

CHAPTER I

INTRODUCTION

1.1. Background of Study

Tourism is currently growing rapidly. Tourism activities are not new and have become a necessity for people who like to travel to new and interesting places. The tourism sector also plays an important role in contributing to the economic, social, and cultural fields.

Recognition of object potential and attraction is the most important thing so that objects can be recognized by tourists and be able to move potential tourists visit and enjoy the natural beauty of the culture and customs that vary.

There are so many places that have both religious and historical value. One of them is Bengkalis. Bengkalis is one of the regencies in Riau Province that has a historical place. Historically, Bengkalis has played an important role in history. In this regard, in Bengkalis City, many historical places and old houses are found, although many of them are extinct or not intact anymore. In this historical place, there are several places that have a brief history that needs to be known and remembered. There are several historical places in Bengkalis Regency, such as *Makam Panglima Minal*, *Makam Sang Naulah Damanik*, *Huis Van Behauring*, *Masjid Kuning*, etc. These places can be identified by being promoted through information media so that they are known to the outside community and can be visited.

Therefore, to promote historical places in Bengkalis Regency so that they become more popular, promotions need to be carried out. There are many ways to promote historical places. One of the best ways is to make leaflet. This leaflet about historical places in the Bengkalis Sub-District is interesting to write because no one has written it in English, and it is bilingual. Based on the above background, this research is focused on "The Making of a Leaflet of Historical Places in Bengkalis Sub-District".

1.2. Formulation of the Problem

The problem is formulated into “How are the processes of making a leaflet of Historical Places in Bengkalis Sub-District.”

1.3. Limitation of the Problem

The limitation of the problem was limited into aspects namely places and location of several Historical Places in Bengkalis Sub-district. And the total figure of historical places in the leaflet was seventeen figures.

1.4. Purpose of the Study

The purpose of the study was to make a leaflet of Historical Places in Bengkalis Sub-District.

1.5. Significances of the Study

There are some significances for Tourism Office of Bengkalis Sub-District, Local Community, and International Community:

1.5.1. Significances for Tourism of Bengkalis Sub-District

The advantages of doing this research for Tourism Office Bengkalis are:

- a. This leaflet is expected to help Tourism Office of Bengkalis Sub-District in promoting the Historical Places in Bengkalis Sub-District to the local community and international community.
- b. Tourism Office of Bengkalis Sub-District can increase their leaflet promotional about Historical Places in Bengkalis Sub-District.

1.5.2. Significances for Local Community

The advantages of doing this research for local community are:

- a. This leaflet can be a medium for local community in increasing their insights about Historical Places at Bengkalis Sub-District.
- b. This leaflet can help local community in increasing their economy through promoting the Historical Places to international community.

1.5.3. Significances for International Community

The advantages of doing this research for International Community are:

- a. Through this leaflet, international community can get the information about Historical Places in Bengkalis Sub-District.
- b. Through this leaflet, international community can increase their insight about the tourism object in Indonesia especially in Bengkalis Sub-District.

