



**Increasing People Awareness and Interest of Lombok Island
Tourism Through A Tourism Travel Kit**

By

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009201200065

**A thesis project report presented to the
School of Humanities President University
In partial fulfillment of the requirements for
Bachelor Degree in Communication Major in Visual
Communication Design**

February, 2017

THESIS ADVISOR

RECOMMENDATION LETTER

The Panel of Examiners that the thesis entitled “**Increasing People Awareness and Interest of Lombok Island Tourism Through A Tourism Travel Kit**” prepared and submitted by Tio Mahesa Putra Warsono in partial Fulfillment of the requirements for the degree of Bachelor of Art in Communication of the faculty of International Relations, Communication and Law has been reviewed and found to have satisfied the requirement for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Wildan Hanif, MDS
Advisor

DECLARATION OF ORIGINALITY

I declare that this thesis project, entitled “**Increasing People Awareness and Interest of Lombok Island Tourism Through A Tourism Travel Kit**” 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 unless the work is cited.

Cikarang, Indonesia, February 2017

Tio Mahesa Putra W.

PANEL OF EXAMINERS

APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled “**Increasing People Awareness and Interest of Lombok Island Tourism Through a Tourism Travel Kit**” that was submitted by Tio Mahesa Putra Warsono majoring in Visual Communication Design from the Faculty of International Relations, Communication and Law was assessed and approved to have passed the Oral Examination on February, 2017.

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ABSTRACT

Indonesian Tourism components are the heritage sites and traditional cuisines. Many ancient wonders of the world can be found in Indonesia. More than 200 ethnics make culinary and heritage in Indonesia highly varied.

Lombok Island has many potential in order to become one of the greatest tourist destination, but it is still well known. It is quite hard to get the complete information about Lombok Island. A place full of tourism potential will go to waste if there is not enough information provided about that place. Therefore, the media to support all of the information and guidance will be needed to promote Lombok Tourism. By making a tourism travel kit that provides the information, photographs of interesting sights, tourism guidance, and toiletries needed for a trip to Lombok, it will attract more tourists to visit the Lombok Island.

ACKNOWLEDGEMENT

Praise to Allah SWT, who bestowed upon me the potential and ability to perform my tasks as a Son, a brother, a friend, a student, and as a human being.

The success of this thesis required a lot of guidance and assistance from many people and I am extremely fortunate to have got this all along the completion of this thesis. Whatever I have done is only due to such guidance and assistance. So, I would never forget to thank them.

My deep sense of gratitude to my beloved parents, H.Agus Warsono and Hj.Misty Rahayu , my big brother Julian Guntur Zakaria Warsono, my sister Hanik Setiyowati and also my Fritta Esya Putri for the endless support and love they have provided me through out my entire life. Thank you for the faith you have always had in me.

For all of the lecturers in President University, thank you for all of the lessons that have been given to me since I arrived to this university exactly 5 years ago. The lessons I learnt from the lectures are not only useful for the importance of my study, but also I found out to be applicable for my life. Special thanks for my advisor Mr. Wildan Hanif, who have guided me through this long process of doing this final project. Also thank you for Mr. Yan Riadi, Mrs. Kiki, Mr. Hermanto, Mr. Daddy Dahlan, Mr. Yudha and Mr. Widhi Muttaqien, who have done great for Visual Communication Design Major all this time.

For my greatest and beloved friends in President University VCD 2012, my friends in Batch 2012f, and those whose names cannot be mentioned one by one. Thank you for support guys.

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CHAPTER I

INTRODUCTION

Background of the Study

Indonesia is a country rich in culture and tourism. This is backed up by the fact that there are so many tourism and travel destinations spread through out the country. Seeing so much potential in Indonesia has encouraged many parties to develop the Indonesian tourism in many ways. For example, by organizing exhibitions of art and culture, local cultural art performances, and opening up travel agent businesses as a form of promoting various tourism destinations. Tourism is a term that defines travel activities performed by a person or a group of people to visit a particular place for the purpose of recreation, personal development, or to learn the uniqueness of certain tourist attractions. As for tourist destinations it refers to a geographic region that is in an administrative area in which there are tourist attractions, public facilities, tourism facilities, accessibility, and a supporting community that are interrelated and complementing each other in building a good tourism.

Almost every part of Indonesia has a nature's exquisiteness that is beautiful enough to be used as a tourist destination. As we know, Indonesia is the largest archipelago in the world, which has a tropical climate and consists of 17,508 islands and 6,000 of them are not inhabited. Indonesia is also the third most diverse country in the world; with a very high biodiversity consisting around 90 types of ecosystems, 40,000 species and 300,000 species both endemic and transition. Indonesia's tropical climate that is warm also makes Indonesia possessing a fairly high rainfall rates. Tropical conditions of this kind lead to Indonesia having very varied flora and fauna like other tropical countries.

With a rich natural, ethnic, socio-cultural uniqueness, customs, various building architectures, and city layout as well as the citizens' daily activities put Indonesia as a tourist destination worldwide that is eventually able to attract a lot of tourists coming from different countries to visit. Seeing the huge potential, it seems natural that Indonesia was dubbed as

the paradise of the world. The nature's beauty that is spread almost all over Indonesia have made every region in Indonesia has a tourist destination areas respectively.

West Nusa Tenggara (NTB) is one of the many islands in Indonesia, which has a lot of interesting objects with natural conditions that are very supportive, diverse cultures and traditions. There are many attractions that can be enjoyed as well as handicrafts complementing the tourism activities. With the number of tourists, around 1 million more foreign tourists in the last year indicated that NTB is an area that is popular as a tourist attraction. In addition NTB also included in the corridor of the 4 gates Indonesian tourism industry development along with the islands of Sumatra, Java, Bali, all being a big contribution to the tourism development of a more advanced and promising future.

The name of the province of NTB, particularly the island of Lombok is one of the favorite world tourism destinations proven by the facts that the numbers of both local and foreign tourists have increased significantly by the end of 2015. The data that shows the Lombok Island tourism increasing in visitors for the last 3 years can be seen in this following table.

Table 1.1

The Data of Lombok Tourism Visits

Year	Local tourism	Foreign tourism	Total
2013	791.658	565.944	1.367.602
2014	876.816	752.306	1.629.122
2015	1.149.235	1.061.292	2.210.527

(Source : www.disbudpar.ntbprov.go.id)

From the above table can be seen for the last 3 years the number of tourists from local and foreign tourism always has increased from year to year.

Problem Identification

The problem is, many people know about Lombok, but their knowledge is limited to Gilis Senggigi and Mount Rinjani. There are many other more interesting places to visit besides those.

Statement of the Problem

This study is aimed to support the promotion of Lombok, which has a lot of great potentials, yet still not well known. Based on the problem identification, the researcher studies the following issues:

Topic: Making Lombok become a great tourist destination.

Question: How to make the tourists attracted to visit Lombok?

Rationale: By making a tourists travel kit that provides the information, photographs of interesting sights, tourism guidance, souvenir and toiletries needed for a trip to Lombok, it will attract tourists to visit Lombok.

Research Objective

In accordance to the formulation of the problems above, the research objective is to encourage people to visit Lombok as a great tourist destination through a tourism travel kit.

Significance of the Study

Lombok has many potential and interesting attractions to visit, but it is still less familiar. Many people don't know about tourism potentials in Lombok. Therefore, the writer chose tourism travel kit as one alternative to provide information about Lombok. Hopefully, this tourism travel kit can increase people awareness about the tourism potentials of Lombok.

1.5.1 Benefit on readers' side:

1.5.1.1 Get more information and knowledge about Lombok

1.5.1.2 Get guidance to travel and explore Lombok

1.5.1.3 Get a new travel destination

1.5.2 Benefit on Lombok researcher's side:

1.5.2.1 To improve the researcher's skill in editorial design

1.5.2.2 To improve the researcher's skill in photography

1.5.2.3 Develop the researcher's analytical skill to solve problem

1.5.2.4 New project could be added to the researcher's portfolio

Theoretical Framework

A potential place will go to waste if there is not enough information provided about that place. That place will not be developing. There should be a media to support all the information. Tourism travel kit is chosen to provide the information, photographs of interesting sights, tourism guidance, and toiletries needed for a trip to Lombok, it will attract tourists to visit Lombok.

The concept is to use characteristics from Lombok, with a modern touch; simple, authentically wonderful, modern, and exclusive. With sense of past era that could still be felt while wander around in Lombok. The characteristics are integrated with the cultural colors and diversity of Lombok. These things can be combined into the visual elements of the kit.

Definition of Terms

- **Tourism**

Noun

1. Activity that supports or provides active encouragement for the furtherance of a cause, venture or aim.
2. The action of raising someone to a higher position or rank or the fact of being so raised.
3. Support or encouragements of the progress, growth, or acceptance of something.
4. An act, event, or offer that helps to increase interest in or demand for something
5. The act of promoting someone to a higher job, grade, or rank, or the fact of being so promoted.

- **Exclusive**

Adjective

1. Excluding or not admitting other things.
2. Restricted to the person, group, or area concerned.
3. Catering for or available to only a few, selected customers; high class and expensive.

- **Travel**

Noun

1. The action of travelling
2. The range, rate, or mode of motion of a part of a machine

- **Kit**

Noun

1. A set of articles or equipment needed for a specific purpose.
2. A case for containing a set of articles.
3. A set of articles or implements used for a specific purpose.
4. A packaged set of related materials.

CHAPTER II

II. LITERATURE REVIEW

2.1 Tourism in Indonesia

Tourism in Indonesia is an important component of the Indonesian economy as well as a significant source of its foreign exchange revenues. The vast country of sprawling archipelago has much to offer; from natural beauty, historical heritage to cultural diversity. In 2012 the tourism sector contributes to around US\$9 billion of foreign exchange, and is estimated will surpassed US\$10 billion in 2013. The tourism sector ranked as the 4th largest among goods and services export sectors. Indonesia's tropical islands with a population of 249 million people are spread over a land area of nearly 2 million km² covering over 20,000 islands, dominating the Southeast Asian map. It has a massive diversity of landscapes, culture, cultural heritage and natural heritage countless in number of international tourist arrivals, calculating for only 9% of 2012's ASEAN Association member countries. (Hall & Page, 2017)

In Indonesia, tourism is an essential part of the economy and also one of the foreign exchange revenues' important sources. As a country with wide range of archipelago, Indonesia has a lot of things available starting from the beauty of its nature, historical heritage to the diversity of the culture. According to the Tunisia Indonesia Business Association (TIBA), the tourism region supplies around US\$9 billion of foreign exchange in 2012 and in 2013 would rise to US\$10 billion. TIBA also positioned the tourism region to be the 4th largest, along with goods and services export regions. (TIBA, 2015).

Both nature and culture are major components of Indonesian tourism. The natural heritage can boast a unique combination of a tropical climate, a vast archipelago of 17,508 islands, 6,000 of them being inhabited, and the third longest shoreline in the world (54,716 km) after Canada and the European Union. It is the world's largest and most populous country

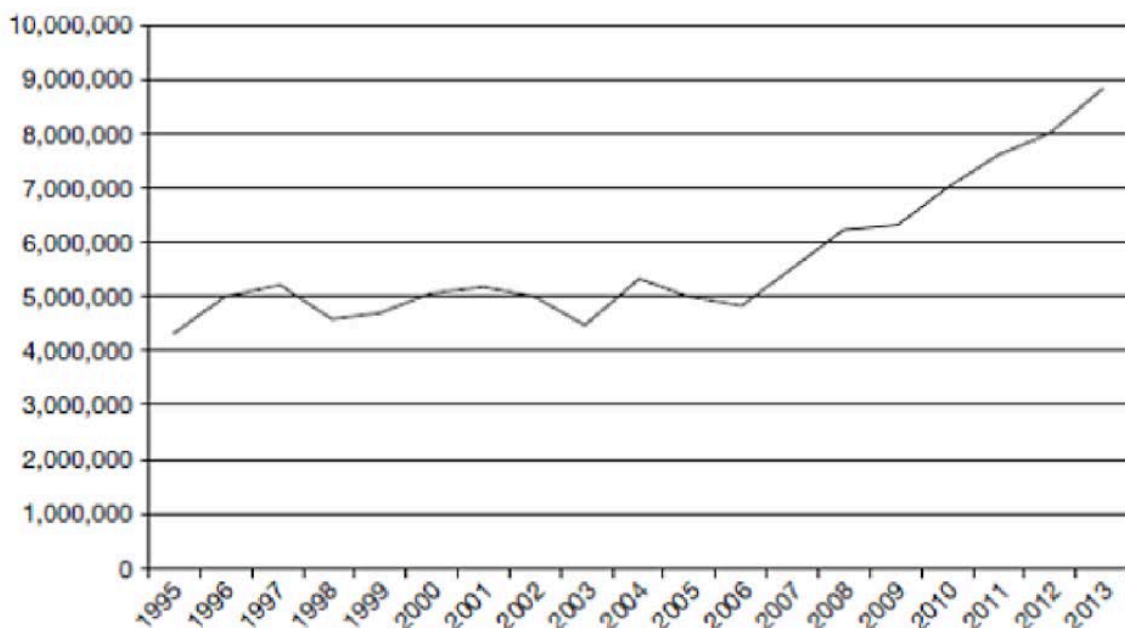
situated only on islands. The beaches in Bali, diving sites in Bunaken, Mount Bromo in East Java, Lake Toba and various national parks in Sumatra are just a few examples of popular scenic destinations. These natural attractions are complemented by a rich cultural heritage that reflects Indonesia's dynamic history and ethnic diversity. One fact that exemplifies this richness is that 719 living languages are used across the archipelago. The ancient Prambanan and Borobudur temples, Toraja, Yogyakarta, Minangkabau, and of course Bali, with its many Hindu festivities, are some of the popular destinations for cultural tourism.

Tourism in Indonesia is currently overseen by the Indonesian Ministry of Culture and Tourism. International tourism campaigns have been focusing largely on its tropical destinations with white sand beaches, blue sky, and cultural attractions. Beach resorts and hotels have been developed in some popular tourist destinations, especially Bali Island as the primary destination. At the same time, the integration of cultural affairs and tourism under the scope of the same ministry shows that cultural tourism is considered an integral part of Indonesia's tourism industry, and conversely, that tourism is used to promote and preserve the cultural heritage. In terms of international tourism, Bali has been selected as a "shop window", with the development of Ngurah Rai airport as a start to contain long-haul aircraft in 1969 and augmentation of nearby pocket destinations such as Nusa Dua. (Hall & Page, 2017).

Some of the challenges Indonesia's tourism industry has to face include the development of infrastructure to support tourism across the sprawling archipelago, incursions of the industry into local tradition, and the impact of tourism development on the life of local people. The tourism industry in Indonesia has also faced setbacks due to problems related to security. Since 2002, some countries over terrorist threats and ethnic as well as religious conflicts in some areas, significantly reducing the number of foreign visitors for a few years, have issued warnings. However, the number of international tourists has bounced back positively since 2007, and reached a new record in 2008 and then made a new record every year and in 2012 set at 8,044,462 foreign tourists.

In late January 2011 Culture and Tourism Minister Jero Wacik announced that "*Wonderful Indonesia*" would replace the previous "Visit Indonesia Year" branding used by the

nation's official tourism promotional campaigns, although the logo of stylized curves Garuda remain. The minister announced that in 2010, foreign tourists visiting Indonesia touched 7 million and made predictions of 7.7 million in 2011. He was reported as describing the new branding as reflecting "the country's beautiful nature, unique culture, varied food, hospitable people and price competitiveness."



According to the data from the World Travel and Tourism Council (WTTC), tourism contributes 3.1% of GDP in 2013, contributing directly to 3.04 million workers, representing 2.7% of the workforce for the year (WTTC 2014a). This compares with the direct addition of tourism to GDP of 9% and 7.2% of GDP respectively from Thailand and Malaysia, which precisely backs about 6.6% of the two countries' labor forces (WTTC 2014b, 2014c) (Hall & Page, 2017).

2.2 Tourism in Lombok

The tourism sector on the island of Lombok is quite convincing to get honored as a tourist destination areas. Located next to the North Java Sea, south of the Indonesian Ocean, west of the Straits of Lombok and the Municipality of Mataram, East Central Lombok and East Lombok, divided into 15 sub-district, namely: District Bayan, Kayangan, Ganges, Tanjung, Winner, Gunungsari, Batulayar , Lingsar, Narmada, Labuapi, Kediri, Kuripan, Gerung, Sheet, and Central Sekotong. Facilities and infrastructures support tourism activities on the island of Lombok, is actually enough support, although still not as complete as those in Bali.

Lombok Island, which is often called “The Sister of Bali”, is one of the tourist destinations that continue to grow rapidly in the recent years. Lombok presents a wonderful tourist spot. Rating level to Lombok is growing rapidly in this decade. As we all know, the island of Bali and Lombok have many similarities. Hence Traveling to Lombok island is not far behind in the tourist island of Bali. The place is surrounded by oceans, making Lombok a favorite place for tourists who want to enjoy the beauty of the sea. The most in demand by the tourists of the island is first, Senggigi Beach. Senggigi is a favorite tourism objects in Lombok and is is located in the west of Lombok. Senggigi Beach is not as famous as Bali’s Kuta, but if we are at this Senggigi beach, the atmosphere will feel Kuta, Bali. With the condition of the beach is still beautiful makes of the Senggigi beach attract the tourists.

Approximately 80% of the population of this island is Sasak, which speaks Sasak language as the main language in everyday conversation. Lombok itself throughout the Sasak language can be found in four different dialects: the dialect of Lombok northern, central, northeast and southeast. In addition to the number of tribal people living in Lombok Bali (mostly from the former kingdom of Karangasem), in some places, particularly in West Lombok and Mataram, municipality can be found in the villages that use the Balinese language as the language of daily conversation.

In addition to beach tourism there are many more potentials that Lombok Island travel more headliner like Niagara, culinary like pelecing kale, Lebui Vegetables, Vegetable Kelor, Rembige satay, chicken taliwang, ect. Do not forget that Lombok also has a cultural tourism which is not less famous as Presean and Gendang belek that we can encounter when visiting the island of Lombok.

Hopefully, by the promotion and improvement of a better tourism sector of the government, Lombok Tourism can continue to evolve and transform itself so that it can continue to be known by tourists Locally and Internationally.

2.3 Tourism Travel Kit

2.3.1 Definition

Tourism travel kit is a packed set of travel materials. It will usually include not only guidebook, but also the other things that needed or wanted by a visitor, such as: map, toiletries, souvenirs, and other benefits that visitor will get after purchasing those kit, could be promo or discount in one or many travel destination.

2.3.2 Sample Review

Since there is no Lombok tourism travel kit has been made. The content of the tourism travel kit Lombok brochures are quite complete and effective. There are contact index, pop-up maps, and information for each travel destination.

2.3.3 Travel Kit and Tourism

Before going on a new place, nearly everyone will gather the information that can be used as guidance. The guidance could be from in a book, and the popular and reliable ones are Lonely Planet and National Graphic Traveler. Travel guidebook usually has complete information and guidance on how and what you have to do while in there. Nowadays on Internet era, travel guidance could also come as an application on smartphone, which is more handy and easy to use. Though not all areas, especially in Indonesia, have Internet access and cell phone coverage. Therefore procurement of travel guidebook must be combined with several benefits, in other to attract buyers.

With Indonesia as a developing country, a travel guidebook is still relevant choices, because guidebooks do not require batteries or Internet access. But, with combining the concept of travel guidance, which on this case comes with information with photographs interesting sights, tourism guidance, and toiletries are in need for a trip in Lombok, it will attract tourists to visit Lombok. With this way, it will help to promote the tourism.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

Research Methodology is a way to get data for particular purposes. The data obtained through these studies is the empirical data which has certain criteria that is valid. (Sugiyono, 2009: 9). This project uses qualitative research for the research method. In qualitative research, the data collection process can use primary and secondary data sources. It can be performed on natural conditions, and both the primary and secondary data sources can be done by observation, interview, questionnaire, documentation and all of them combined. (Sugiyono, 2009: 309).

3.2. Research Instruments

In a qualitative study, the research instrument is the researchers themselves, which means the researchers should be validated. Validation of a researcher usually includes their understanding of research methods and readiness to dig into the research object, both academically and logically. The qualitative research using a human instrument, sets the focus of the research, selects informants as a source of data, collects data, assesses the quality of the data, interprets the data and makes conclusions on the findings. (Sugiyono, 2009: 306).

In this project, the process of collecting the data will be through questionnaire. Questionnaire is a set of questions in sequence with a single topic related to each other, which must be answered by the selected informants. Questionnaire is used to investigate a problem that has a lot of public interest, by circulating a form filled with a list of questions in order to get either an oral or written response. (Kartono, 2009: 217). These are the Questionnaire:

1. Where do you come from?

Short text answer...

2. Are you interested to go to Lombok?

A. Yes

B. No

If you answer NO, please pick your reason below:

A. I do not know much about it

B. I do not like the beach

C. I would rather go to Bali or somewhere else

3. How do you find information about Lombok?

A. Internet

B. TV / Media

C. Friends

D. Brochures

4. Have you ever been to Lombok?

A. Yes

B. No

If you answer NO, please pick your reason below:

A. I'm not interested

B. I would like to but I haven't had the time

C. I don't know much information about it (what to do, where to stay, how to get there)

5. Have you ever been to Taman Sesaot?

A. Yes

B. No

If you answer NO, please pick your reason below:

A. I don't know where it is/ lack of information

B. I do know where it is, but I'm not interested

6. Have you ever been to Nambung Beach?

A. Yes

B. No

If you answer NO, please pick your reason below:

A. I don't know where it is/ lack of information

B. I do know where it is, but I'm not interested

7. Have you ever been to Bangko-Bangko Beach?

A. Yes

B. No

If you answer NO, please pick your reason below:

A. I don't know where it is/ lack of information

B. I do know where it is, but I'm not interested

3.3. Sampling Design

The sample is part of a population that represents all the characteristics of the population. A population with a large quantity can be taken partly with representative samples of the same quality of the population that is representable. Sampling technique is a way to determine the amount of sample, according to the sample size that will be used as the source of the actual data, taking into account of the properties and spatial distribution of population, all in order to obtain a representative sample. The sampling method is divided into two (2), namely Probability Sampling and Non-Probability Sampling. The Probability Sampling by Sugiyono is a sampling technique that provides equal opportunity for every member of the population to be elected as members of the sample. Non-Probability sampling according to Sugiyono is the technique that does not provide the same opportunities for every member of the population to be selected into the sample.

In this study, the researcher used a part of the Non-Probability method which means the sampling is accidental. This is a sampling technique based on chance meaning that anyone who is accidentally encountered by the researchers can be used as a sample, if suitable, as a data source. In this technique, the sampling is not determined in advance. Researchers directly collect data from the sampling unit encountered. (Margono, 2004: 27).

3.4. Limitation

The Researcher limits the research about “Increasing People Awareness and Interest of Lombok Island Tourism Through A Tourism Travel Kit” . The limitation is based on a few reasons. In this research, the researcher is focused to determine the influence of promotions for the Lombok Island travel, how much knowledge about the island of Lombok and how big the interest of potential tourists to visit the island of Lombok using a travel kit. The researcher will compare between the usual information that has been obtained and the presence of a kit that will be created.

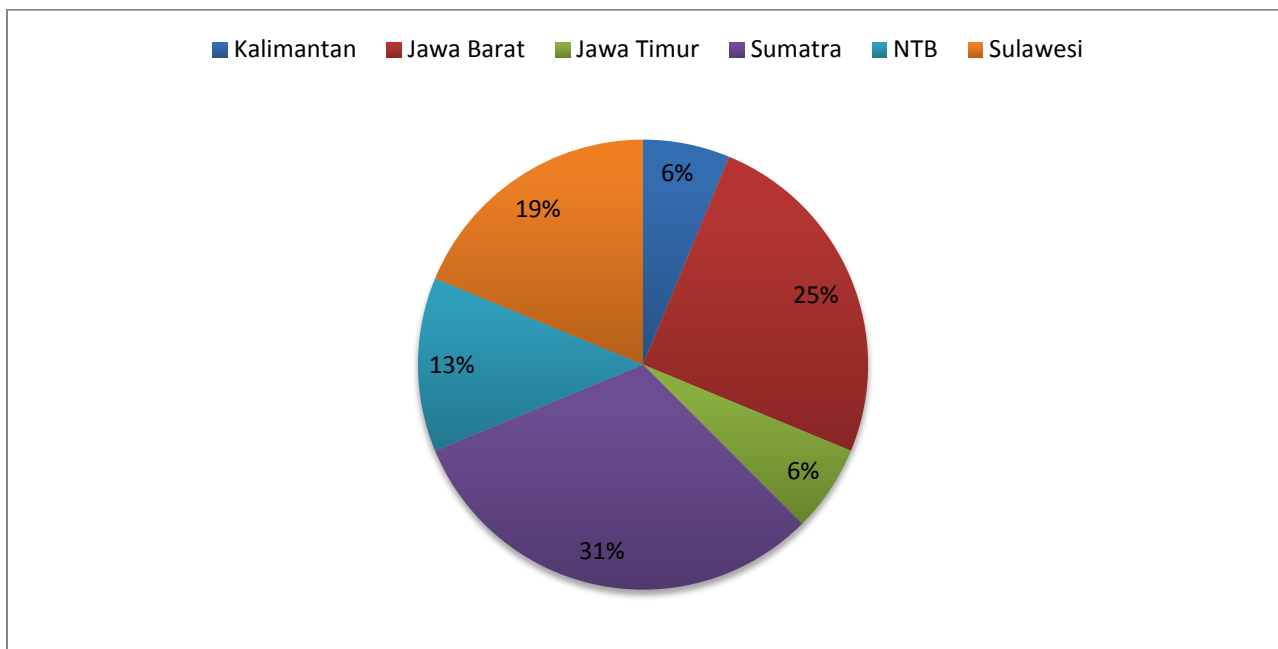
CHAPTER IV

ANALYSIS AND INTERPRETATION

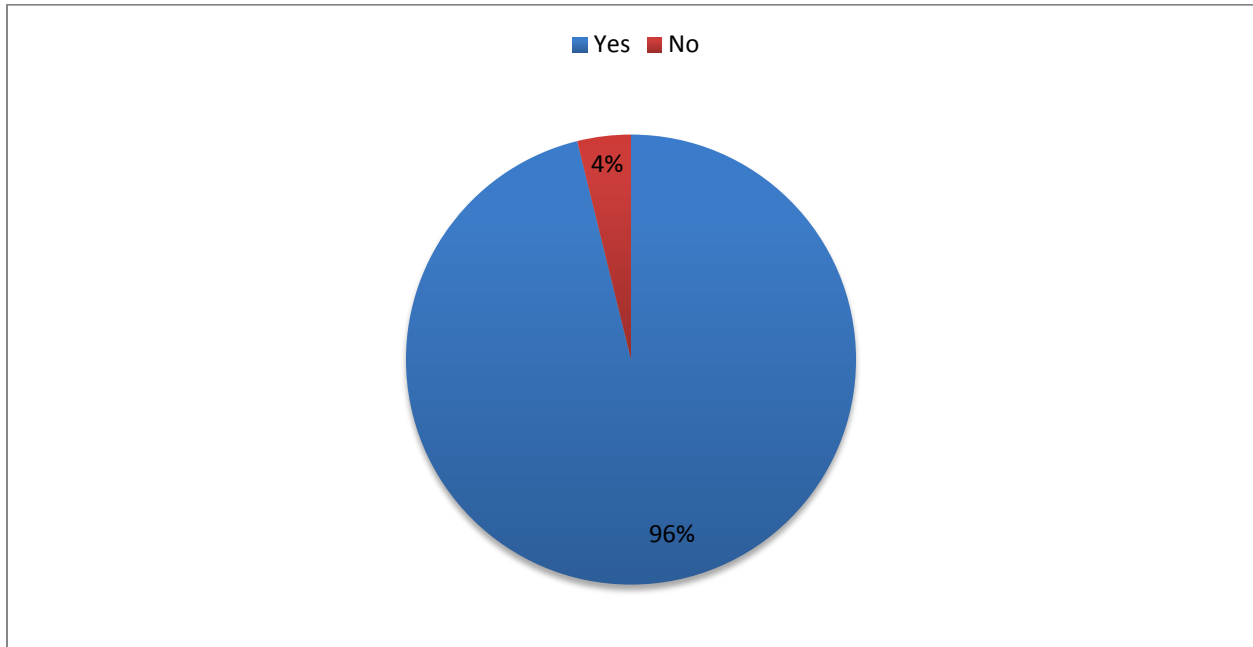
The chapter will explain and determine the preparation and result analysis for Lombok tourism travel kit. The kit contains of information with photographs interesting sights, tourism guidance, and toiletries are in need for a trip in Lombok and souvenirs. It is intended to promote Lombok tourism, making Lombok becomes a great tourist destination.

4.1 Result Analysis (Based on the Questionnaire Result)

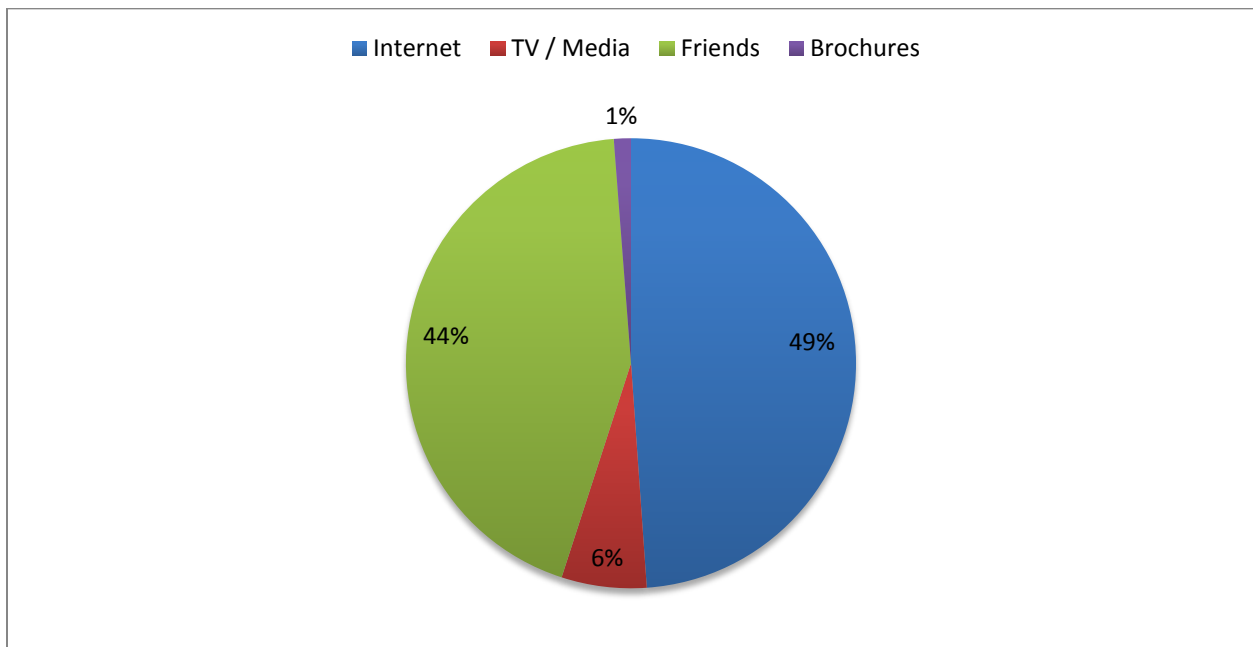
1. Where do you come from?



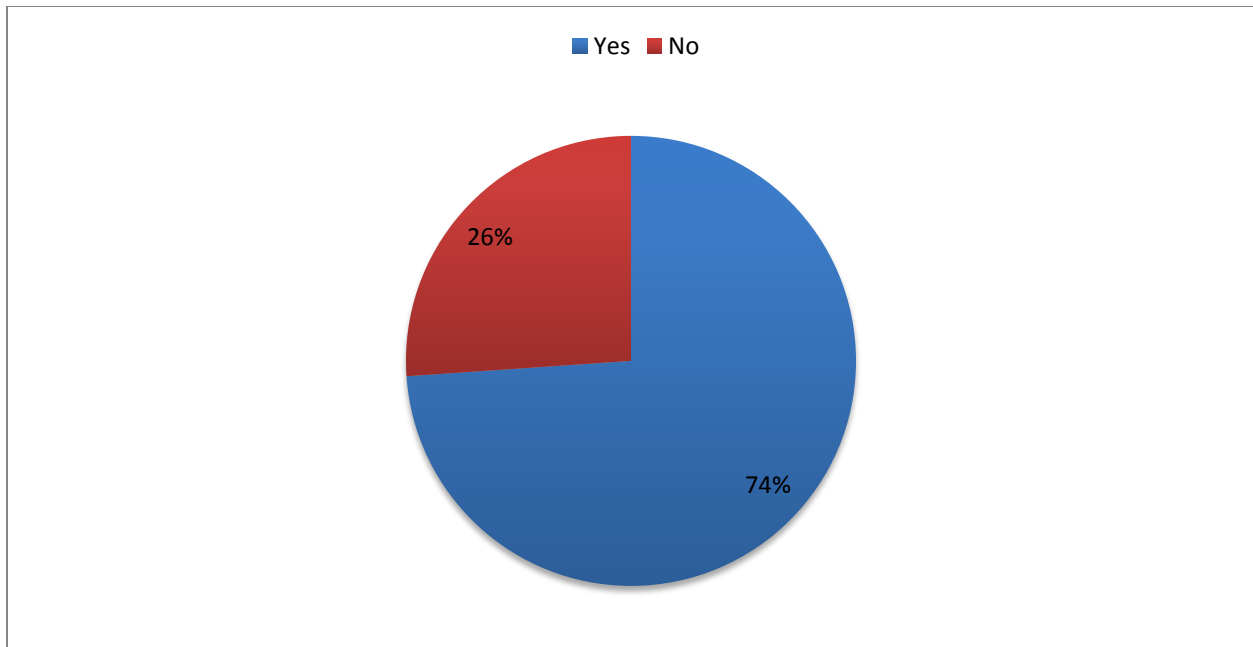
2. Are you interested to go to Lombok?



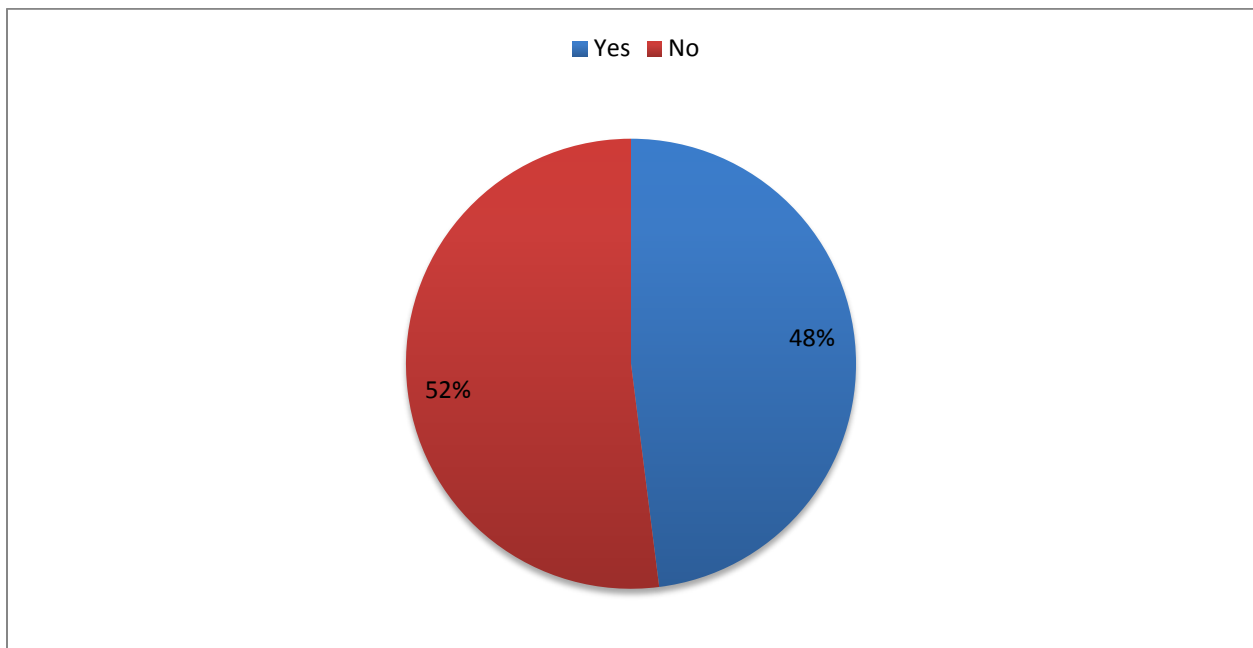
3. How do you find information about Lombok?



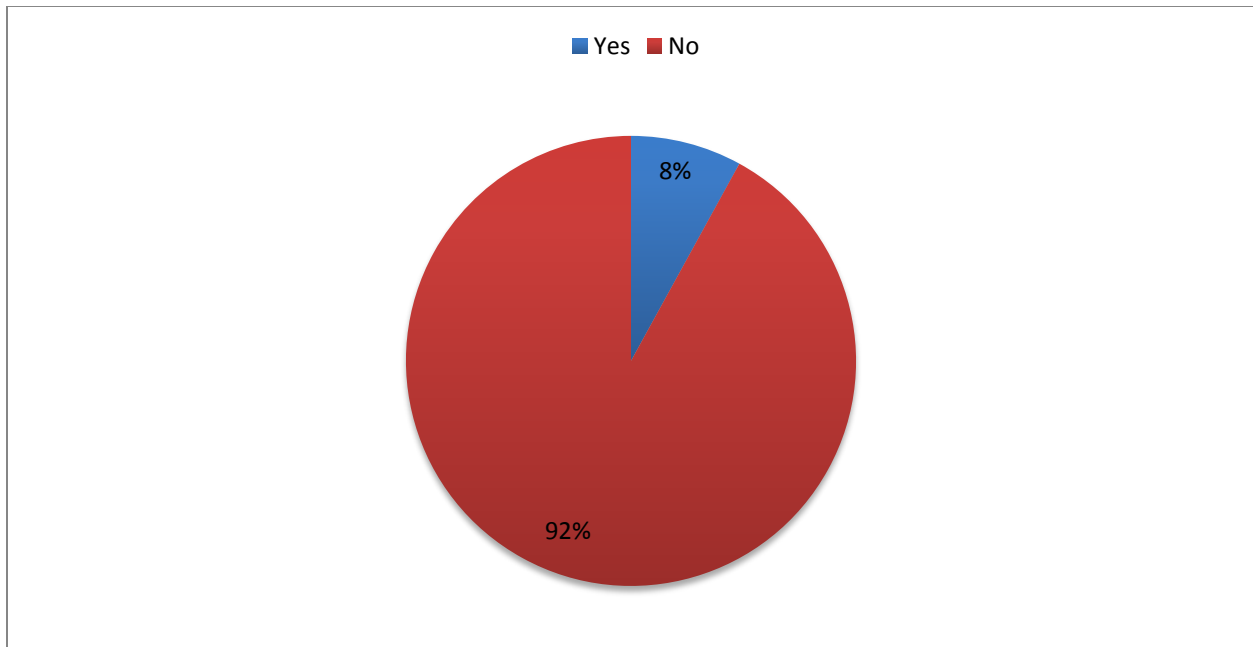
4. Have you ever been to Lombok?



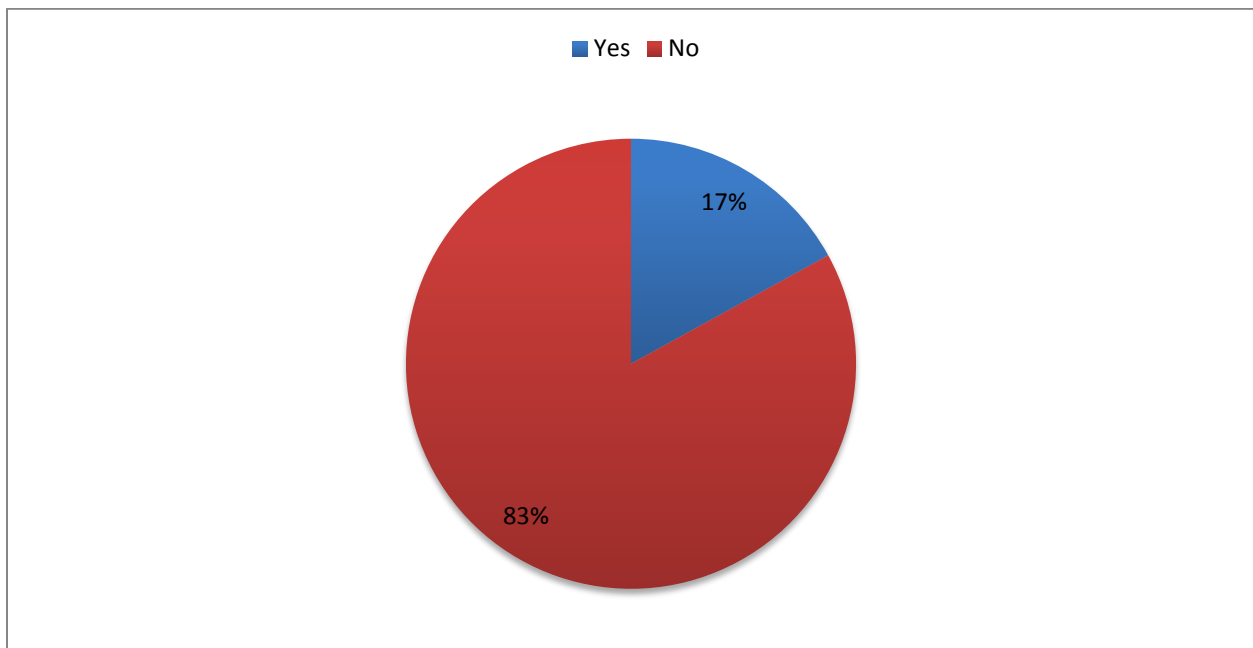
5. Have you ever been to Taman Sesaot?



6. Have you ever to Nambung Beach?



7. Have you ever been to Bangko-bangko Beach?



4.2 Concept Process

Every problem, which solved through the visual communication design, is started with the basic concept. The best concept is based on a foundation of a brainstorm, mood board, and references.

4.2.1 Brainstorm

The stage began by creating a mind map about Lombok. From this mind map, the researcher perceived ideas and word that described Lombok tourism.

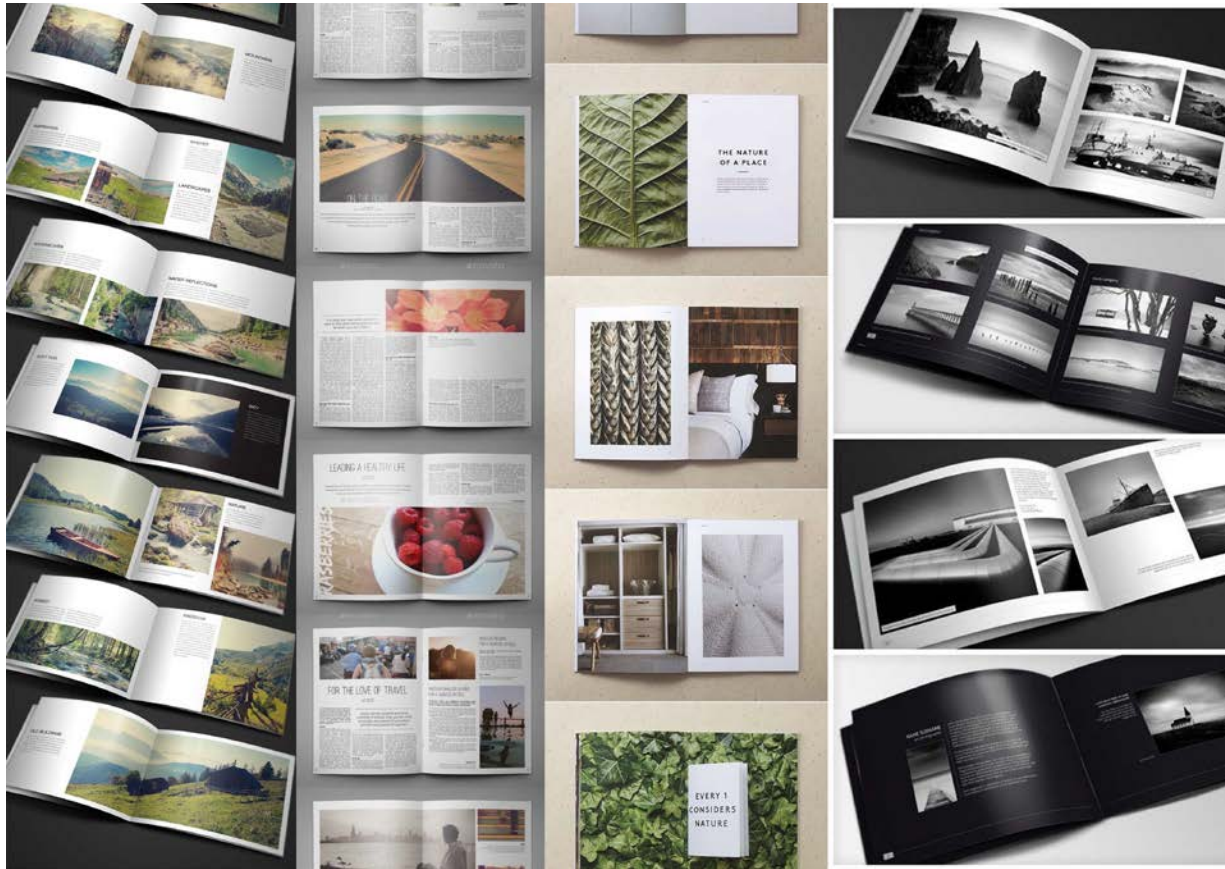
4.2.2 Mood Board

The word perceived from brainstorming then used as keywords to inspire the tourism guide book's look and feel in the from mood board. The words that used as keywords are: simple, authentically wonderful, modern, and exclusive.



4.2.3 References

The researcher got the references from another kit, tourism guide books and travel book photography.



4.2.4 Inspiration

Many sources inspired researcher in the making of Lombok tourism travel kit. And the biggest inspiration came from Lombok itself. The concept is using the characteristic from Lombok and its society itself; simple, authentically wonderful, modern, and exclusive. With sense of past era that still felt while wander around in Lombok.

4.2.5 Rough Sketches

Journey



- Lombok -



4.3 Process

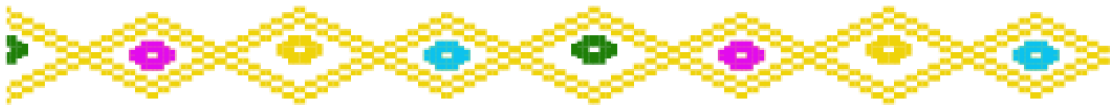
First of all, the researcher made sketches of the logo, line art and layout-contained photographs and information based on the mood board. Then the researcher created the digital in *Adobe Illustrator CS6*. The researcher used grid to create a neat composition.

4.3.1 Logo



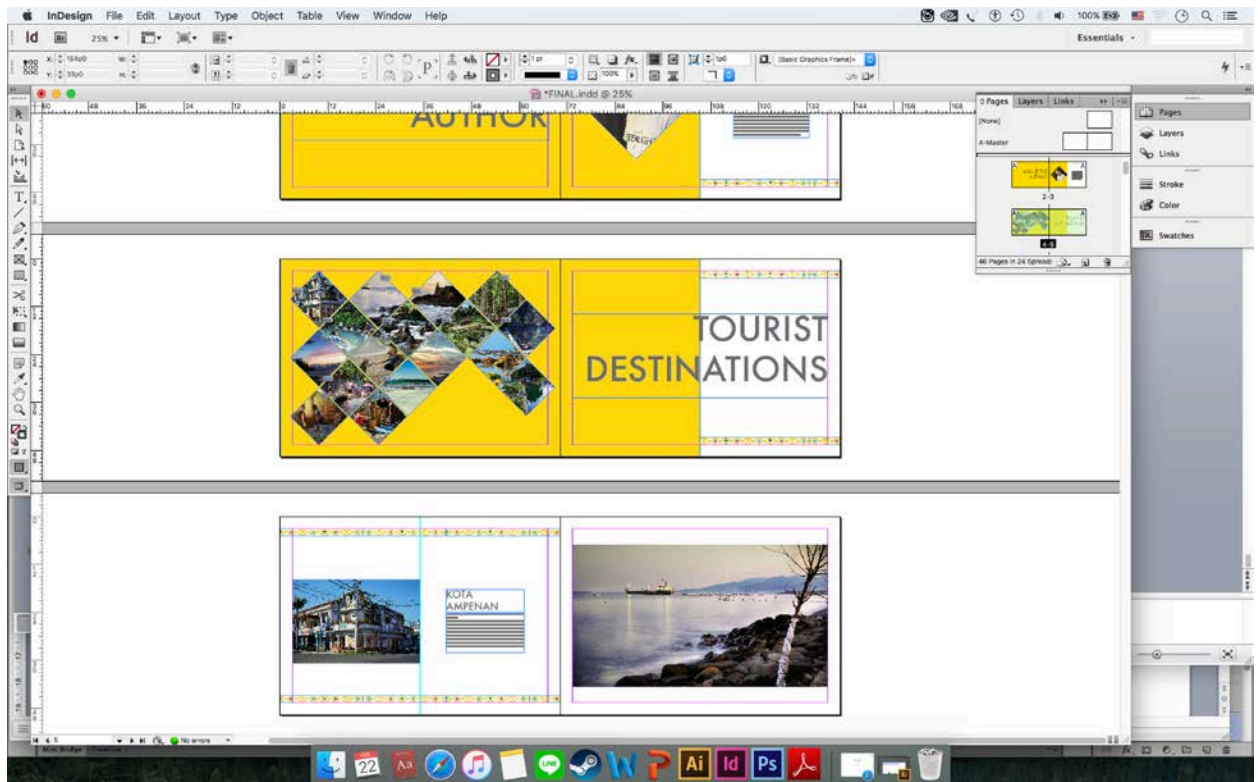
Logo itself is derived from the roof of a traditional house called “Rumah Lumbung” and on the bottom is the wave lines, like the oceans.

4.3.2 Line art



I based this pattern on a traditional Lombok’s fabric.

4.3.3 Layout



4.3.4 Software

In making Lombok tourism travel kit, the writer used *Adobe Illustrator CS6* and *Adobe InDesign CS6*.

4.3.5 Typography

The researcher chose simple fonts in order to support the auld, simple, straight and design for Lombok travel kit. Sans serif font is used for the copy since it is easier to read.

Font used are stated below :

Futura (Medium)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Garamond

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

4.3.6 Color

Main color: Gold, White, Dark Green, Pink and Blue Sky



#1e7f06



#d6bf27



#ffffff



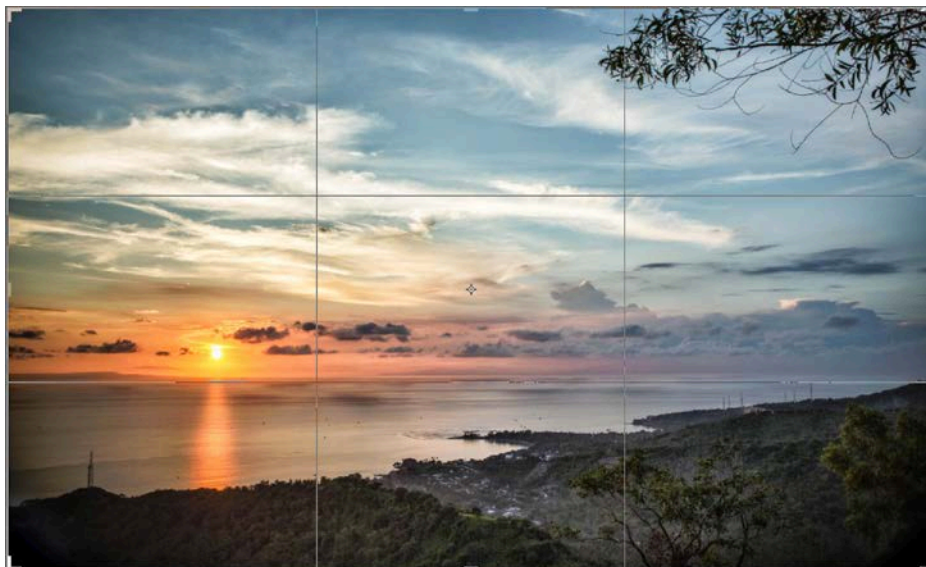
#e20ced



#0cc2ed

4.3.7 Photography

All photography used in this Lombok tourism and travel kit were taken by the researcher. I were used Canon 5D Mark III and 28-70mm 2.4f lens. I used rule of third to make composition of photograph better.



CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Tourism travel kit has an impact of both direct and indirect to the tourism related and the traveler. For the traveler, Lombok tourism travel kit is a media to help and provide convenience for them. With the information and kit that have been provided, traveler will be ready and confident to travel in a new place. On the other side, the city in the tourism travel kit will get promoted. This makes the city had bigger chances to be visited by a lot of tourists and travelers.

The researcher believes that by creating the Lombok tourism travel kit, people awareness and interests of Lombok tourism will eventually increase.

May the Lombok tourism will rise and no longer overlooked and could become proud city of tourism.

5.2 Recommendation

According to the limitation of the research and mentioned conclusion, these recommendations are useful to these following parties:

5.2.1 Tourist and travelers

With the information, guidance and kit that provided in one package, this tourism travel kit will help tourists while travelling to Lombok.

5.2.2 Future researcher

This tourism travel kit can also be used as a reference to these who are passionate about tourism and to those who are interested in lifting up the tourism, promotion and development in their regions.

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