

CHAPTER I

INTRODUCTION

1.1. Background of Study

Tourism is a branch of science that focuses on a trip in the form of recreation or vacation to an interesting destination that includes fun activities and has a wide scope. Talking about tourism will never end, starting from things related to tourism such as human, activities and supporting factors. Tourism destinations are not only limited to places but also to the uniqueness and diversity of culture, history, and cuisine.

Riau has a lot of interesting and unique tourism destinations. Riau, which consists of 12 Regencies, including: *Bengkalis Regency, Indragiri Hilir, Indragiri Hulu, Kampar, Kuantan Singingi, Pelalawan, Rokan Hilir, Rokan Hulu, Siak, Meranti Islands, Pekanbaru, Dumai*. These regencies has several sub-districts. Each of these areas has many tourist destinations and potential. Based on a survey conducted in 2020, there were around 13,703 foreign tourists visiting Riau. This shows that the interest of foreign tourists to Riau province is quite large. This should also be balanced with adequate tourism facilities and meet the standards. Given the income generated by the tourism sector is directly proportional to the number of tourists visiting the province of Riau.

The Riau Tourism Office must develop and promote tourism objects in Riau. It is possible to begin the implementation process by supplying information about the activity or location that user wish to promote. Websites, brochures, tourism guidebooks, pamphlets, leaflets, and regional social media accounts can all be used as reference sources.

Based on the data and information above, the product that will be made to complete this final project proposal is a leaflet of tourist destinations in Riau Province. There are several destinations of tourism in Riau which will be written in two languages (bilingual), in English and bahasa. Leaflets are small sheets of paper that are bound or folded, containing information or advertisements with the aim of promoting the products or things contained in them and distributed free of

charge. Notoatmodjo (2010) explain that Leaflet as a sheet of paper containing writing with short, dense, easy-to-understand sentences and simple pictures.

With this product, it is hoped that it can help the Tourism Office provide a means to promote the region and make it easier for tourists to find interesting tourism references in Riau. Foreign tourists will be increasingly helped by the information written in English, and local tourists will also get the same benefits with an explanation of the tourist attraction to be addressed written in bahasa. In addition, in Riau itself there are no complete leaflets written in two languages. Base on the problem above, the study is focused on "The Making of a Leaflet of Tourist Destinations in Riau Province"

1.2. Formulation of the Problem

The problem is formulated into "How were the processes of making a leaflet about tourism destinations in Riau Province".

1.3. Limitation of the Problem

This study is focused to make a leaflet about tourism destinations in twelve regencies in Riau Province. Each regency present four tourist destinations. The total figure of tourist destinations in the leaflet was forty eight figures.

1.4. Purpose of the Study

The purpose of the study is to know the processes of making a leaflet of tourism destinations in Riau Province.

1.5. Significance of the Study

There were several essential significance for the Riau Province Tourism Office, Local Community, and International Community.

1.5.1. Significance for the Riau Province Tourism Office

The advantages of this research for Province Tourism Office are:

1. This leaflet book profile was expected to help the Riau Tourism Office to promote tourism objects spread across Riau Province to the public local community and international community.

2. This product can be an additional promotional media for the Riau Tourism Office.

1.5.2. Significances for Local Community

The advantages of this research for local community are:

1. This product can be a medium for local communities to improve insight and information about tourism destinations scattered in the province of Riau
2. With this product, it can help the community around tourism sites that were promoted in the leaflet profile in increasing income.
3. Helping local communities who want to visit Riau but lack of information about interesting tourist attractions in Riau.

1.5.3. Significances for Tourist

The advantages of this research for tourist were:

1. Through this product, International community can get the information about Tourism object in Riau
2. Through this product, International community can increase their insight about the tourism object in Indonesia especially Tourism Riau Province.

1.5.4. Significances for Students

The advantages of this research for students were:

1. This product was expected to give information, knowledge, and references for the students about the destinations.
2. To know the unique things about tourist destinations contained in the leaflet profile.