
This thesis project entitled “The Design of Guidebook for Four Priority of Tourism Destination of Central Sulawesi as a Media Promotion Tool for Department of Central Sulawesi Tourism” prepared and submitted by Firmansyah Noor in partial fulfillment of the requirements for the degree of Bachelor of Communication in the Faculty of International Relations, Communication and Law has been reviewed and found to have satisfied the requirements for a thesis project fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia
April 30th, 2018

Moh. Shihab, S.Sn., M.I.kom.
Thesis Adviser 1

Remandhia Mulcki, S.Sn., M.Ds.
Thesis Adviser 2
DECLARATION OF ORIGINALLITY

I declare that this thesis project, entitled “The Design of Travel Guidebook for Four Priority of Tourism Destination of Central Sulawesi as a Media Promotion Tool for Department of Central Sulawesi Tourism” is, to the best of my knowledge and belief an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia
April 30th, 2018

Firmansyah Noor
A Travel Guidebook can be an effective tool for the Department of Central Sulawesi Tourism to promote the four priority of tourism destination that has established under the Governor Regulation number 35 of 2016. This research purpose to create a travel guidebook that is informative, attractive, and persuasive that can easily understand by the readers. The results of the research showed that Department of Central Sulawesi Tourism has not done any promotion activities and not adopting media promotion to promote the four priority of tourism destinations. Therefore, through the guidebook, the writer would like to promote, inform, and also increase the awareness of the readers regarding this four-tourism destination. Based on the user test toward the travel guidebook that consist by 3 people through interview process, the travel guidebook is informative, easy to understand, and also attractive and persuasive because of the taken picture and layout placement in the travel guidebook.
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Regards,
Firmansyah Noor
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CHAPTER I
INTRODUCTION

1.1 Background

Indonesia is a rich country, which are rich in culture and tourism. This is backed up by the fact that there are so many tourism and travel destination spread throughout the country. Seeing so much potential in Indonesia has encouraged many parties to develop the Indonesia tourism in many ways. For example, through organizing exhibitions of art and culture, local culture art performances, and opening travel agent businesses as a form of promoting various tourism destinations. Tourism is generally thought of as a leisure activity involving the geographical movement of people, to destinations which are not getting places of residence or, where the people have intentions to return home after a relatively brief period of time. Urry, (2002)

According to Spillane, (1987) Tourism is traveling from somewhere to another place, are temporary, conducted individual and group, as businesses seek balance or equality and happiness with a new living environment in the dimension of social, cultural, natural, and science. Over more that tourism is divided into several types: (1) tourism for enjoying the ride (pleasure tourism); (2) tourism for leisure (recreation tourism); (3) tourism for culture (cultural tourism); (4) tourism for sport (sport tourism); (5) tourism for the trading business (business tourism); (6) tourism for conventional (conventions tourism).

Tourism for Leisure this type of tourism is done by people utilizing vacation to rest, and to restore back the freshness of the physical and the spiritual, as well as the refreshingly weariness and his tiredness. As well as, they live as long as possible in places where it thinks really ensure such recreational purposes for example, seaside, mountains, and retreat center, also with the aim of finding the needed pleasure.

In the (Great Dictionary of the English Language, n.d.), tourism is defined as the overall concatenation relating to human movement to a place far from place
the origin or settled while being driven by some purpose or without a living anyway. Based on Law No. 9 of the year 1990, the tourism business is divided into three main groups, the business tourism services, business objects and tourist attraction and tourism mean business. Based on the data of the Agency Central of statistics, by the year 2015, the number of foreign tourists to visit Indonesia from 20 entrances, some 9.7 million and the average spending of between 1,100 to 1,200 us dollars us dollar per visit. This data shows that in the perspective of national development, the tourism sector has a meaningful contribution to the increase in the gross domestic Income (GDP), with a contribution of approximately 4% of the total economy (Indonesia Investments, 2016). Currently utilization of tourism potential to be one important factor in improving the quality of welfare and regional development. That's why every region wants to push its tourism potential so that the area has its own image in the eyes of visitors and will eventually impact on the increasing number of visitors to the area. Tamenggung, (2011).

Central Sulawesi as one of the provinces in Indonesia with its natural wealth also has tourism potential that is not inferior to other provinces in Indonesia. The province of Central Sulawesi is a beautiful area with its mountains, ocean, lakes, and valleys surround this region. All the things that have the potential of tourism to be an attraction for tourists to visit it. The main tourist attraction in Central Sulawesi is one of the historic megaliths, that located in Bada valley and Besoa valley, but the natural beauty and purpose of the public becomes a valuable asset for an expansion of tourism in this area. Central Sulawesi is one of the areas in Indonesia that has a solidarity between natural beauty, cultural richness and long history.

Based on data from the Tourism and Creative Economy Department of Central Sulawesi Province, Nusantara Tourists and International Travelers who visited Central Sulawesi in the last 3 years have increased every year. In the year 2014 the number of tourists visiting the archipelago Central Sulawesi 17.43% or as many as 2,416,272 people, and Tourist Visits to Central Sulawesi as many as 16,335 people. In 2015 the number of tourists visiting the archipelago Central
Sulawesi 19.64% or as many as 2946.876 people, and Tourist Visits to Central Sulawesi as many as 34,290 people. And in the year 2016 visits Nusantara Tour to Central Sulawesi as much as 3,019,448 people, and the visit of Foreign Tourists to Central Sulawesi as many as 57,461 people.

Quoted from “AntaraSulteng”, (2016) The Department of Tourism and Creative Economy states that the province of Central Sulawesi has the advantage of natural and cultural tourism that becomes a major capital for tourism development and regional economic improvement. The Central Sulawesi Provincial Government has established leading tourist destinations in the area through Central Sulawesi Governor Regulation No. 35 of 2016 on the determination of the priority tourism destinations of Central Sulawesi. According to Norma Mardjanu, Head of Tourism and Creative Economy of Central Sulawesi, the determination of tourism destinations includes the first megalithic cultural tourism sanctuary in the Besoa and Megalithic valleys in Bada Valley, Poso District, the second is Lindu Lake and paragliding tours in Matantimali, Sigi Regency, and the third marine tourism in Togean Islands, Tojo Una-Una Regency.

Promotion of tourism marketing becomes one of important strategy in build tourism object because there is no promotion activity hence people do not know information about tourism object. Sitohang, (2008). According to Yoeti, (1985). Promotion is one of the activities in marketing. Therefore, in conducting promotional activities need to be supported by marketing communications. According to Nickels, (1998). Explains that marketing communication is a communication conducted by a company or institution persuasively so that the marketing process can run effectively and efficiently.

As a Visual Communication Design student, the writer has the desire to contribute in giving something using the knowledge the writer have received through the study in Visual Communication Design major, in order to help Central Sulawesi provincial government to attract more people to visit Central Sulawesi. The writer is planning to make a guidebook. Through this research, the writer is expecting that this guidebook can increase the tourism of Central Sulawesi and the benefits guidebook to introduce tourism Central Sulawesi. The
existing promotional guidebook made by Tourism Department of Central Sulawesi only showed the Togean Island. So, the writer has the urge to create a guidebook that only focused on the four priority tourism destination.

1.2 Specific Problem Identified

There are some problems in the promoting activity of four priority tourism destination such as the lack information in official website and there has not special guidebook regarding the four-priority tourism in Central Sulawesi. Therefore, the information to travelers being less effective.

The research questions can be determined as follows:

1. How to create an informative, attractive and persuasive travel guidebook to promote the four priority destination?

1.3 Target User Profile

The target user profile of this thesis are digital natives in Indonesia which have criteria:

1. The age around in 17 to 35 years old who like traveling (minimum twice in a year).
2. Do not know much about Central Sulawesi.

1.4 Project Objectives

The objectives of this thesis are:

1. To make the people of Indonesia can more knowing about Central Sulawesi and interested to visit.
2. To support program the Government of Central Sulawesi in promoting four destinations of Central Sulawesi tourism priority.

1.5 Scope and Limitations

The scope and limitations of this thesis are:

1. This thesis about Travel Guidebook in Central Sulawesi
2. This thesis is only going to use travel guidebook to promote four destinations in Central Sulawesi with 60 pages as the design outcome, and the travel guidebook will be given to Department of Tourism.

3. The travel guidebook will focus on four destinations as those four destinations has established as leading tourism destinations under Central Sulawesi Government Regulation Number 35, 2016.

4. The camera being used to capture the picture was Canon 60D.

5. Some of the pictures from the travel guidebook was not taken by the researcher because the location of the tourist destination is hard to reach and takes a lot of times to reach the place. Therefore, the researcher used other pictures from Department of Tourism, Farchan Latopada, and Andreas Randy Christian with their permission and put their name in the travel guidebook.
CHAPTER II
LITERATURE REVIEW

2.1 Basic Design Theory

In this chapter, the writer will explain about the theories that are going to be used in this thesis and in making the travel guidebook.

2.1.1 Book Design

According to book “Book Design” by (Vignelli, 2010). For design there are two aspects that are important: Semantic, Syntactic. Semantic is the research of the meaning of whatever we have to design. For example, the first thing that I do whenever I start a new assignment in any form of design, graphic, product, exhibition or interior is to search for the meaning of it. That may start with research on the subject to better understand of the project and to find most appropriate direction for the development of a new design. Semantics usually become an essential part of the designer’s being, a crucial component of the natural process of design, and the obvious point of departure for designing. Syntactic or to be called the syntax of design is provided by many components in the nature of the project. In graphic design, for instance, they are overall structure, the grid, the typefaces, the text, and headlines, the illustrations, etc. The consistency of a design is provided by the appropriate relationship of the various syntactical elements of the project: how type relates to grids and images from page to page throughout the whole project. Or, how type sizes relate to each other. Or, how the pictures relate to each other. Syntactic consistency is of importance in graphic design. Grids are one of the several tools helping designers to achieve syntactical consistency in graphic design.

2.1.1.1 Steps of Making a Guidebook

There are a few processes that must be done to create a successful guidebook.
• Paper Sizes

The choice of paper size is one of the first of any given work to be printed. For books it depends very much on the kind of book. For text books, use a book paper. For illustrated books will use coated, dull or glossy the subject. The choice of a size is a very important decision. There are the basic sizes in mm paper sizes:

A0, 841 x 1189 – A1, 594 x 841 – A2, 420 x 594 – A3, 297 x 420 – A4, 210 x 297 – A5, 148 x 210 – A6, 105 x 148 – A7, 74 x 105 – A8, 52 x 74 – A9, 37 x 52 – A10, 26 x 37.

![Image of paper sizes]

*Figure II.1 Paper Sizes Book Design (Vignelli, 2010)*

• Grids, and Margins

The grid represents the basic structure of our graphic design, it helps to organize the content, it provides consistency, it gives an orderly look and it projects a level of intellectual elegance that like to more express. The basic understanding is that the smaller the module of the grid the least helpful. In designing a desired grid must have an outer margin is small enough to provide a specific space between the edge of the page and the content.
Grids for books

For the design of a book, the grid provides structure and consistency from cover to cover. In a picture book, the grid could have a number of columns and sub-columns to organize the information accordingly.

2.1.1.2 Book Layout in Guidebook

Layout is the arrangement of the elements of a design in relation to the space that they occupy and in accordance with an overall aesthetic scheme. This could also be called the management of form and space. The primary objective of layout is to present those visual and textual elements that are to be communicated in a manner that enables the reader to receive with obvious. With good layout a reader can be navigated through quite complex information, in both print and electronic media (Ambrose/Harris, 2005). A key function of the layout is to let the elements,
especially the image elements, perform the tasks that they have been selected. Image add drama and emotion to work, but how they communicate with the recipient depends upon how they are presented.

![Image](image1.png)

**Figure II.4 Basic Design Layout (Ambrose/Harris, 2005)**

According to a book “The Design of Advertising” by (Nelson, 1994). Picture-Window Layout. Picture window layout more popular than Mondrian layout, that more used in magazine, film poster, and flyer. The meaning of picture window layout is more dominant image layout, without avoid the advertising text messages being delivered. As well as displaying interesting images and tight editing that it will match the remaining small space.

![Image](image2.png)

**Figure II.5 Picture Window Layout (Nelson, 1994)**

### 2.1.1.3 Typography

According to a book (Felici, The Complete Manual of Typography, 2003). Typography is the use of types to advocate, communicate, celebrate, educate, complicated, illuminate, and spreading. Along the way words and pages into art.
The following types of uses of typography that is often used in books, magazines, newspapers, catalogs, forms, and some of promotional tools.

According to a book “The Effect of Font Type Choosing on Visual Perception and Visual Communication” by (Nakilcioglu, 2013). The font family composes all sizes and style of a typeface. A font family basically comprises roman, italic or oblique, light, bold, and bold italic type scripts.

According to a book “The Fundamentals of Typography” by (Gavin Ambrose, 2006). Type is the means by which an idea is writer and given visual form. Many typefaces in use today are based upon designs created in earlier historical epochs, and the characters themselves have a lineage that extends back thousands of years to the first mark marking by primitive man, when characters were devised to represent objects or concepts. There are a few basics of typography and font types can be reviewed:

- **Typeface**
  A typeface is a collection of characters, letters, numerals, symbols and punctuation, which have the same distinct design.

- **Font**
  A font is the physical means used to create a typeface, whether it be a typewriter, a stencil, letterpress blocks or a piece of PostScript code.

- **Serif / Sans Serif**
  Standard typeface generally falls into one of two broad categories: serif and sans serif. A serif typeface is one that has small cross lines at the ends of different strokes, while a sans serif does not have these. These lines, often barely noticeable, aid our ability to recognize characters and help us to read by leading the eye across the page. The clean lines of sans serif typefaces are seen as being modern, while serifs are more traditional.
• Legibility and Readability

These two terms are often used synonymously. Legibility refers to the ability to distinguish one letterform from another through the physical characteristics inherent in a particular typeface, such as x-height, character shapes, counter size, stroke contrast and type weight. Readability concerns the properties of a piece of type or design that affect the ability to make it understood.
2.1.2 Color

Written in the book “A Theory of Color Psychology and Color Harmony”. Is that scientifically, color is the principal cue to a composition, it is the first thing people register when assessing anything. It is arguably the most critical element of design and a powerful communication tool. Color in many cases can be used as an effective way in expressing an underlying message (Wright, The Colour Affects System of Colour Psychology, 2009). Wrote that there are eleven basic color words in the English language, they are red, blue, yellow, green, violet, orange, pink, grey, black, white, and brown. Each color represents their own value (Wright, The Beginner's Guide to Colour Psychology, 1995).

According to a book "Color Design Workbook" by (Terry Lee Stone, 2006). Color is derived from light, either natural or artificial. With the little light, little or no color is present. With a lot of light comes lots of color. Strong light produces intense color.

- Primary Color
  
  There are two types of primary color: additive and subtractive. As noted, the human eye has red, green, and blue (RGB) color. RGB are the primary colors of pure light and are referred to as additive primary color. The subtractive is primary color made from reflected light, and fall into two types: the printer’s primaries, which are cyan, magenta, and yellow (CMY) color, and the artist’s primaries, which are red, yellow, and blue (RYB).

- Color Theory
  
  Color theory is a set of guiding principles that can be used to create harmonious color combinations. These ideas are represented in a variety of diagrams color wheels, triangles, and charts that help designers understand color interactions, select and combine colors, and construct pleasing and effective
palettes. Diagrams such as this color wheel, which shows pure hues as well as tints and shades, serve as a guide for selecting and combining colors beyond the pure color.

![Color Wheel Diagram](image)

**Figure II.8** Complex Diagram of Color Interactions (Stone/Morioka, 2006, p. 19)

According to a book "Understanding Color an Introduction" by (Holtzschue, 2011). Color is recognized universally as a natural component of beauty. But colors are far more than just beautiful they are useful. Color can be used to communicate ideas and emotions, to manipulate perception, to create focus, to motivate and influence actions.

- The Meaning and Symbolism of Color

According to a book of “Color Design Workbook”, (2008). Color is using to express idea and the meaning, here are some meaning of the colors.

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<th>Meaning</th>
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<td><strong>Yellow</strong>&lt;br&gt; Associated with sunshine&lt;br&gt;(+) Wisdom, Intellect, Optimism, and Joy.&lt;br&gt;(-) Jealously, Cowardice, Deceit, and Caution.</td>
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2. Hex Code #01b1ed

<table>
<thead>
<tr>
<th></th>
<th>Hex Code</th>
<th>3.</th>
<th>Green</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#8dc53e</td>
<td></td>
<td>Associated with plans, natural environment.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(+) Money, Growth, Healing, Success, Nature, and Youth.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(-) Greed, Envy, Poison, and Inexperience.</td>
</tr>
</tbody>
</table>

3. Hex Code #8dc53e

<table>
<thead>
<tr>
<th></th>
<th>Hex Code</th>
<th>4.</th>
<th>Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#f99420</td>
<td></td>
<td>Associated with autumn and citrus.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(+) Creativity, Uniqueness, Energy, Health, and Activity.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(-) Crassness, Trendiness, and Loudness.</td>
</tr>
</tbody>
</table>

4. Hex Code #f99420

**Figure II.1** Table of Color Design Workbook Meaning and Symbolism of Colors

According to a book of “Design Elements”, (2012). Color Fundamental colors are combine into 5 colors:

1. **Light Color**

   Light Colors are a soft color based on the pale shades. The color is almost transparence, and it is effective to combine with black color.
2. Dark Color

Dark colors are the colors that contain black. Dark colors used as a neutral in a composition.

Figure II.9 Light Color

Figure II.10 Dark Color
3. Bright Color

Bright colors are the colors that created using pure pigment without the addition of gray or black. Bright colors are used to attract people’s attention and the color usually is used to advertise or highlight products. But do not use a lot of bright color in one images because it will decrease the viewer ability to understand the message.

![Bright Color Image](image)

**Figure II.11** Bright Color

4. Hot Colors

Hot colors are the colors base on the warm tone that contain red. Hot colors are describe as warm and bright, and these colors are usually using to liven up a composition.
5. Cold Colors

Cold colors are cool tones that based on blue color. Cold colors are a good choice when one needs color to recede into the background to highlight the message.
2.1.2.1 Color in Photograph

According to (Richard D, 2010). Color is basic element of design and it can be used for visual storytelling. Generally, artist use color to set the mood for their creation, and to create a theme for their craft. In the world of photography, color divided into some of parts and the colors meaning.

- Warm Colors

![Warm Colors](image)

**Figure II.14** Warm Colors (Zakia and Page, 2010, p. 204)

For the image above describes the colors red, orange, and also yellow as warm colors. Warm color has generally used to take an object sky when the sunrise or sunset. This photograph creates a feeling bring the fun when to see the sunset.
• Cold Colors

Figure II.15 Cold Colors (Zakia/Page, 2010, p. 205)

For the image above describes the colors blue and green as cold colors. This photograph creates a feeling soothing harmony. Cold color has generally used to photography landscape in particular on object ocean, forest, and also lake.

• Soft Colors

Figure II.16 Soft Colors (Zakia/Page, 2010, p. 206)
For the image above describes the colors gold, green, and small touches of orange as soft colors. This photograph creates a feeling of peace and calm. Soft color has generally used to object photography monochrome to a direction of white such as foggy views, snow, and also desert.

- Strong Colors

![Image of Strong Colors](image)

**Figure II.17 Strong Colors (Zakia/Page, 2010, p. 207)**

For the image above describes the combination of complementary primary colors such as yellow, red, blue, and cerulean blue as strong colors. Strong colors has generally used to cityscape in particular the lights, electronic, and etc.
• Color Harmony

![Image of Color Harmony](image.png)

**Figure II.18** Color Harmony (Zakia/Page, 2010, p. 208)

For the image above describes the colors blue, yellow, red, purple, and also green as color harmony. Color harmony has generally used to catch object who have many colors and diverse quite complex such as on object photography fashion and shopping tour.

### 2.1.3 Photography

According to a book “Photography” by (Bull, 2010). The term is derived from two words photography Greece phos and graphe. Phos meaning light, while the graphe means painting or drawing. Thus, based on the root of photography is defined as "to paint or draw using light”.

According to a book “The Photographer’s Mind” by (Freeman, 2012). Photograph looks very good when the camera directly point object and get the picture without a lot of things. Many photographic instructions only focus on how such objects can become clear and obvious, by finding the tau object, the selection of lenses, viewpoints, and framing the most efficient and able to communicate to the viewer.
According to a book “Photographic Composition: The Rule of Third” (Campi). The rule of thirds was designed as a general guideline where to place, and not to place, but objects in your scene. For greater impact in photography, place the focal point close to a 3rds line, instead of in the center.
2.1.3.1 Photography Landscape

Making a great landscape photograph seems simple. After all, a camera is just like eyes. The eyes have a lens that form an image on your retina, which is how you see. A good landscape photographer is also knowing a good naturalist. That means understanding the seasonal changes in the area where they take image (Randall, 2015).

According to a book “The Complete Photographer” by (Ang, The Complete Photographer, 2010). The effective way to landscape photography is to be aware of the space on a photo and manipulating the image. Landscape photography also has a relationship with color and understanding of many colors because of the variety of color can distract who sees and composition.

According to a book “Photography” by (Hedgecoe, 2005). Photographing a landscape is more difficult than it seems because it involves translating a three dimensional panoramic scene complete with all its nuances into a flat image. Any landscape is a complicated mixture of colors, tones, texture forms, and perspectives.
2.1.3.2 How to Take Better Pictures Landscape

- Changing Light and Weather

In unpredictable weather, light is variable, changing from second to second, and this present specific problem when judging exposure. In changeable weather, light varies rapidly, and you will need to shoot a lot of images to have a good final selection.

Figure II.23 Changing light and weather: moving shadow, foreground in shadow, the final shoot (Hedgecoe, 2005, p. 162)
• Photographing Water and Light

The light reflected from the ocean can increase the otherwise of light and does not pull the views of landscape photos. But the expanse of water that makes its own clear focus point and build a composition in landscape photos. It is also important when looking at it from a different viewpoint, and the viewpoint of the height.

Figure II.24 Sunset Reflections (Hedgecoe, 2005, p. 170)

• Photographing Seascapes

When photographing a coastal beach scene, time of day is important, because this may dictate the state of the tide, which impact on the appearance and accessibility of the coast when you want to photograph.

Figure II.25 Photographing Seascapes (Hedgecoe, 2005, p. 174)
2.1.3.3 Travel Photography

Travel photography is the best way to enjoy a trip to somewhere. Photography is a tool for documenting the places and tourism. Travel photography can also provide information to the traveler who haven't learned the place and each image has a beauty that can make impressed for the visitors (Ang, The Complete Photographer, 2010).

![Travel Photography Image](image)

**Figure II.26** Travel Photography (Ang, 2010, p. 286)

2.1.4 Vector Illustration

Illustration art, aka “commercial” art is used to embellish, clarify, or decorate something. It can range from a simple black and white cartoon to a full color billboard and beyond. Illustration art is also something which has been readily embraced by Joe and Jane America who ordered the illustrations calendars, the magazine for prints, and made scrapbooks of a favorite artist’s work (Nicholas Steward, 1997). Vector in used to the production image who have flexible image quality. This means that the any enlarged it’s object will not be broke. Vector often in used to object such as typography, icon, and image illustrations simple in particular on the flat design.

2.1.5 Doodling and Noodling

According to a book “Doodle Art Tips” by (Jarvis, 2014). Doodle is a pattern of abstract scribbles made repeated rework such as triangles, squares, and
concentric circles. Doodle also describes simple objects such as houses, figures, sun, starts, and hearts.

According to a book “Discovery Doodle: Sketchbook Basics” by (Durand, 2013). From infancy to an industry, doodle became practical and powerful options. Mathematicians and scientists use Doodle for explaining complex theories and equations. Business people use doodle to direct business plans and strategies. Across the globe, people from all circles of society mention that doodling can help them communicate to give visual representation and meaning to their ideas and to help others. Doodles also help people innovate. Doodling has been around forever. Just look at the cave walls and you will see that we, as people, need to communicate using drawings. Doodling connects your hand and mind, which enhances your ability to absorb new information, process it, and remember it later. Doodling can help you unlock your hopes and dreams.

According to (Rabach, 1972). Doodle is a picture of the design without purpose or abstract with the unconscious mind or drifted to another place. (Watts, 2000). Doodle is defined as drawing tools of self-expression that is usually made in semi-automatic when the mind is busy or the conscious state. Most people believe as they do a doodle while unconscious, busy when doodling.

- Geometrics and Waves

![Figure II.27 Doodling Idea: Waves](image)

The beauty of the lines of the algorithm lies in the way they produce results that are complicated by a very simple way. For curling waves, starting with the first line, trying to evenness and consistency, but not perfection. Notice how the
rows line up. And for rhythmic waves, here make the rows irregular, and the troughs and crests staggered.

**Figure II.28** Doodling Idea: Geometrics

This doodle, Starburst, is executed in a series of triangular patches radiating outward from the center. Each patch is made of straight lines, long in the center and gradually shorter and closer together at the ends. Without lifting your pencil, make a zigzagging line that attempts to maintain an even spacing between lines.

- Tangles

**Figure II.29** Doodling Idea: Tangles

Strings, ropes, spaghetti, worms and meandering roads all belong to a class of doodles call “tangles”. The algorithm for producing them involves drawing a small section, stopping, drawing an overlapping section, stopping etc. The section should twist and loop in various ways, but the real key is stopping often.
• Shading

![Image of shading example]

**Figure II.30** Noodling Idea: Shading

Simple imagine a light source, and logic will tell you where to put the shadows. An object will have a light side and a shadow side. It will also cast a shadow where the light is blocked. The case shadow is usually darker than the shadow side. Top lighting (direct light from above) leaves a thin ridge of light along the upper edge of each stone. Because the stones are rounded, the shadow edges are somewhat soft.

• Multiplying

![Image of multiplying example]

**Figure II.31** Noodling Idea: Multiplying, Letterforms
Figure II.32 Noodling Idea: Investing Iconic Characters

A surprising range of creative possibilities opens up when you make multiple copies of an image. I don’t mean simply repeating the exact same image over and over, but repetition with variation. Repetition gives an overall pattern, while variation provides individualistic detail. There are countless ways of playing with the letters and shapes of old notes. Try to draw on the connecting lines between some of the letters, so that the letter would give space. Then fill in all forms include. Doodlers often invent little characters to inhabit their work and called these characters “iconic” because they’re usually simple, stylized and easy to draw. Adding a character to the landscape on a doodle and shows a story of some sort. Repeat from one and continues repeatedly allows you to doodle scene crowd, Parade and dance. After that, being able to represent a figure with a few lines, you can link out change actions, different points of view, or want a character to do something. Giving the body a little dimension allows are flexibility.
• Mixing and Matching

![Figure II.33 Noodling Idea: Mixing and Matching](image)

Creating is in part about finding relationships between seemingly unrelated things. It’s about putting things together that don’t seem to belong with each other at least not until you do it. The more unexpected and improbable the pairing, the bigger the creative leap.

2.1.6 Marketing Communication

According to a book “Principles of Marketing” by (Philip Kotler G. A., 2008). Marketing is homework for the manager to be able to assess their need, measure their intensity and determine the range of opportunities that are profitable.

The next marketing to continues in the product section and try to find new customers and how to retain current customers by always enhance the attractiveness of the product and performance, as well as be able to understand the results of product sales and management a repeat performance.

According to (Keller, 2009). Marketing is the process of design and implementation of a conception or promotional pricing and distribution of goods and services to create a satisfactory exchange rate to individual and organizations.

According to Soemanagara (2006), pp. 4-7. Relationship between marketing and communication very closely. Because communication is the process of new symbols that constitute a fellow individual, individuals to the group, and to the
group. Communication in marketing are complex, meaning that it’s not like we’re talking with friend in office or family. But it is the difficult communication conveyed the message by communicators to communicant which was done through several sophisticated communications, after going through the planning process. Marketing communications more closely related to the issue and will affect the application of communication strategies in marketing. Points of marketing communication is the communication strategy, potential segmentation, planning of media, message and visual creative, the cost of communications, and the concept of future business.

According to (Saladin, 2001). Marketing communications is an activity that seeks to disseminate information that affect and engage the target message or improve upon the company and its products in order to be willing to accept or purchase product offered to companies that concerned. The benefits of marketing communications for the offender who commits is divided into 3 namely:

- Consumers can find out how and why a product used by people with certain circles, where and when is the right time.
- Consumers can learn to know about who created the product and what the characteristics of the product.
- Consumers can be given one chance to benefits from trial the user.

According to (Siahaan, 1990). Give the definition of communication as “The process of transmitting meaningful symbols between individuals”. This definition gives the implication that communication is a social process that involves at least two people, where someone sends a number of certain symbols to others. Communication can occur if both parties can manipulate with either symbol symbols are delivered.

### 2.1.7 Media Promotions

According to (Philip Kotler K. L., 2012). Promotion is one of the way companies communicate through the designed message to encourage of awareness, interested, and ending with purchases made by customers of a company products or services.
According to (Pujiriyanto, 2005). Media promotions is a common means to convey a message or information to the public using various types of graphic communications such as text or photographic images. Generally, media promotion who can be divided into five different types of:

1. Print media/visual (printed material), for example: poster (inside and outside), stickers, book covers, packaging, folder, flyers, envelope, and letterhead, shopping bags, catalogs, magazine ads and newspaper.
2. Media outdoor (outdoor), for example: banner, nameplate, neon-box, neon-sign, billboard, billboard, mobile box.
4. Place of display (display), for example: storefront (window display), point of purchase, hanging design, floor stand.
5. Memory items (special offer), for example: t-shirt, hat, umbrella, and glass, various souvenirs, prayer rugs, bag and etc.

According to (Victoria Peel, Exploring the Use and Impact of Travel Guidebooks, 2016). Guidebooks are not just passively accepted by their users, but “They are met with varying levels of resistance and diverse interpretations”. While on one side they represent the signpost of the individualization of the tourist experience, for to be a symbol of the early part of modern tourism. In this sense, guidebooks are part of the tourism discourse and they mediate tourism practice in many ways.

According to (Towner, 2003). Can be understood as a book that has the purpose of helping tourism during their traveling. Different other travel literature, guidebooks have an impersonal, systematic, and detailed approach to providing information and guide for tourism. In the various roles it plays in the practice of tourism, the travel guidebook contributes to the creation of a travel experience by addressing certain needs, values or underlying dimensions of them.
2.1.8 Guide Book

According to (Bender, 2013). Guidebooks defined as literature that provides information to tourists. The guidebooks can be a tool for travelers to find valuable tips and information about venues, attractions, accommodations, transportation, food and more.

According to (Lew, 1991). Book tour guides have important aspects in determining the objectives, whether or not the desired goal, and directing tourists to select products attractions available. Like brochures and advertising, guidebook serve both functional and symbolic objectives. Guidebook, however, are usually more comprehensive and attempt a more accurate assessment of places.

According to a book (Victoria Peel, Exploring the Use and Impact of Travel Guidebooks, 2016). The importance of travel guidebooks in tourism experience there is two: the first they represent source information that is choice by tourist, and the second they are artifacts of tourism and therefore, they mediate the practice of tourism.

Guidebook may influence the formation of destination images, which may subsequently guide the criteria that determine tourist expectations and satisfaction. The images from guidebook able to influence the perspectives of tourist, and this lead the guidebook to be an effective marketing tools to target the tourist (CA, 1972) and (WC, 1993).

In exploring the tourism, (MacCannell, 1976) argues that there are two meanings for the term of ‘tourism’, on one level, the tourists are the ones people are actively traveling, visiting sites and looking for the experiences. However, on another level, and the same time, the tourism is an archetype, the material and conceptual embodiment of people in the modern age. (Cohen, 1972) also sees the experience of being a tourism as a central feature of the transition to modern life. For this reason, the guidebook are often identified via throught two main attributes: their characteristic target audience readers who are not occupants of the place desribed in the book, and the main purpose their, that is, their role as a tools of orientation and in guiding travellers to tourism destination.
According to (Dilley, 1986) together with travel brochures, word of mouth methods, and the purpose of documentation guidebook is a media importance for deployment information. Guidebook is the functional and symbolic the purposes for tourist. For some purposes, especially when located far away from the country of origin.

For many years, travel guidebooks were regarded as a major source of travel information, mainly before the introduction of the internet and social media. Osti et al, 2009; Quinlan, (2005).

Guidebooks are also thought to exert a strong impact due to their function as cultural agents. The concept of cultural mediation is becoming central in terms of the relations that develop between tourism and host communities. Smith, (2001).

According to Carter, (1998, p. 351) emphasize the importance of guidebooks as tools who can provide a sense of comfort for traveler before they knowing of the destination place.

2.2 Previous Study

2.2.1 Togean Island

In this section, the writer will explain about the previous studies that are related to this thesis topic. The similarities and thing the writer learns from all studies will be explained in detail.

The writer has found a travel guidebook that has titled “Welcome to Togean Island”. Through this book, the writer provides the readers with picture and information of the islands in Togean, give information about the accommodation, the schedule of the speed boat departure, and also some fun activities to do in Island.

The researcher has the same concept with the writer of Togean in creating the travel guidebook of “Togean Island”. Both of us want to portray the beautifulness of the Togean’s nature by providing the picture of the sea, island, and stunning views of the island. However, the researcher found that the writer of the books is not being consistent in choosing layout, using many different fonts, and also the selection of the colour’s font is same with the background.
As seen below these, in the 15-17 page of the book, the reader is not able to read the description since the writer use the same colour of the font with the background. It made the readers confused when read the words. Furthermore, the composition of the cliff’s picture is not showing the cliff.

Although, the researcher is applying same layout that shows a good composition between the picture and the information (Figure II.34). Furthermore, the researcher also adding the details regarding the speed boat price that people need to use to visit islands in Togean.

![Figure II.34 Togean Island Travel Guidebook (2017)](image)

**2.2.2 Pesona Wisata Syariah Indonesia**

The second guidebook the writer found is another guidebook by Pesona Indonesia. The title is ‘Pesona Wisata Syariah Indonesia’. The guidebook starts with the first page showing the table of the content and also a picture of a mosque.
as this guide book is concern on promoting the sharia destination tourism in Indonesia.

Through this guidebook, the writer is promoting the sharia tourism in every region in Indonesia. Besides sharia tourism, the writer is also promoting the nature tourism in Indonesia. The writer give information of the location tourism starting from Sabang until Marauke. The writer is always using the same photo frame before start giving the information of the region. The writer is also consistently giving the map of the region and also providing track flights to destination. The writer is also giving the transportation and culture information to the readers. Beside the writer is always giving nature and sharia tourism destination in every region of Indonesia.

The researcher has the same concept with the writer of “Pesona Wisata Syariah Indonesia” in introducing and promoting nature destination that become the appeal of city in Indonesia while the researcher also trying to promote the nature destination such as beach, lake, and mountain in Central Sulawesi.

Figure II.35 Pesona Wisata Syariah Indonesia Travel Guidebook (2015)
2.2.3 Destinasi Wisata Eksotik

The fourth book that the writer found is a Exotic Tourist Destination in National and Nature Park. As the title, this book is focusing on The National and Nature Park in Indonesia. This book consiste the picture and the information such as how to get to the location, accomodation, and also a map of the tourism destination. The tourism destination includes with a place like forest, mountain and a beach. To point out, the writer of this book is using concept of a picture window layout where they giving a big space for picture and also the information. This create meanings that this book is tend to promoting the beautifulnes of the tourism destination.

The writer is going to use the similar concept, where this guidebook will be using picture window layout in order to show to the readers that Central Sulawesi has a beautiful nature that people can enjoy and relax their mind from the peak of the big city by just looking the picture of this book that will attract them to visit Central Sulawesi. The writer is also adopting the idea of the writer in providing the information on how to get to the tourism destination, accomodation, and the activities.

Figure II.36 Destinasi Wisata Eksotik (2017)
CHAPTER III
METHODOLOGY

3.1 Research Method

Researchers use qualitative methods and apply case study as the approach in this research. According to (Daymon & Holloway, 2011), qualitative research helps researchers understand how informants understand a thing because qualitative itself is concerned with knowing and understanding the participant’s sense of meaning to the world in their own terms.

As the approach, a case study is suitable for this research since case study usually associated with an intensive investigation of an organization using several multiple sources of evidence that can be qualitative, quantitative or both which is bounded by time and place (Daymon & Holloway, 2011). The research took place in the Tourism Department of Central Sulawesi from August – December (2017).

3.2 Chart Flow

Below is the chart flow of progressive correlation of initial problem, theoretical, data analysis, and proposed design solution. The chart flow will also be explained briefly in this section.
3.3 Data Collection Technique

In this section, the data used in this study is divided into two which are primary and secondary data. The primary data collected through in-depth interview and secondary data obtained from documents of Tourism Department, literature studies, relevant books, journals, and news portals to get a detail information regarding the researcher topic. In-depth interviews are data collection techniques in qualitative research that are used to have intensive interviews that will get a better understanding and in-depth information about the thinking and behavior of people (Boyce & Neale, 2006).

Since this research only focused on the guidebook as the promotion tool, the researcher took one participant from Tourism Department. The participant is
Mr. Syamsudin, he is the head department of promotion in Department of Central Sulawesi Tourism. The selected participant has knowledge about the promotion strategy that Tourism Department has used in promoting the destination of tourism in Central Sulawesi. Moreover, he has responsibility in managing and developing the promotion strategy. Therefore the participant was credible to give the information related to a guidebook as a promotion tool.

### 3.4 Data Analysis

In this section, the writer will show the result of the data collected after being analyzed. As this thesis project’s objective is to make the people of Indonesia be more knowing about Central Sulawesi and interested to visit and to support program the Government of Central Sulawesi in promoting four destinations of Central Sulawesi tourism priority, the writer did a Qualitative Research through an interview.

Based on the collected qualitative data, the writer found that:

1. Department of Central Sulawesi Tourism has not doing any promotion that focus on the four-tourist destination. Instead they did promote the 4 destination seperately.

2. Department of Central Sulawesi Tourism is doing promotion with the four destination seperately by using local magazine and news paper, television, and guidebook.

3. TV can reach the entire Indonesian. Newspaper and magazine is printed media which allow us to access the anytime but have the limitations of the picture as a size for advertisement. Flyer and guidebook able us to carry them to anywhere. However, guidebook contain a lot of information and picture and comfortable to take to any location, while flyers not have much size to put the information and it will be hard to carry them in many numbers

4. Department of Central Sulawesi Tourism did not have any work program to promote the four-tourist destination.
5. To create a good guidebook that is informative, attractive, and persuasive is by being consistence in design the guidebook such as the layout, font, and colour constistency and a good picture.
CHAPTER IV  
PROJECT DEVELOPMENT AND RESULT

4.1 Research Outcome

Based on the data collected through the interview, marketing is one of the most important aspects for the Department of Central Sulawesi Tourism in attracting people to visit. Since through the marketing activity people will get the information of the tourism destination in Central Sulawesi. In order to create the awareness of the public, Department of Central Sulawesi’s Tourism has done marketing activities such as attend exhibition in Bali, Batam, Bandung and also Berlin to promote tourism destination in Central Sulawesi.

Department of Central Sulawesi Tourism considered media promotion as one of the most influent aspects in increasing the total of the tourist since from media promotion people will get the information of the tourism destination in Central Sulawesi that in the end will attract them to come. Department of Central Sulawesi’s Tourism has implemented media promotion tool such advertising in magazine, newspaper, TV’s travel program, flyer, and guidebook.

Based on Mr. Syamsudin, television is good to use when the target market is bigger since it can reach the entire Indonesian people. Second, the advantage of newspaper and magazine has allowed us to access them anytime and anywhere, but they also have the limitation that restricted them in putting the picture advertisement. Flyer and guidebook are a good choice for both of the tourist and the Department of Central Sulawesi’s Tourism since it gives freedom for them in putting how many pictures and information content in the travel guidebook. Even though, travel guidebook is more comfortable compare to the flyer since it can easily have lost and will be hard to carry them in many pages.

According to Mr. Syamsudin, the privileges of the travel guidebook is in the pictures since it will manipulate reader’s thought, imagination, and feeling of already being in that place and it will also trigger people’s mind to picture what
activities that they will do. Besides that, it also as a tool for the tourist since the travel guidebook provide information such as accommodation, access transportation, food, culture, and activities. It also come with a comfortable size that will be easy to carry and the tourist able to access the information even without internet. Therefore, a good guidebook is really needed to attract people, Mr. Syamsudin also added that a good guidebook is needed to be consistent in the layout, font using, colour consistency, and the picture.

The four priority tourism destination has their own attractiveness, therefore the four of them is being chosen. As the Lore Lindu National Park have the strong historical and cultural factors that they have the megalith stone and also the Lindu lake that located on top of the mountain. Togean island has the beauty of the marine and as one of the world coral reefs. The last is Matantimali as the last world race location of Paragliding.

The researcher also found that Department of Central Sulawesi tourism has not create specific work program to only promote the four tourist destination. However, they keep promoting the four destinations separately by using newspaper, magazine, TV, and guidebook. For example, they have a travel guidebook only for Togean Island. Mr. Syamsudin also added that they have not done promotion activities and media promotion tool that focus on the four destinations. Additionally, they also have not had the travel guidebook for four tourist destinations.

4.2 Proposed Design Solution

The proposed design solution is to create the proposed design solution is to create a guidebook as the media promotion tool that is informative, attractive, and persuasive that affect people to visit 4 priority tourist destination and will help them while traveling. Therefore, a good guidebook will give impact through:

1. A travel guidebook that will provide a helpful information to the reader. Moreover, by providing the pictures of the potential tourist destination and color composition, it will manipulate reader’s thought, imagination, and
feeling as if they already being in that location and already picturing what they feel and activities in there.

2. The paper size of this travel guidebook is A5 which will be easier and comfortable for the tourist to carry while travelling.

3. The grids and margin will be implementing when designing this travel guidebook since the grid provides structure and consistency from cover to cover. Moreover, the columns and sub columns help the researcher put the content in an orderly look. This also will create consistency of the guidebook, not only the content but also the appearance of the information that will not confusing people to read.

4. This travel guidebook will be implementing the Picture Window Layout since this layout will emphasized the picture without restricted the advertising message in the book.

5. A guide book that implementing landscape photography technique in all the picture to capture a good and attractive picture.

6. This travel guidebook will consist of vector illustration and doodling in order to keep the readers interest while reading the travel guidebook.

7. This travel guidebook will implementing font Arial and Reklame Script Regular in order to be easier to read.

8. This travel guidebook will be implementing blue, green, and orange color as base color. And in Color Photography use to warm color and cold color.

4.3 Design Concept

In this section, the process of the preparation, design process until the completion of the design outcome will be explained in detail.

4.3.1 Preparation

Before creating the guidebook, the writer starts to create a sketch logo, layout, and photo collection. The table below is the specific tools used by the writer as the part of preparation.
<table>
<thead>
<tr>
<th>Tools</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canon EOS 600D</td>
<td>This is the camera the writer used to take pictures.</td>
</tr>
<tr>
<td>Tripod</td>
<td>Take still pictures</td>
</tr>
<tr>
<td>Sketch Book</td>
<td>A book to sketch or draw</td>
</tr>
<tr>
<td>Pencil</td>
<td>Part of the drawing tools</td>
</tr>
<tr>
<td>Ruler</td>
<td>Part of the drawing tools</td>
</tr>
<tr>
<td>Eraser</td>
<td>Part of the drawing tools</td>
</tr>
<tr>
<td>Adobe Illustrator</td>
<td>Editing the guidebook</td>
</tr>
<tr>
<td>Adobe Photoshop</td>
<td>Editing photo</td>
</tr>
</tbody>
</table>

**Table IV.1 Preparation Tools Table**

### 4.3.2 Design Process

After creating the preparation, the next step is to visualize it. The best way to do that is by creating a guidebook sketch. Sketch book is basically a collection of drawing illustrations that are not yet perfect and place to develop one’s artistic skill. The purpose of creating a sketch book is to help the author pouring of idea and knowing a good layout. Below is the sketch of guidebook.

<table>
<thead>
<tr>
<th>Structure</th>
<th>Concept</th>
<th>Sketch</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>The concept of front cover to shows whole four destination of Central Sulawesi from the mainland until the sea.</td>
<td><img src="image" alt="Sketch" /></td>
<td>I</td>
</tr>
<tr>
<td>Back Cover</td>
<td>The concept of back cover applying doodle as describe from four destination of Central Sulawesi and put the logo in the middle.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary</td>
<td>The concept of the preliminary applying vector illustrations as the describe mainland of Central Sulawesi, and the used full blue color as the sea. As well as the typography, and doodle to give the impression an interesting.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary</td>
<td>The next concept of the preliminary displaying the identity author, design, and photographer. And the next pages more focus the logo of Central Sulawesi.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Table of Content</td>
<td>The concept of table of contents applying that different layout of the books usually with the combining vectors on each page number as the identity of each tourist destination.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>The Preface</td>
<td>The concept on these pages applying doodle on the side frame as representatives from four tourist destinations that purpose to make the reader remain interested.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>The Preface</td>
<td>The next concept applying vector illustration in the form of plane and cloud that purpose to describe the plane as the main transportation to reach Central Sulawesi.</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Map of Central Sulawesi

The concept from the first map, more display all the district of Central Sulawesi. And the second map, more specific to four destination priority of Central Sulawesi.

Title Chapter

The concept on these pages, the researchers applying the consistency that used on layout, vector illustration, placement font, and the number page in the opener the title chapter. Before getting into the explanations about the tourist place.

Content

The concept of these pages, researchers applying the layout that is put the picture of the bottom and then the text at the top. And font color the be used the
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>The different from the previous page, in this page the author applying the concept layout that same with title chapter. And put in the picture at the right and the text explanation at the left.</td>
<td>4</td>
</tr>
<tr>
<td>Postliminary</td>
<td>Entering the conclusion page, applying the same layout concept of the preface pages that purpose to keep the consistency of the book.</td>
<td>2</td>
</tr>
<tr>
<td>Biografi and Quote</td>
<td>For the layout concept in the biography the author applying the same layout and just adding the author's photo as well as the background. The next pages quote that apply full color blue and add doodle as icon from four priority tourism destinations of Central Sulawesi.</td>
<td>2</td>
</tr>
</tbody>
</table>
The logo concept of Central Sulawesi has three elements: the first is a mountain and valley, the second is the ocean, and the third is a tropical climate. These three elements are used as the icon or symbol that describes the overall character of Central Sulawesi.

### Table IV.2 Concept and Sketch Guidebook

<table>
<thead>
<tr>
<th>Logo Sketch</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The logo concept of Central Sulawesi has three elements: the first is a mountain and valley, the second is the ocean, and the third is a tropical climate. These three elements are used as the icon or symbol that describes the overall character of Central Sulawesi.</td>
<td></td>
</tr>
</tbody>
</table>

### 4.4 Design Execution

After finishing the concept and guidebook sketch, the writer begins to move the creating guidebook into digital through Adobe Illustrator and Photoshop.

![Figure IV.1 Cover Guidebook](image-url)
The concept of the front cover of this book not only shows one destination, but rather showing to four destinations priority in accordance with regulations of the Governor that has been established in the year 2016. So this will accentuate to readers that this travel guidebook devoted to four destinations tour form Matantimali Mountain, Lore Lindu Nasional Park, Togean Island. For the chosen image and layout the writer telling more about mainland and oceans which are owned of Central Sulawesi.

The next back cover of travel guidebook this focused towards logo and also a doodle respectively represent the deployment four priority of tourist destinations that are assigned by the Governor. The color blue is not only used to back cover, the research also applying blue color this as color template on this book. The color blue is one of the colors from the branding logo and more related with the sea and blue sky of give calm impression and peace to the reader who will carried away by the situation when the traveling so, as suitable in used on color template of travel guidebook.

![Image of Central Sulawesi]

**Figure IV.2 Preliminary**

The next to the preliminary page with display full blue color and applying vector illustrations, doodling, and also typography. For the vector illustration telling as a mainland of Central Sulawesi island that is surrounded by four
destinations that become priorities in Central Sulawesi with yellow circle as sand and blue as the ocean. For the typography more than the layout attract attention reader with the showing article “Sulawesi”. For the doodle applying as icon or the symbolize of four destinations.

Figure IV.3 Preliminary

The next preliminary page to purpose introduce the author name identity, design and layout, and photographer. For the next page, the researcher more focuses introduced the logo design of Central Sulawesi. The logo concept of Central Sulawesi has have three element: the first is mountain, and valley and the second is the ocean and then the third is a tropical climate. The three element in used as the icon or symbol that describes overall the Central Sulawesi. The green color on the valley and the mountains symbolizes the nature color that still very wake and the dominate mainland. The blue color symbolizes the ocean as Central Sulawesi is the identical with the maritime wealth. The orange color in the sun symbolizes the tropical climate as the line equator. As well as the symbol of a coconut tree that also symbolizes the tropical climate, as well as giving the meaning to fertility and prosperity for the people by tourism sector.
The next table of content, with the nuances full blue color that gives the calm impression with the different layout of books usually with the combining vector on each number pages that purpose to give identity to every tourist destination. The next page on the preface. On this page, the research applying doodle on side frame as the representative of four destinations tourist that purpose to make the readers keep interested. In travel guidebook the researchers use to Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc. And for display use in newspapers, advertising and promotions.
Still with the preface with the nuance of full color blue as the sky as well as vector illustration plane and cloud. the purpose as the main transportation of tourists coming to Central Sulawesi. As well as presenting the sentence "come and visit to Central Sulawesi" by using the local language "Kaili" known as the original tribe of Central Sulawesi.

![Map of Central Sulawesi](image)

**Figure IV.6 Map of Central Sulawesi**

The next pages this first map view in this book shows the all district of Central Sulawesi as well as the location info on the right of the map. This map has not focused specifically on the name and location of the four priority tourist destinations in Central Sulawesi and the author just applying icon in the form of vector from four destination.
In the second view map this book is designed to focus more specifically on the location four destinations priority in Central Sulawesi. The color of this map the used green, blue, and orange color that is symbolize the basic color of logo branding. The green color as the mainland, orange color as the location point of the four priority destinations, and blue color as the ocean. On this page the author creates a special page for the information section of the map.
The next in the first chapter title that applies a consistent layout concept. Placing the picture on the right and explanation beside the picture. This layout has purpose to not make the reader confused when viewing. And apply the beach nuance doodle on the frames and text titles. The blue color is the color used in togean island tourist spots because in general, the blue color in the photography landscape in a particular object is the ocean that will provide peace to the reader. In each sub-chapter the authors apply the font type Reklame Script Regular is a fun typeface.

Figure IV.9 Content

The next page is the contents of the togean island that applying the concept of layout that puts the picture on the bottom and text explanation at the top. the purposed to make it easier for the reader to see it. As well as the font color used is blue to match the concept of the tourist destination.
Figure IV.10 Content

The different from the previous page, on this page show the same layout concept with title chapter. Placing the photo on the right and text on the left. As well as the vector of coral reef that became one of the pride from of the Togean islands.

Figure IV.11 Title Chapter of Lindu Lake

The next category of tourism destination is Lindu lake. In this page, the researcher applied a consistent layout with the title chapter on above. The green
color is being used in this design, since the green color included as the cold color categories which generally being used as the object photography of a mountain and a lake. In this design, the boat and hook applied as the doodle in the fringe frame to illustrate the activities in Lindu Lake which are fishing.

Figure IV.12 Content

The above figure is the content of Lindu lake tourism with the consistent layout. The purpose of using green colour as the font is to match with the concept from the Danau Lindu it self which is nature. The picture above was taken to describe people’s activity of Lindu lake.
On this page the author displays the same layout concept as before. In this photo shows the whole of the Lindu lake taken in the morning. And the addition of a person vector fishing activities that become one of the activities and the feature of lindu lake which is rich in aquatic fish.

The next destination place that is Matantimali mountain that apply consistent layout from title of previous chapter. The colors used in this book are the colors that fall into the category of cold colors that are generally used for photography objects such as mountains and lakes. As well as applying doodles
such as tents, pine trees, and paragliding tools on fringe frames aim to illustrate all the activities that exist in the Matantimali mountain.

![Figure IV.15 Content](image)

The next enter the contents of the category of Matantimali mountain destinations that apply the concept of layout consistent than ever. And the font color used is the green color to match the concept of the sights. In this photo shows the panoramic beauty of the valley of Palu city taken in the morning and shows the main take off spot for paragliding athletes.
On this page the author displays the same layout concept as before. In this photo shows the activity of tourists who come to the mountain matantimali. Besides known as the paragliding spot, the Matantimali mountain is also a spot for camping tourists. For the font color used is green. As well as the use of vector illustrations in this image to keep readers interested.

Figure IV.17 Title Chapter of Bada Valley and Besoa Valley

Enter the title of the next destination chapter that further lifts the culture and pre history of the Bada valley and Besoa valley. In the concept of layout the
authors apply the same concept from previous sights. For the colors used in this book are orange colors that fall into the warm color category that generally describes autumn and activity. As well as applying doodles such as custom homes, megalithic stones, and cameras on fringe frames aim to illustrate all the activities that exist in the Bada valley and Besoa valley.

Furthermore, entry into the contents of the destination categories of Bada valley and Besoa valley that apply the concept of layout is consistent than ever. And the font color used is the green color to match the concept of the sights. In this photo shows one of the remains of megalithic stone that became one of history in the Bada and Besoa valley.

**Figure IV.18 Content**
On this page the author displays the concept of layout similar to the previous destination. In this photo shows the traditional house of Tambi which local people believe is the home of the kingdom. For font color used is orange color. As well as the use of vector illustrations in this image to keep readers interested.

Figure IV.19 Content

Figure IV.20 Postliminary
The conclusion page, the author applies the same layout concept of the introduction page aimed at keeping the consistency of this book.

![Figure IV.21 Biography and Quote](image1)

Next go on the biography page and quote. For the layout concept in the biography the author applies the same layout just adding the photo as well as the background of the author. Furthermore, on the author quote page apply the full blue color and add doodle four priority tourism destinations of Central Sulawesi.

![Figure IV.22 Postliminary](image2)
On the final page of this guidebook travel, the author applies full color blue and doodle from four priority destinations of Central Sulawesi aimed to match the initial concept.

4.5 Financial Statement

Below is the financial statement for this thesis project’s proposed design solution.

Department of Tourism

Financial Statement

Income:

Department of Tourism

Total Income

IDR 10.000.000

IDR 10.000.000

Expenses:

Documentation:

- Camera Canon EOS 600D
- Tripod

IDR 200.000

IDR 100.000

Transportation and Accomodation:

- Lindu Lake
- Togean Island
- Matantimali Mountain
- Photo
- Copy Writing
- Printing

IDR 100.000

IDR 550.000

IDR 100.000

IDR 300.000

IDR 100.000

IDR 800.000
Design Fee

- Branding  IDR 5.000.000
- Layout    IDR 3.000.000
- Elements  IDR 1.000.000

Total Expenses  IDR 11.250.000

Table IV.3 Financial Statement

4.6 User Testing

In this section, the writer will show the result of the interview to collect responses about this thesis Travel Guidebook. The writer did interviews with three interviewees with different ages, to match the target user profile.

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Interview Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Aldi (21)</td>
<td>April 30th, 2018</td>
</tr>
<tr>
<td>2.</td>
<td>Rizky Anugerah Putra (22)</td>
<td>April 30th, 2018</td>
</tr>
<tr>
<td>3.</td>
<td>Fatur Rahman (24)</td>
<td>April 30th, 2018</td>
</tr>
</tbody>
</table>

Table IV.4 User Testing Interview Timeline

The question prepared were chosen from this thesis hypothesis and specific problem identified. Below are the user testing questions and answers:

1. How your first impression about the travel guidebooks?

<table>
<thead>
<tr>
<th>Name</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldi (21)</td>
<td>The first impression of these guidebooks I think, when to see the front cover until the last pages very the attractive. The picture is clear, bright can be seen. The second in providing information his clear. And then can make people want to open the next pages.</td>
</tr>
<tr>
<td>Rizky Anugerah Putra (22)</td>
<td>My first impression on the first guidebooks is more</td>
</tr>
<tr>
<td>Name</td>
<td>Comments</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Fatur Rahman (24)</td>
<td>My first impression on the first guidebook is to be more fit into the flyer, so the persuasion for people who wants to want to know what destinations are in central Sulawesi. Continued from the cover more interesting shape.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>2. How to the comparison with these travel guidebooks?</td>
<td></td>
</tr>
<tr>
<td>Aldi (21)</td>
<td>For the second guidebook of the Tourism Department of Central Sulawesi, seen from the form and the cover is still lacking, ranging from different fonts and different arrangement of images. Then on the next page I find it very difficult to understand because the writing joins the image. For comparison with the first guidebook is still very far away. Starting from the selection of colors, placement of images, and determination of the font.</td>
</tr>
<tr>
<td>Rizky Anugerah Putra (22)</td>
<td>For the second travel guide book less interesting because the image shown is less suitable for a guidebook travel and font selection is wrong.</td>
</tr>
<tr>
<td>Fatur Rahman (24)</td>
<td>From what I see from the second guidebook is more comfortable in the hand and fit in take it anywhere. For the cover is still less because it still looks messy.</td>
</tr>
<tr>
<td>3. From of both the travel guidebook these, which one do you chose?</td>
<td></td>
</tr>
<tr>
<td>Aldi (21)</td>
<td>Honestly, I will use the first guidebook, because starting from the size of the book is comfortable in the font size in this book is clear, from the layout of the photo is also very clear the order and size, color selection is suitable, and in terms of writing is very interesting.</td>
</tr>
<tr>
<td>Rizky Anugerah Putra (22)</td>
<td>If I personally I would choose the first guidebook. Because seen from the cover view in my opinion is very</td>
</tr>
<tr>
<td>Name</td>
<td>Response</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Fatur Rahman (24)</td>
<td>Depending on our location, I think for the second guidebook from the Tourism Department if I was already in the destination maybe I will choose the second guidebook, because the guidebook is listed as contact person and more details. If for the first guidebook before going to Central Sulawesi, it's good to read this guidebook first. So, we can find out what destinations are in Central Sulawesi.</td>
</tr>
<tr>
<td>Aldi (21)</td>
<td>Yes, after reading these two guidebooks have different types of guidebook. For the first guidebook discusses the 4 priority destinations in Central Sulawesi and the second only talks about the Togean islands. For the special islands togean has more detailed and complete informative. It's just the presentation on the editing that is still lacking. It's useless if the full information but the editing is still lacking, making the reader will be bored to see it. For the first guidebook to discuss the 4 priority destinations that exist Central Sulawesi has general information but is able to attract readers. So, these two guidebooks have plus and minus respectively. For Language style coincidence these two guidebooks have two different languages which one uses Indonesian and the other one uses English. Each has a different target market. But as a whole guidebook that uses Indonesian I am happy to read it, amused, from giving general to specific information about the cost and feature features of the destination. Then for the second guidebook in terms of Language tolerable. But many writing procedures that</td>
</tr>
</tbody>
</table>
make me less understand yes, because many words are covered by photos and font color selection is not right. To explain the destination of Central Sulawesi yes, from both guidebook is very clear which one explains 4 priority destinations in Central Sulawesi, while the other only explains 1 location of the existing destination in Central Sulawesi.

Rizky Anugerah Putra (22)

I think the more informative is the second guidebook from the tourism office. Because in this guidebook include more specific information from the departure schedule of the ship to discuss all the islands. But for some parts of the writing is difficult to understand because it joins the displayed image. For the style of language is still not good. To explain to the whole of Central Sulawesi may not be enough, because the second guidebook is more specific to one place. As for the first travel guidebook has a text that is easy to read and use a language that can make tourists curious and complete enough to explain the existing destinations in Central Sulawesi.

Fatur Rahman (24)

I think the second guidebook is more informative. Because in this guidebook is enough detail yes, accommodation already exist, continue how many hours, meaning in one page is explained travel service there whatever. Although the first guidebook is also there but not yet discussed in detail. For the second guidebook on the font part and the language is less clear read yes. That means we have to be more thorough again in reading it. As for the first guidebook the font is clear, the style of the language is nice to read and to explain the destination.
in Central Sulawesi I think quite clear. Because of the title alone depends 4 priority destinations in Central Sulawesi.

5. From of both the travel guidebook these, which is more attractive?

<table>
<thead>
<tr>
<th>Name</th>
<th>Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldi (21)</td>
<td>I think that makes this first guidebook very interesting is a combination of photographs of a very interesting, the writing also, the color and print paper material, as well as the addition of doodles on each page. The first guidebook already shows a professional guidebook example. The point is like travel guidebook sold in the market.</td>
</tr>
<tr>
<td>Rizky Anugerah Putra (22)</td>
<td>From the first guidebook, I think the interesting is the cover. Continued fonts used in each chapter title are also very suitable for tourism topics, as well as the application of a very good doodle and able to attract tourists who see it because in every page has a doodle. For the quality of print material first guidebook better than the second guidebook.</td>
</tr>
<tr>
<td>Fatur Rahman (24)</td>
<td>Of these two guidebooks are more attractive in my opinion is the first guidebook. Because the selection of his photographs, fonts, designs, and the doodle, I really like it. Because of unique and special for the first guidebook travel, entered into the category of guidebook that is often in search by foreign and local tourists. The print and quality of the first guidebook is better than the second guidebook.</td>
</tr>
</tbody>
</table>

6. From of both the travel guidebook these, which is more persuasive?

<table>
<thead>
<tr>
<th>Name</th>
<th>Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldi (21)</td>
<td>I think the more persuasive is the first guidebook travel. Because it is clear from the information, the layout of the picture, interesting way of writing can make the readers</td>
</tr>
</tbody>
</table>
curious and want to open pages per page, and the selection of bright colors and parts of the use of doodle that I like.

Rizky Anugerah Putra (22)  
Personally, I would choose the first guidebook trip. Because the first guidebook travel in terms of cover, photos, which I think is very important in a tourism topic is very good. And his guidebook style is very interesting and unique because it uses doodle as well as the selection of bright colors. The first travel guidebook provides information on 4 destinations that are excellent in Central Sulawesi. Unlike the second guidebook travel is only specific in the Togean islands.

Fatur Rahman (24)  
For a more persuasive I chose the first guidebook. Since the first guidebook is clearly introduced, the photograph is good to look at, and the modern design and able to invite readers to visit Central Sulawesi. And for the first guidebook is more to the informative course.

<table>
<thead>
<tr>
<th>Table IV.5 User Testing Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Based on the collected data from the user testing interviews, the writer found that:</td>
</tr>
<tr>
<td>1. Three users agree that the purpose of this guidebook is to inviting tourist come to Central Sulawesi.</td>
</tr>
<tr>
<td>2. All users agree and give the impression positive on these guidebooks.</td>
</tr>
<tr>
<td>3. Three users the guidebook agree that the guidebook is included in the informative category because it can provide information about four destinations priority in Central Sulawesi and the use of language that is easy to understand.</td>
</tr>
<tr>
<td>4. Three users the guidebook agree that the guidebook is included in the attractive category because it can be display interesting photo, good</td>
</tr>
</tbody>
</table>
writing, good color selection, and the use of doodles that are able to attract readers.

5. Three users the guidebook agree that the guidebook is included in the persuasive category because it can introduce four destinations priority of Central Sulawesi and modern design that can invite readers to visit Central Sulawesi.
CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

Researcher could take the conclusion based on the research questions that already asked to the informants. Conclusion made based on the data analysis that already explain in the previous chapter. Conclusion would not differ much with the discussion in the previous chapter. After analyzing the answer from the informants, researcher would like to make summary of the research. This research raises important question about how to create an informative, attractive and persuasive Central Sulawesi travel guidebook to promote the four priority tourist destination.

The Department of Tourism does not have a program or promotional activity that focuses on four destinations priority tourist in Central Sulawesi that have been approved by Governor regulations. The results of this study found the guidebook as an appropriate media promotion tool to promote the four priority tourist destination.

Furthermore, this guidebook has an informative success that can be seen from the impression of user testing that this travel guidebook provides the information for the four tourist destination. Then the language used in this book more descriptive, narrative, and provide step by step to achieve the destination. And then this guidebook succeed to attract readers because the use of good photos, layout placement, fonts, doodles and colors selection. This attractiveness made people curious to read the next pages of the travel guidebook. And in the end persuade them to visit Central Sulawesi.

In this study, there is the lack of the photo that used in this travel guidebook. Some photos were taken from a third party, Mr. Andreas, Mr. Fachran, and The Department of Tojo Una-Una Tourism due to limitations of researchers in reach the destination location. Therefore, the researcher decided to take some photos with the permission of the owner and also put the name credit in this travel guidebook.

Moreover, travel guidebook is useful and can be used for the Department of Central Sulawesi tourism as a media promotion that focuses on 4 tourist destinations that can be used to disseminate to the wider community. I recommend to Department of Central Sulawesi tourism to give special attention in the activities and media promotion that are specific to the four-destination tourism of this because until now there has been no activity or media used by the Department of Central Sulawesi tourism.

Furthermore, this thesis focuses only on promotional media that is guidebook, I recommend for further researcher to do web design.
REFERENCES


<table>
<thead>
<tr>
<th>No.</th>
<th>Questions</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>What do you know about tourism?</td>
<td>Tourism is a travelling activity that can be done alone or a group of people from one place to another place with a purpose to have a fun vacation.</td>
</tr>
<tr>
<td>2.</td>
<td>How important is tourism to a country?</td>
<td>It’s very important. Since it gives impact to the government’s income. The more tourists visit the place then the more investor will invest their money in tourism sector such as hotel, travel agency, and others.</td>
</tr>
<tr>
<td>3.</td>
<td>What the problems that Central Sulawesi’s facing in tourism place?</td>
<td>Transportation to reach the place such as boat to Togean. Lack of star hotels, and also human resources in Tourism Agency of Central Sulawesi such as from their study background of tourism.</td>
</tr>
<tr>
<td>4.</td>
<td>What do you know about marketing?</td>
<td>Marketing is a process that being done and it also as a plan to market and introduce a product to public in order to create awareness and the public will know and buy the product.</td>
</tr>
<tr>
<td>5.</td>
<td>What do you know about</td>
<td>It is an activity that has purpose to</td>
</tr>
<tr>
<td></td>
<td>marketing communication?</td>
<td>inform people that in the end will affect then in making decision to buy a product or service or they can know the information of the product.</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>6.</td>
<td>Why does marketing communication important?</td>
<td>Through the marketing communication people will know the information of the product and at the end will affect them to buy it that will gave profit to the owner</td>
</tr>
<tr>
<td>7.</td>
<td>What are the relationship between marketing and tourism?</td>
<td>Marketing has a big role in tourism. Because marketing provides access promotion for tourism to develop. A better promotion of the marketing will affect tourist to visit, then it means the more income will coming in tourism sector</td>
</tr>
<tr>
<td>8.</td>
<td>What is the effect of marketing activities towards tourism destination?</td>
<td>Because when we do the marketing of a tourist destination, people will know it then it will attract them to come which give income to the third party such as hotel, transportation service, then they will pay the taxes to the government</td>
</tr>
<tr>
<td>10.</td>
<td>What are the marketing activities that you did before in promoting tourism destination of Central Sulawesi?</td>
<td>Attend exhibitions in Bali, Batam and Bandung. As well as the exhibition of the world tourism market in berlin.</td>
</tr>
<tr>
<td>11.</td>
<td>What do you know about media promotion?</td>
<td>It is a medium to convey a message or information to public like newspaper, magazine, TV, book, and</td>
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<tr>
<td>Question</td>
<td>Answer</td>
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<tr>
<td>What is important media promotion for tourism?</td>
<td>It is very important, because without media promotion people will not know about the beautifulness of Central Sulawesi. That’s the function of media promotion to send the information to public</td>
<td></td>
</tr>
<tr>
<td>What are media promotion that the use by Department of Tourism Central Sulawesi?</td>
<td>A travelling program in TV, flyer, newspaper, magazine, guidebook</td>
<td></td>
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<tr>
<td>Why do you choose these media?</td>
<td>TV can reach the entire Indonesian. Newspaper and magazine is printed media which allow us to access the anytime but have the limitations of the picture as a size for advertisement. Flyer and guidebook able us to carry them to anywhere. However, guidebook contain a lot of information and picture and comfortable to take to any location, while flyers not have much size to put the information and it will be hard to carry them in many numbers.</td>
<td></td>
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<tr>
<td>Why the choose guidebook?</td>
<td>Because the picture in guidebook manipulate or create people’s imagination of the place since they will picture what activities to do. It also as a tool for the tourist since it will help them preparing those needs and getting the information such as</td>
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<td>17. How many guidebooks have been published?</td>
<td>A lot, at least we will print 1 in a year</td>
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<tr>
<td>19. What is criteria are needed to create a good guidebook?</td>
<td>Consistency in creating the design from the beginning of the book until the end such as the color composition, layout, font, and also a good picture.</td>
<td></td>
</tr>
<tr>
<td>20. Why do you choose four destination tourism?</td>
<td>Easy to access the information, accommodation, facilities, and activities. As lore Lindu National Park have the strong historical and cultural factors, Togean with the beauty of marine life and one of the coral reefs, and Matantimali as the class world race location of paragliding</td>
<td></td>
</tr>
<tr>
<td>21. What activities are carried out for the promotion of four destinations?</td>
<td>We have not done particular promotion for 4 destinations. But we did in generally with another tourist destination in Central Sulawesi and take them to the exhibition.</td>
<td></td>
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<td>22. Why has not been any promotion activities?</td>
<td>Because we don’t have a lot of human resources that compatible enough to develop the potential of</td>
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<td>Question</td>
<td>Answer</td>
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<tr>
<td>23. What media is used for the promotion of the four specific destinations?</td>
<td>We have not done particular promotion for 4 destinations. But we did in generally such as in magazine in airplane, tourism magazine, flyer, guidebook, and program TV.</td>
<td></td>
</tr>
<tr>
<td>24. How effective is the use of promotional media in promoting these 4 destinations?</td>
<td>It is very effective because people will know those destination by received the information from those form of media promotion.</td>
<td></td>
</tr>
</tbody>
</table>