

THE MAKING OF A LEAFLET OF TOURISM DESTINATIONS IN RIAU PROVINCE

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ABSTRACT

Riau has many potential and worthy tourist destinations to compete with tourist destinations in other tourist areas such as Bali and other areas. This study aims to know the processes of making a leaflet of Tourism Destinations in Riau Province. There are twelve regencies in Riau and each regency present four tourist destinations. This research method is classified into a descriptive method. The product presented the pictures and descriptions. It was written in two languages, namely Bahasa and English. The processes in making this leaflet started from collecting data, providing materials, translating manuscripts, and designing the pictures of leaflet and layout. Based on the evaluation results, this leaflet was interesting and can be one of the practical promotional medium. In addition to promotional medium, it can also be used for learning. Especially in learning English and advertising.

Keywords: *A Leaflet, Tourism Destination, Riau Province, Promotional.*