

# MAKING BILINGUAL TOURIST ATTRACTION CARDS AND CREATING AN INSTAGRAM ACCOUNT AS PROMOTIONAL MEDIA OF TOURISM AT BENGKALIS REGENCY

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## ABSTRACT

*In today's digital era, Instagram has become more than just a means of communication, it also serves as a promotional tool. However, in Bengkalis, there are only a few tourism accounts on Instagram, mainly using Bahasa captions. Additionally, brochures and leaflets are less effective at reaching foreign tourists. Furthermore, Bengkalis is known primarily for managing administrative documents and hosting training activities. To address this, the study aims to make bilingual tourist attraction cards and creating an Instagram account to promote tourism in Bengkalis Regency. The tourist attraction cards provide opportunities for tourism objects to be visited by visitors and can be used as souvenirs. The Instagram account offers easy access to information about these tourism objects, making them accessible anytime and anywhere. The method of the study was descriptive research. The result of this study contains twenty-eight tourism objects and explanations with several processes for making Instagram account and tourist attraction cards. These products were hoped to be able to help Bengkalis Regency attract domestic and foreign tourists.*

**Keyword:** *Promotion, Bengkalis Regency, Tourist Attraction Cards, Social Media Instagram*