

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Tourism is an important business sector. Tourism is one of the main sources of foreign exchange for the province apart from the oil and gas sector which is very easy and has a big role in building the economy. The tourism sector in the province can still be improved.

Riau is a province that has a wealth of natural beauty, history, and cultural diversity, so this sector still needs to be improved. Riau is also one of the provinces in Indonesia that has various ethnic groups, such as Malay, Minang, Javanese, Batak, Simalungun, Talang Mamak, Sakai, Chinese, Nias and Banjarese. Each ethnic group has a diversity of cultures and traditions. In addition, Riau is also one of the provinces that has many beautiful tourist destinations. One of these areas, is in the Meranti Islands Regency.

Meranti is one of the regencies that has a very potential area in the field of oil and gas and non-oil and gas as well as tourism. There are many attractions in Meranti that can be visited, such as tourist attractions, cultural tours, and culinary tours. Here are the 15 most popular tourism objects in Meranti that are recommended. First, there are five tourist attractions, namely Dorak Beach, Mangrove Forest, Dedap Durhake Island, Hoo Ann Kiong Temple, and Darul Ulum Grand Mosque. Furthermore, there are five cultural tours, such as Bokor World Music, Sago Ayak Dance, Cian Cui Festival, Campang Festival, and Joget Sonde. Then there are five kinds of culinary were populer tours that must be tried when visiting Meranti, namely Ma Choo Hai Black Pepper, Sempolet, Lempeng Sagu, Cendol Sagu, and Gong-gong.

The potential of Meranti Islands Regency can be developed optimally with existing tourism. There are many ways to promote tourism in the Meranti Islands Regency, one of which is through a tourist attraction profile book. Therefore, tourism promotion activities through tourist attraction profile books are used as a means to disseminate information about new and old tourist attractions, to attract

tourists to a tourist area through tourist attraction profile books that display interesting and informative pictures and explanations.

According to the author's observations, there are several profile books of Meranti tourism objects. However, none has yet been published in English, especially the promotions carried out by the Meranti tourism office. So, promotional efforts still need to be improved. Another reason why this product was created, is to promote tourism in Meranti, which is now starting to be ignored by many tourists. This product is expected to help direct tourists who want to travel to Meranti, as well as help the tourism office to develop or promote tourism in Riau, especially the Meranti Islands Regency which aims to attract tourists, ranging from domestic and foreign tourists.

Based on the explanation above, this book was made provides tries to a brief and clear description of tourist attractions bilingual, both in Bahasa and English.

1.2. Formulation of the Problem

The problem to be formulated was "How are the processes of making a profile book of Meranti Island Regency Tourism in English and Indonesian?"

1.3. Limitation of the Problem

This study was focused in making the profile book of Meranti Island Regency tourism which contains of 15 tourism object and the product is provided bilingual

1.4. Purpose of the Problem

The purpose of this research was to make a profile book of Meranti Island Regency Tourism and to describe the processes of making the product

1.5. Significance of the Study

5.1.1. Significance for each attraction

This product was expected to be one of the promotional materials for each attraction organizer to promote each tourism object to the public.

5.1.2. Significance for Tourism Office

This product was expected to be one of the promotional materials for each attraction organizer to promote each tourism object to the public.

5.1.3. Significance for Tourism Office

This product was expected to be one of the promotional items to help tourism promote tourist attraction to the public or visitors who come.

5.1.4. Significance for society

The product was expected to attract local and foreign tourists to visit tourist attractions of Meranti Islands Regency.

