

THE MAKING OF A PROFILE BOOK OF MERANTI ISLAND REGENCY TOURISM

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ABSTRACT

Tourism is an important business sector. Therefore, there are many ways to promote tourism. One of them is through the Profile Book. This study aimed to make a Profile Book of Meranti Island Regency Tourism and to describe the processes of making the product. This research method were descriptive. There were several stages in making this book, such as collecting the data, observation, searching information, manuscripts, designing the cover and doing contents of the profile book. This book contained of 15 attractions of a Profile Book of Meranti Island Regency Tourism. The result of the evaluation showed that the product is good and can be used to help students, Meranti tourism office, local communities, and the international community more easily get information about the history and tourist destinations in the Meranti Islands Regency.

Keywords: Profile Book, Meranti Island Regency Tourism