

# CHAPTER I INTRODUCTION

## 1.1 Background of the Study

Indonesia has thousands of tourism objects spread throughout the area. Due to its geographical and strategic location, Indonesia has its own charm. This is due to several advantages, such as Indonesia's location along the equator and the water area, which is almost two-thirds of the entire territory of Indonesia. As a result, Indonesia is a tropical country and one of the world's largest archipelagic countries. Based on the Ministry of Marine Affairs and Fisheries of the Republic of Indonesia, there are seventeen thousand five hundred eight islands spread throughout the country, resulting in many unique beaches with distinct characteristics.

Bengkalis is one of the Indonesian islands with a wide range of beautiful and unique tourism objects. Bengkalis has a variety of tourism objects that come from several sectors. Selat Baru Beach, Mentayan Agrotourism, Huis Van Behauring Jail, and Andam Dewi Garden are some tourism objects in Bengkalis. The Bengkalis society also strives to further develop tourism in Bengkalis and promote Bengkalis to outsiders through social media.

In today's era, many people use social media as a platform to promote tourism objects in their area, for example Instagram. Now, the function of this application is not only as a medium to communicate with other users but can also be used as a promotional medium. For example, the Instagram account @explore\_bengkalis contains photos and videos of various tourism destinations in the Bengkalis Regency. This account is intended to promote tourism objects in the Bengkalis regency, and many people will find information about interesting tourism objects. This will create opportunities for tourism objects in Bengkalis to be visited by many people.

However, there are still a few promotional tourism accounts in Bengkulu on Instagram. Some of these accounts only display captions in *Bahasa*. Additionally, a lot of products were made by alumni of the Language Department at the State Polytechnic of Bengkulu for their final projects, including brochures and leaflets promoting Bengkulu, but they were less effective at reaching the foreign tourists. Furthermore, Bengkulu is recognized as a city for managing important administrative documents and various trainings. Therefore, the first thing to do is to add the perception of potential tourists about Bengkulu, namely that Bengkulu has a variety of interesting tourism objects. Most likely, the people who take care of their business will stay at the hotels in Bengkulu, where tourist attraction cards with information on tourism objects in the Bengkulu Regency will be placed. This creates opportunities for tourism objects in the Bengkulu Regency, allowing tourists to visit them while their business is being completed and as a souvenir to take home. Not only that, an Instagram account was included as a promotional medium, allowing tourists to more easily see various tourism attractions in Bengkulu and obtain more complete information and photos.

Based on the background above, this study was focused on making bilingual tourist attraction cards and creating an Instagram account as promotional media of tourism at Bengkulu Regency.

## **1.2 Formulation of the Problem**

The problem was formulated as “How were the processes of making bilingual tourist attraction cards and creating an Instagram account as promotional media of tourism at Bengkulu Regency?”

## **1.3 Limitation of the Problem**

The limitation of the problem was the processes of making bilingual tourist attraction cards and creating an Instagram account that contains photos, locations, QR codes, and descriptions that only focus on Natural tourism, Agricultural tourism, Educational tourism, Historical tourism, and Man-made tourism in Bengkulu Regency.

#### **1.4 Purpose of the Study**

The purpose of the study was to make bilingual tourist attraction cards and creating an Instagram account as promotional media of tourism at Bengkalis Regency.

#### **1.5 Significance of the Study**

##### **1.5.1 Significance for Tourism of Bengkalis**

These products were aimed to be one of the promotional items for tourism to promote tourism objects in Bengkalis Regency.

##### **1.5.2 Significance for the Tourist**

These products were aimed to give information about the tourism objects in Bengkalis Regency to local and international communities.

##### **1.5.3 Significance for Students**

These products were aimed to give information, knowledge, and references for the students who learn about tourism.