

**THESIS**

**DESIGNING ENGLISH TOURIST NAVIGATION  
WEBSITE TO PROMOTE BENGKALIS TOURISM**

*In Partial Fulfillment of a Four-Diploma of English for Business and Professional  
Communication Study Program of State Polytechnic of Bengkalis*



**By:**

**NUR AZURA**  
**Reg. Number 5504211028**

**ENGLISH FOR BUSINESS AND PROFESSIONAL  
COMMUNICATION STUDY PROGRAM  
LANGUAGE DEPARTMENT  
STATES POLYTECHNIC OF BENGKALIS  
2025**

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## APPROVAL SHEET

**THESIS**  
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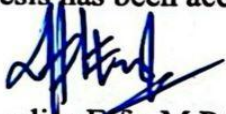



*In Partial Fulfillment of a Four-Diploma of English for Business and Professional  
Communication Study Program of State Polytechnic of Bengkalis*



By:  
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## **DESIGNING ENGLISH TOURIST NAVIGATION WEBSITE TO PROMOTE BENGKALIS TOURISM**

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### **ABSTRACT**

This study aims to design an English tourist navigation website to promote the tourism of Bengkalis Regency. The research employed the Research and Development (R&D) method using the Borg and Gall model, which consists of six main stages: research planning, product development, expert validation, field testing, product revision, and implementation. The website was built using the Laravel framework, a popular PHP-based web application framework, and integrated with Google Maps API to support real-time location-based services. The development began with designing a relational database for managing destination data, including names, descriptions, locations, photos, and categories. The website was designed to provide international tourists with detailed information about 25 tourist destinations. Data collection involved questionnaires, interviews, and documentation with stakeholders and prospective users. The research results showed that most users thought the website was useful at establishing Bengkalis tourism more accessible and offering English-language information. The improvements were made to features like the user interface, content clarity, and navigation guidance based on input from both users. Overall, the final product received positive responses and was considered a useful promotional media for enhancing the visibility and accessibility of Bengkalis tourist destinations to international audiences.

**Keywords:** *English Website, Tourism Promotion, Tourist Navigation, Bengkalis*

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May Allah give the rewards to all the kindness and sincerity that has been shown. I realizes that this thesis may have something new for improvement, and I warmly welcome any feedback and suggestions. It is my sincere hope that this thesis will serve as a valuable resource for all interested parties in the future.

Bengkalis, July 18<sup>th</sup>, 2025  
Best Regards,

A handwritten signature in black ink, appearing to read 'Nur Azura', with a stylized flourish at the end.

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# CHAPTER I

## INTRODUCTION

### 1.1 Title of The Study

*Designing English Tourist Navigation Website to Promote Bengkalis Tourism*

### 1.2 Background of the Study

Tourism is one of the most important sectors of Indonesia's economy, contributing significantly to government revenue, employment, and economic growth. According to data from the BPS-Statistics Indonesia, foreign tourist visits to Indonesia in 2024 show promising growth. By May 2024, Indonesia had welcomed 1,145,499 international tourists, up from 927,746 in January, demonstrating a steady monthly increase. This shows that tourism in Indonesia is experiencing rapid development, as the sector continues to develop and utilize existing tourism resources as the main source of economic activity.

The growth of the tourism component is an important driving force for building the tourism sector, which can in turn promote the economic growth of the country. Tourism is not only a priority sector in Indonesia but also recognized internationally. Law No.10 of 2009 states that Indonesia's nature, flora and fauna, historical relics, art and culture are resources and capital for tourism development. Tourism is expected to improve the prosperity and welfare of the people in accordance with the values of Pancasila and the 1945 Constitution of the Republic of Indonesia.

One of the regions experiencing significant growth in tourism in Indonesia is Riau. This is evidenced by the province's recent achievement of winning 5 awards at the Indonesia's Charm Award 2023 event. Each region must have tourist attractions that have the potential to improve the local economy and the well-being of its residents. The recognition Riau has received highlights its success in developing and promoting its tourism sector, showcasing the province's commitment to leveraging its unique attractions and resources to boost local economic growth and enhance the quality of life for its residents. One of the regen-

cies that can be an example of how tourism can be a driving force for the welfare of the community is Bengkalis Regency.

Bengkalis Regency is located in a very strategic and attractive location. The area's geographical location on the Straits of Malacca adds to its charm. According to the Center for Tourism Research and Development (2021), Bengkalis' location between the growing Indonesia–Malaysia–Singapore and Indonesia–Malaysia–Thailand triangles add a strategic dimension to its tourism potential. The uniqueness of Bengkalis Regency lies in its rich and diverse tourism offerings. The area boasts stunning natural beauty, with several attractive beaches such as Lapin Beach in Tanjung Punak and Pesona Beach in Teluk Rhu. Based on data from Media Center Riau (2023), a key feature of the Bengkalis regency is Rupert Island, specifically North Rupert, which occupies a strategic position on the edge of the Malacca Strait. This area has been designated as both as National Tourism Strategic Area (KSPN) and Provincial Tourism Strategic Area (KSPP), underscoring its significance in the tourism landscape.

Beyond its coastal allure, Bengkalis Regency offers mangrove ecotourism, river tracing, and education tourism like tenun lejo Bukit Batu. The regency's historical significance is evident in sites related to the Siak Kingdom, including relics from Datuk Laksmana Raja di Laut in Bukit Batu village. This blend of natural scenery and cultural heritage creates a special stage for tourism development. Besides that, Bengkalis Regency also has begun to gain recognition for its tourism potential. Notably, Bukit Batu Tourism Village in Bengkalis won 4th place in the visitor attraction category at the Indonesia Tourism Village Award 2023 (ADWI) and received a certificate of appreciation from the Indonesian World Records Museum (MURI) in the category of tourism destination with the most extensive maritime glory history. This achievement highlights the region's commitment to developing and promoting its unique attractions.

Although the tourism potential of Bengkalis Regency is significant, the region continues to face several challenges in optimizing its appeal to international markets. One of the major issues is the fluctuation in foreign tourist arrivals. Data from BPS–Statistics Bengkalis (2019) reveals a stark contrast in foreign tourist

visits, with 4,373 arrivals recorded in 2019, which sharply declined to just 799 visitors in 2020—a drop of approximately 81.7%—primarily due to the COVID-19 pandemic and mobility restrictions. This dramatic decrease not only highlights the vulnerability of the local tourism sector to global disruptions but also underscores the need for digital resilience strategies, including the development of web-based promotional media. Addressing these fluctuations through effective, targeted digital tourism platforms, especially in English, is crucial to expanding the region’s reach and attracting more diverse international visitors in the post-pandemic recovery phase.

Despite these challenges, the region has set ambitious recovery goals. According to the 2023 annual work plan (RKT) of the Department of Tourism, Culture, Youth and Sports of Bengkalis Regency, the target for foreign tourist visits in 2023 is set at 2,559, while domestic tourist visits are targeted at 30,188. This demonstrates the local government's commitment to revitalizing the tourism sector. The recovery efforts show positive momentum as evidenced by 2024 data from the Bengkalis Regency Tourism Department. From January to June 2024, Bengkalis recorded 1,746 foreign tourist arrivals, with Malaysia being the dominant source market contributing 1,716 visitors (98.3% of total arrivals), followed by Singapore with 18 visitors, Thailand with 3 visitors, Brunei with 9 visitors, and Yemen with 1 visitor. This indicates a gradual but steady recovery in international tourism, though the numbers remain well below pre-pandemic levels, highlighting the ongoing need for sustained tourism promotion and infrastructure development efforts.

**Table 1. 1 Foreign Tourist Arrivals in Bengkalis Regency**

Year	Foreign Tourist Arrivals	Change from Previous Year	Notes
2019	4,373	-	Pre-pandemic baseline
2020	799	-81.7%	COVID-19 pandemic impact
2023	2,559	-	Target set by local government
2024	1,746	-	*January-June data only

In addition, one of the factors that prevents foreign tourists from visiting Bengkalis District is the lack of information in English. This is because most foreign tourists do not understand the Indonesian language, and also because of the lack of promotion of tourist attractions in Bengkalis, especially those located on the outskirts and outskirts of the city. Local residents often find it difficult to comprehensively promote these destinations. Tourists visiting a region often do not have sufficient information about the locations of the attractions they wish to visit. Tourist may have just heard that there are interesting places to visit, but the lack of guidance leaves tourist confused. Accessibility is also an issue, with some destinations difficult for locals to reach and few people aware of their attractions. In the efforts to develop the tourism sector, Bengkalis Regency plays a very important role in guiding and directing the implementation of policies.

The government seeks to strengthen tourism promotion through greater use of information technology. For this reason, the navigation website platform was chosen as the key technology to promote Bengkalis tourism. The website is one of the most well-known and widely used platforms around the world. Therefore, by creating a homepage, you can quickly convey information about tourist destinations to many people. Choosing a website platform as the foundation for your application development not only eases the distribution process, but also provides flexible access by allowing you to access it anywhere and from a variety of devices.

This research tries to promote Bengkalis tourism. Besides, the website can help tourists to obtain information for destinations in Bengkalis Regency that will aim to bridge the information gap, enhance accessibility, and significantly boost the promotion of Bengkalis tourism sector. By leveraging digital technology, it will seek to put Bengkalis on the map as a must-visit destination, contributing to the region's economic growth and the well-being of its local communities.

### **1.3 Formulation of the Problem**

Based on the background states, this study will address two formulations of the problem, there are:

1. How to design an effective navigation website platform for Bengkalis Regency's tourist destinations?
2. How are the user responses to the tourist navigation website?

### **1.4 Scope and Limitation of the Study**

Doing study on the previously mentioned topics was very hard for the researcher. Because of time and knowledge constraints, this research only focused on the media promotion to promote Bengkalis tourism, especially in light of the lack of an English website that was accessible from anywhere in the world. At present, there was not a specific English platform that highlighted the attractions of Bengkalis Regency for visitors from other countries. Investigating the fundamental issues of unclear information, limited interaction, and lack of accessibility in contemporary media channels was necessary. The study investigated possible effects on job prospects, the expansion of the tourism sector, and the advantages to the local economy.

This study aimed to address the demand for an extensive website in the English language to promote the tourism spots in Bengkalis Regency globally. The website offered comprehensive details on a variety of tourist destinations, with an emphasis on the best routes for tourist. It provided thorough travel routes, information on the various transportation options, and projected arrival and departure times.

It was important to note that 25 distinct tourist destinations were the focus of the study. These destinations represented the diverse tourism potential of Bengkalis Regency, encompassing various categories of attractions that showcased the region's rich natural, cultural, and historical heritage. The coastal and marine attractions included Teluk Rhu Beach, Selatbaru Beach, Tanjung Lapin Beach, Beting Aceh Island, Raja Kecik Beach, and Madani Beach, which offered pristine

shorelines and marine experiences that attracted both domestic and international visitors.

The regency's historical and cultural heritage sites formed a significant portion of the study, featuring Huis Van Behauring Prison, House of Datuk Laksamana Raja di Laut, Captain's House, Zapin Village, Sultan Syarif Kasim Museum, Traditional House of Sakai Tribe Kesumbo Ampai, Tomb of Panglima Minal and Tomb of Dara Sembilan, Tomb of Laksamana Raja di Laut, and Traditional House of Orang Kaya Raja Negara. These sites preserved the rich cultural legacy and historical narratives that defined the identity of Bengkalis Regency.

Natural and recreational attractions provided diverse experiences for visitors seeking both relaxation and adventure, including Batang Mandau Riverbank, Selatbaru Wildlife Park, Harationica Water Park Duri, and Mentayan Agrotourism. The ecological significance of the region was represented through its mangrove conservation areas, namely Buruk Bakul Village Mangrove, Mangrove Selat Baru at Sungai Liong, and Kelapapati Paghet Segagah Mangrove, which served as vital ecosystems and educational tourism sites. Additionally, the religious and spiritual dimension of tourism was represented by Yellow Mosque and Istiqomah Mosque, which showcased the Islamic architectural heritage and served as centers of spiritual tourism.

By examining each destination's unique qualities and appeal, this thesis aimed to provide a comprehensive analysis of Bengkalis Regency's tourism potential, offering valuable insights for both the development of the local tourism industry and potential visitors. To provide a thorough evaluation of Bengkalis Regency's tourist potential, every destination was comprehensively examined. Furthermore, each tourist destination's distinctiveness and special qualities that made it appealing were analyzed, focusing on their unique characteristics, tourism appeal factors, development potential, accessibility and infrastructure, cultural significance, and environmental sustainability considerations. This comprehensive analysis aimed to support the strategic development of Bengkalis Regency's tourism sector while preserving its natural and cultural heritage.



By focusing on these 25 tourist destinations, this thesis sought to provide a detailed and comprehensive analysis of Bengkalis Regency's tourism potential. The study intended to have a beneficial effect on the expansion of the regional tourism industry.

### **1.5 Purpose of the Study**

Based on the problem formulation above, the purpose of study is:

1. To design tourist navigation website to improve the tourism sector in Bengkalis Regency.
2. To find out the user's response to the tourist navigation website.

### **1.6 Significance of the Study**

It had the potential to enhance tourism in Bengkalis Regency and address current issues; this study was significant to a variety of individuals and organizations as follows:

#### **1. Strengthens Tourism**

A good English website had the potential to significantly increase the influx of foreign tourists to Bengkalis Regency. This digital platform served as a virtual gateway, providing comprehensive information about the region's attractions, culture, and amenities. By breaking down language barriers, the website made tourism in Bengkalis more accessible to international visitors, potentially leading to a substantial boost in tourist arrivals. This increase in tourism had a ripple effect on the local economy, stimulating growth across various sectors and contributing to overall economic development.

#### **2. Enhancing Tourist Experience**

The website that was being developed completely changed how visitors organized and enjoyed their time in Bengkalis. The portal enabled tourists to design customized itineraries based on their interests and preferences by providing clear and extensive information about routes, sights, and local services. Tourist experiences became more fulfilling and enriching as a result of this improved planning capability. Tourists were more equipped to find hidden treasures, comprehend the local customs, and move around the area with more

peace of mind. Positive feedback and ideas from visitors probably arose from the enhanced tourism experience, further elevating Bengkalis' reputation as an attractive destination for tourists.

3. Encourages Local Business

The local business economy was significantly impacted by an increase in tourists. There was an equivalent rise in demand for accommodation, restaurants, transportation, and local products as more people found out Bengkalis. Several sectors, including hospitality and retail, saw an increase in employment prospects as a result of this boom in tourism-related activity. This economic growth raised living standards for locals and fostered a more dynamic, diverse local economy, all of which contributed to the economic growth.

4. Establishes Bengkalis Popularity

It was essential in raising the region's international visibility by promoting Bengkalis tourism in English using a website. The website functioned as a digital representative, presenting Bengkalis' distinctive features, cultural diversity, and visual attractiveness to a worldwide viewer.

5. Aids in Government Decision-Making

The government and Bengkalis tourism were provided with significant insights, empowering them to formulate tourism strategies with decisions based on data. Policymakers could identify important areas for tourism sector improvement by evaluating the website's performance and analyzing user behavior. Plans for the development of infrastructure, marketing tactics, and resource allocation could all be influenced by this data. In order, the government could address sustainable tourist development in Bengkalis comprehensively and the results of the research might also highlight the need for more community engagement programs, conservation activities, or training programs.

6. Enhanced Knowledge

This could make a significant contribution to the academic understanding of digital tourism promotion and its impact on regional development. By examining how tourists interacted with and responded to the website, the study provided valuable data on user behavior in the context of travel planning and destination

selection. This information was beneficial for researchers and students in fields such as tourism studies, digital marketing, and regional economics. The research might show the effectiveness of multilingual platforms in attracting international visitors, and the broader implications of digital strategies for regional economic development in the digital age.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1 Related Study

Several studies explore the development of materials, including a relevant one by Darmawan et al (2023). "*Pengembangan Sistem Informasi Pemesanan Jasa Pemandu Wisata Berbasis Website*". Developing a web-based information system to help tourist find local tour guide services, that this research attempts to address this difficulty. Tour guide search accuracy is improved by the study by utilizing Dijkstra's algorithm and the Haversine formula. The study is focused on increasing the effectiveness of the tourist-guide interaction process, and it makes use of the waterfall technique for system development and a web-based tour guide booking system utilizing Dijkstra's algorithm and the Haversine formula, primarily concentrating on facilitating tour guide services rather than comprehensive tourism promotion. The aim of this study is to create an online information system that will make it easier for tourist to find and reserve the services of the closest tour guides.

Another relevant study that related to Pesik, et al (2022). "*Sistem Informasi Pemandu Wisata Berbasis Website*." A website-based platform created by Yosafat Hizkia Pesik and colleagues as a consequence of their research was created to promote tour guide services and make it easier to find tour guides in particular areas and estimate costs. Interestingly, Yosafat's study only looks at marketing and finding tour guides; it doesn't include other aspects that are necessary to facilitate the business transactions between tourists and tour guides, such booking and finding guides in the area. When it comes to tourism, modern tourists frequently use information technology to look for references for potential destinations. But without a tour guide, the vacation experience isn't complete. As traveling companions and invaluable sources of information about the sites they see, tour guides are indispensable. A web-based tourist information system has been created to act as a platform for communication between tourists and tour guides in order to enhance the relationship between tour guides and passengers. This website for tour

guide marketing and cost estimation using ReactJs and MongoDB, but their focus remained limited to tour guide services without encompassing broader tourism information.

The study related also to Nanda, et al (2022). "*Implementasi Algoritma Dijkstra pada Aplikasi Sistem Informasi Geografis Pencarian Rute Terpendek Wisata di Kabupaten Lamongan Berbasis Web.*" The project produced a web-based system that uses the Dijkstra algorithm to generate routes and get tourist destination information. But the process of finding the closest tourist spots for visitors has not yet been covered by research, which could improve how easy it is to find local attractions. This study aims to enhance Lamongan Regency's tourism potential by implementing the Dijkstra algorithm in a web-based application, simplifying travel for tourists between attractions. The objective is to determine the shortest paths from one tourism node to another, optimizing the utilization of the region's diverse attractions. The methodology involves creating a network of nodes representing tourist destinations in Lamongan Regency, applying the Dijkstra algorithm to find the shortest routes, and updating results regularly for accuracy. The study focused on a web-based geographic information system for identifying shortest routes in Lamongan Regency, employing Dijkstra's algorithm for route optimization. While this study shares some similarities in its use of route planning, it is confined to a specific region and does not address overall tourism promotion.

In contrast, the present study aims to create a more comprehensive english tourist navigation website platform for promoting tourism in Bengkalis Regency, covering 25 distinct destinations in detail, considering the broader economic impact of tourism, and targeting an international audience. This study also plans to provide more in-depth content, including detailed travel routes, transportation options, and estimated travel times, offering a more holistic approach to tourism promotion than the aforementioned studies.

## **2.2 Literature Review**

There were several theories that related to the tourist navigation website as promotional media for tourism in Bengkalis Regency:

### **2.2.1 Tourist Navigation**

Tourist navigation, the art of helping tourist find their way around unfamiliar destinations, has undergone a dramatic transformation in recent years. Gone are the days of relying solely on paper maps and unreliable local directions. Today, a plethora of technological advancements have revolutionized the way we navigate, offering personalized, efficient, and even immersive experiences. Tourist navigation is a complex process that involves the interaction between tourist, the environment, and technology. Tourist must be able to understand their environment, make navigation decisions, and use technology safely and effectively. This digital era, Google Maps has become known as the most popular application for tourist navigation, the increasing popularity of Google Maps and another navigation apps not only changed how tourists find their way but has also significantly impacted their overall travel experiences and interactions with new destinations as reported by König et al., (2022).

The effectiveness of tourist navigation is heavily dependent on the availability and quality of destination information presented in accessible formats and languages. International tourists often face significant challenges when navigating destinations where information is primarily available in local languages, creating barriers that limit their mobility and overall travel experience. This language barrier becomes particularly pronounced in regions like Bengkalis Regency, where tourism information and navigation aids are predominantly available in Indonesian, potentially excluding English-speaking international visitors from fully exploring the destination's diverse attractions.

In this study, tourist navigation is conceptualized as a critical component of destination accessibility that directly influences visitor satisfaction and destination competitiveness. The research recognizes that effective tourist navigation extends beyond simple wayfinding to encompass comprehensive destination information delivery, including detailed route planning, transportation options, cultural context,



and attraction descriptions. For Bengkalis Regency, tourist navigation represents a fundamental challenge that needs to be addressed through digital platforms capable of bridging language gaps and providing multilingual support for international visitors.

The integration of digital platforms in tourist navigation has proven essential for destination marketing and visitor experience enhancement. Modern tourists increasingly rely on web-based resources for pre-trip planning and real-time navigation during their travels. However, the absence of comprehensive English-language navigation resources for Bengkalis Regency creates a significant gap in the tourism ecosystem, potentially limiting the region's ability to attract and effectively serve international visitors. This digital divide in navigation resources directly impacts the destination's global visibility and competitiveness in the international tourism market.

Furthermore, tourist navigation in the context of this research encompasses the broader concept of destination accessibility and information dissemination. The study recognizes that effective navigation systems must provide not only directional guidance but also comprehensive destination intelligence, including cultural insights, local customs, transportation schedules, and attraction details. For Bengkalis Regency's 25 identified tourist destinations, the lack of integrated English-language navigation support represents a critical barrier to international tourism development, highlighting the urgent need for digital solutions that can enhance destination accessibility and visitor experience through improved navigation and information systems.

### **2.2.2 Website**

A website, also known as the web, is a collection of information pages in the form of digital data in the form of text, images, audio, video, and animation that can be accessed using the internet network. Websites can be accessed by internet users from anywhere in the world. Mulyadi (2020) defines that, a website is a collection of information pages that are connected to each other and can be accessed via the internet. However, according to Pramesti (2023), a website is an information

system that can be accessed via the internet and is used to present information to users.

So, it can be concluded that a website is a collection of web pages that are interconnected and can be accessed via the internet. Web pages are electronic documents that contain text, images, audio, video, and animation. Web pages can be accessed using a web browser, such as Google Chrome, Mozilla Firefox, or Safari. Websites can be used for various purposes, such as providing information, promotion, learning, and so on.

For the purpose of this study, website is used to serve as a comprehensive digital platform that addresses the critical gap in English-language tourism information for Bengkalis Regency. The website functions as a virtual gateway that connects international tourists with detailed destination information, overcoming language barriers that previously limited foreign visitor access to comprehensive tourism resources. This digital platform is designed to provide seamless navigation assistance, detailed attraction descriptions, and practical travel information that enables international visitors to plan and execute their journeys to Bengkalis Regency effectively.

In the context of this research, the website represents a strategic digital marketing tool that enhances destination visibility and accessibility on a global scale. The platform serves multiple stakeholders simultaneously, providing tourists with essential travel information while offering local businesses and tourism authorities a mechanism to showcase regional attractions and services to international markets. The website's role extends beyond simple information dissemination to become an integrated tourism promotion system that supports economic development through increased international visitor engagement.

The website development in this research context also serves as a digital preservation mechanism for Bengkalis Regency's cultural and natural heritage. By documenting and presenting detailed information about historical sites, traditional practices, and ecological attractions in English, the platform contributes to cultural preservation efforts while making this heritage accessible to international audiences. This dual function of preservation and promotion positions the website as a crucial

tool for sustainable tourism development that balances economic benefits with cultural and environmental conservation objectives. Based on Mulyani (2023), there are several essential website components that form the foundation of any effective web platform:

1. Website Component

Mulyani (2023) states that, website consists of several components, namely:

- a. Domain is an internet address used to access a website and indicates the type of website. A domain is also a website address on the internet, such as [www.google.com](http://www.google.com). A domain consists of two parts, the domain name and the domain extension. The domain name is a unique name that represents the website, while the domain extension indicates the type of website.
- b. Hosting is a service that provides storage and processing space for website data on the internet, so that the website can run smoothly and optimally. Hosting provides storage space for website files, such as text, images, videos, and databases. It also provides the computing resources to run the website, such as processor, memory, and bandwidth. There are two types of hosting: shared hosting and dedicated hosting. Shared hosting is hosting that is shared by several websites, while dedicated hosting is hosting that is used by one website only.
- c. Web browser is software that enables users to access and view websites on the internet. The web browser acts as a translator, translating the code written by websites (HTML, CSS, and JavaScript) into a visually appealing and interactive format that can be read and interacted with by users. Web browsers are used to access websites. Commonly used web browsers are Google Chrome, Mozilla Firefox, and Safari.
- d. HTML stands for HyperText Markup Language. HTML is a programming language used to create web pages. HTML is used to organize the appearance and content of web pages.

- e. CSS is a programming language used to style the appearance of web pages. CSS is used to set the color, font, and size of text, as well as the layout of web pages.
- f. JavaScript is a programming language used to add interactions to web pages. JavaScript is used to create more dynamic and interactive web pages.

Beyond understanding the structural components, it is equally important to examine the various advantages that websites offer in achieving organizational and promotional objectives. These benefits encompass various aspects that contribute to effective communication, business growth, and user engagement. According to Brenner (2022), websites have many benefits including:

## 2. Benefit of Website

According to Brenner (2022), website have many benefits including:

- a. Providing information: Websites can be used to provide information to users, such as information about products or services, news, and current events.
- b. Promotion: Websites can be used to promote products or services, such as online store websites and tourism websites.
- c. Learning: Websites can be used to provide learning materials, such as university websites and online course websites.
- d. Entertainment: Websites can be used to provide entertainment for users, such as social media websites and gaming websites.
- e. E-commerce: Websites can be used to conduct online buying and selling transactions, such as online store websites.
- f. Collaboration: Websites can be used to establish cooperation with other parties, such as company websites and organization websites.

However, understanding these foundational benefits provides the necessary context for exploring how websites specifically function as promotional instruments in today's competitive digital marketplace, where organizations must leverage multiple online capabilities to achieve sustainable success and meaningful audience engagement. This establishes the foundation for examining the role of website as a promotional media in contemporary business and organizational contexts.

### 3. The Role of Website as a Promotional Media

In the growing digital era, websites have become a very important promotional medium for businesses. Websites can be used to display information about products, services, or brands to a wide target audience. It can also be used to build brand awareness, attract leads, and increase sales. Zhang et al., (2020) states that a website is a promotional medium that can be used to display information about products, services, or brands to a wide target audience. Meanwhile, König et al., (2022) reported that, website is a platform that can be used to communicate with customers, build relationships, and increase customer satisfaction.

The website acts as a promotional medium that can be used to:

- a. Display information: A website can be used to display information about a product, service, or brand to a target audience. This information can be in the form of text, images, videos, or a combination of all three.
- b. Build brand awareness: Websites can be used to build brand awareness by displaying information about a product, service or brand to a target audience.
- c. Attracting leads: Websites can be used to attract leads by displaying interesting and informative information.
- d. Increase sales: Websites can be used to increase sales by displaying information about products, services, or brands that are interesting and can encourage visitors to make purchases.
- e. Building relationships: Websites can be used to build relationships with customers by providing useful and interesting information.
- f. Improving customer satisfaction: Websites can be used to increase customer satisfaction by providing quality customer service.

In conclusion websites are effective promotional media in the digital era. Websites can be used to achieve various promotional goals, such as building brand awareness, attracting leads, and increasing sales. However, a tourist navigation website is a comprehensive online platform that helps tourists navigate new places while also promoting local services and attractions. It is the result of the integration of digital tourism promotion and innovative navigation technology. The basic elements of web development, such as domain, hosting, HTML, and CSS, are

combined with specialized navigation features in this type of website to assist tourists in understanding their surroundings, making wise decisions, and navigating safely and successfully. Tourist navigation websites combine promotional content, destination information, and interactive features to improve the user experience while traveling and act as a potent marketing tool for tourist destinations, compared with standard navigation apps like Google Maps that primarily concentrate on route guidance.

In the other hand, websites for tourist navigation provide more than just wayfinding; they also manage the entire destination and engage visitors. These platforms make use of the marketing advantages of websites, such as information sharing, advertising, and fostering relationships, and are especially designed for tourism contexts. Integrating interactive maps, multimedia content, real-time updates, and personalized recommendations, tourist navigation websites produce an immersive digital experience that supports the economic growth of tourist destinations by promoting local businesses, attractions, and cultural experiences in addition to supporting with navigation.

### **2.2.3 Promotion**

The digital age brings new challenges and opportunities for promotion theory. Due to the abundance of online information, media fragmentation and the rise of digital-savvy consumers, marketers need to develop personalized, relevant and interactive strategies. However, the digital age also offers unprecedented opportunities to reach and connect with the world's viewers. Social media platforms, search engine marketing and advanced data analytics help marketers target messages with incredible precision and measure the impact of their promotional activities in real time. There are many social media platforms that can promote products. Today's social media characteristics are very easy to use websites, blogs, and social media, and global, real-time and practical means will maximize product creation and promotion. According to Stanton in Sunyoto (2019:154-155), promotion is the element an organization's marketing mix that serves to inform, persuade, and remind the market of the organization and or its



products. In addition, Tjiptono and Chandra (2021) also said that promotion is the process of informing, persuading, and reminding consumers about a company's products or services.

It can be concluded that promotion is a communication activity carried out by companies to create consumer awareness, understanding, and acceptance of their products or services. Promotion can be done through various channels, both offline and online. Offline promotional channels include advertising, publicity, public relations, and face-to-face sales. Online promotional channels include social media, search engine marketing, and email marketing.

In the context of this study, promotion through website development represents a strategic approach to destination marketing that addresses the specific challenges faced by Bengkalis Regency in reaching international tourism markets. The creation of an English-language tourism website serves as a comprehensive promotional tool that combines informational content with persuasive elements to attract foreign visitors. This digital promotional strategy is particularly crucial for Bengkalis Regency, where the absence of accessible English-language tourism information has created a significant barrier to international market penetration. The website functions as both an informative platform and a promotional vehicle, providing detailed destination information while simultaneously marketing the region's unique attractions, cultural heritage, and natural beauty to a global audience. The effectiveness of promotional activities largely depends on the selection and utilization of appropriate promotional media that can effectively deliver marketing messages to target audiences. Understanding the various types and characteristics of promotional media becomes crucial for organizations seeking to maximize their promotional impact and achieve their marketing objectives.

#### 1. Promotional Media

In the Industrial Revolution 4.0 technological era, digital media and the Internet are helping us communicate and find information. Internet as part of technology has changed the way people communicate, and the development of the technology in the business world is also a rapidly growing promotional medium.

Online promotional media are the most widely used marketing strategy by businesses. Laoli (2023) defines promotional media are an effective and attractive way of communicating marketing messages to target markets. Advertising is one of the important elements of marketing activities. The promotion media serve to convey marketing messages to target markets. Marketing messages can be information about products and services offered, products or services' benefits, and invitations to buy products and services. The promotional media can be traditional and digital media. Traditional media have existed for a long time and are still widely used today. Traditional media have a relatively affordable cost and wide reach. Digital media are promotional media that use digital technologies such as the Internet, smartphones and social media. Digital media have advantages in terms of coverage, relatively cheap cost and high interactivity.

#### **2.2.4 Tourism**

According to United Nations World Tourism Organization (UNWTO) (2023), tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure. Ashoer (2021) defines tourism is a tourist activity that carried out dynamically so that it grows a variety of tourist needs wherever you are. The tourism business seeks to meet these needs and perform its activities at the same time so that it is a tourism industry. The tourism industry itself is an association of various types of companies that work together to provide goods and services to tourists during recreational tours from start to finish. A tourism industry has scope such as tourist attractions, tourist facilities, infrastructure, transportation, hospitality.

According to this study, Bengkalis Regency's tourism industry is an underutilized economic opportunity that faces major obstacles to global growth because of accessibility and language barriers. The research recognizes that while

Bengkalis possesses diverse tourism resources spanning coastal attractions, cultural heritage sites, natural ecosystems, and recreational facilities, the region's tourism potential remains largely untapped by international markets due to the absence of comprehensive English-language information systems. This study positions tourism development as a critical economic strategy for Bengkalis Regency, where the creation of accessible digital platforms can transform the region's tourism industry from a predominantly domestic-oriented sector to one capable of attracting and serving international visitors effectively. The research acknowledges that successful tourism development requires not only the physical presence of attractions and infrastructure but also the digital accessibility and promotional mechanisms that enable potential visitors to discover, plan, and navigate their tourism experiences, thereby addressing the fundamental gap between Bengkalis' tourism potential and its current limited international market penetration.

To effectively develop and promote tourism destinations, it is essential to understand the various categories and types of tourism that can be offered to different market segments. This classification helps tourism planners and marketers identify the specific attractions, facilities, and promotional strategies needed to cater to diverse tourist preferences and create comprehensive destination offerings that appeal to various visitor demographics.

#### 1. Kinds of Tourism

The development of a number of tourist sites basically refers to three forms of tourism, namely natural tourism, artificial tourism, and cultural tourism stated by Prastiani & Pratiwi (2020). In other side, according to (Pendit in Marsono, 2018) natural tourism is a type of tourism that bases its objects and attractions on natural beauty. Meanwhile, cultural tourism is a type of tourism that bases its objects and attractions on the beauty of cultural products, and artificial tourism is a type of tourism that bases its objects and attractions on special interests. Pendit in Utama (2017) defines that tourism can also be distinguished according to the motives of tourists to visit a place. The types of tourism are as follows:

- a. Cultural Tourism, which is a trip made on the basis of a desire to broaden one's outlook on life by conducting visits or reviews to other places or abroad to find

out the state of society in an area, knowing the habits or customs, ways of life, and studying the culture and arts.

- b. Maritime Tourism, which is a type of tourism that is widely associated with sports activities in the water, in lakes, beaches, bays, or the sea such as fishing, sailing, diving and so forth.
- c. Nature Heritage Tourism, which is usually organized by agents or travel agencies specializing in business by arranging tours to places such as nature reserves, protected parks, forests mountainous areas and so on whose preservation is protected by law.
- d. Sports Tourism, which is travel with the aim of exercising or active activities in sports parties in a place.
- e. Commercial Tourism, namely travelers to visit exhibitions and fairs yanng commercial nature.
- f. Industrial Tourism, which is a tourist trip taken by a group of tourists such as students or students to an industrial site for research purposes.
- g. Health Tourism, which is a tourist trip that aims to rest physically and mentally.

Understanding the various types of tourism provides the foundation for recognizing how these different forms contribute to destination development and community welfare. The diverse categories of tourism activities generate multiple positive impacts that extend beyond mere visitor satisfaction, creating substantial value for host destinations and their communities.

## 2. Benefits of Tourism

Indriyani (2023) states that tourism benefits are all forms of benefits obtained by individuals, communities, or countries from tourism activities. The benefits of tourism can be felt directly or indirectly. Tourism can provide economic, social, and cultural benefits to the areas visited.

### a. Economic Benefits

Tourism can increase regional income from the tourism sector. The revenue can be obtained from various sources, such as taxes, levies, and investments.

### b. Social Benefits

Tourism can increase employment and community welfare. Tourism can also increase intercultural interaction and understanding of other cultures.

c. Cultural Benefits

Tourism can preserve and develop regional culture. Tourism can also increase public awareness of the importance of cultural preservation.

These positive impacts highlight the importance of identifying and maximizing tourism potential in various regions to achieve sustainable development goals.

3. Tourism Potential

Tourism is one of the engines driving the economy, besides that tourism is expected to create jobs in the area or region that is a tourist attraction, so tourism activities can reduce unemployment maintains by Choirunnisa & Karmilah, (2021). Bengkalis Regency possesses diverse tourism potential that can be developed to attract both domestic and international visitors. Rahmawati and Afif (2023) identified several key tourism assets in the region. The most prominent is Selat Baru Beach, renowned for its natural beauty with fine yellow sand stretching for two miles. This coastal area offers opportunities for marine tourism development, incorporating sustainable ecotourism principles. The beach also serves as a venue for annual cultural festivals, featuring traditional activities such as jong boat races, spinning top games, and kite flying, which showcase the local Malay heritage. Culinary tourism is another significant aspect, with unique local dishes like Bengkalis coffee, lontong, durian lempok, sago noodles, and shrimp paste sambal. Furthermore, the authors highlight the potential for educational tourism centered around Vaname shrimp cultivation, providing visitors with insights into the aquaculture process from breeding to harvesting. This combination of natural attractions, cultural experiences, gastronomic offerings, and educational opportunities presents a comprehensive tourism package that could significantly contribute to the region's economic development while preserving its cultural and environmental integrity.

### **2.2.5 The Importance of the Tourism Sector**

The tourism sector has an important role as one of the sources for foreign exchange earnings, and can encourage national economic growth, especially in reducing unemployment and increasing the productivity of a country. The tourism sector is one of the strategic sectors that must be utilized for tourism development as part of national development. Tourism development has the ultimate goal of increasing community income which in turn can improve community welfare and economic growth. Tourism development also encourages and accelerates economic growth. Tourism activities create demand, both consumption and investment which in turn will lead to the production of goods and services.

The Law Number 10 Year 2009 regarding Tourism states that the goal of tourism development is to increase national income to improve public welfare, create equal business and employment opportunities, encourage regional development, promote Indonesia's tourist attractions, and strengthen friendship between countries. Tourism plays a major role in Indonesia's economy and is becoming more important as things modernize. Tourism contributes foreign exchange revenue, regional income, regional growth, investment, job creation, and business development across Indonesia. Efforts to increase foreign tourist spending have a greater economic impact than increasing domestic tourist spending. Tourism development targets are aimed at related sectors like hotels, restaurants, transportation, handicrafts, etc. So, tourism can accelerate regional and community economic growth and job creation. In summary, Indonesian law positions tourism as a key driver of national and regional economic development, welfare improvement, and friendship between nations. Tourism's impact spreads across related sectors as part of an integrated strategy to achieve these goals.

Within the specific context of this study, the importance of the tourism sector for Bengkalis Regency is magnified by the region's current underperformance in capturing international tourism markets despite possessing significant tourism potential across its 25 identified destinations. This study positions the development of English-language digital tourism platforms as a critical intervention that can unlock the economic benefits outlined in Indonesia's

tourism development framework, enabling Bengkalis to contribute more effectively to national tourism goals while addressing local unemployment, stimulating business development in hospitality and related sectors, and creating sustainable income opportunities for local communities. The research emphasizes that without accessible international marketing mechanisms, Bengkalis Regency cannot fully realize the tourism sector's potential for driving regional economic growth, foreign exchange generation, and community welfare improvement as envisioned in national tourism development policies.

#### **2.2.6 Tourism of Bengkalis Regency**

The historical development of tourism in Bengkalis Regency is deeply rooted in the region's rich maritime and trading heritage. According to the Department of Communication, Informatics, and Statistics of Bengkalis Regency, Bengkalis began as a fishing village in 1645 and evolved into a significant trading hub by 1678, where Malay, Javanese, and Arab traders converged with merchants from Palembang, Jambi, Indragiri, Aceh, Kedah, Perak, Johor, and other regional centers to trade salt, rice, and the famous terubuk fish. The region's strategic importance was further solidified when Raja Kecil used Bengkalis as a base for his military operations in 1717 and later established it as a forward defense post under Datuk Laksamana Raja Di Laut when the Siak Kingdom was founded in 1723. During the Dutch colonial period, Bengkalis served as the capital of the East Sumatra Residency before being relocated to Medan, after which it became the capital of Afdeling Bengkalis until the end of Dutch rule in Indonesia (Department of Communication, Informatics, and Statistics of Bengkalis Regency, n.d.). This rich historical legacy has left numerous cultural landmarks, traditional houses, colonial buildings, and burial sites of important historical figures that now form the foundation of Bengkalis' heritage tourism offerings.

The modern development of Bengkalis tourism has been influenced by significant administrative and economic changes that have shaped its current trajectory. Bengkalis Regency was officially established under Law Number 12 of 1956, making it the largest regency in Riau Province at that time. However, a major

administrative restructuring occurred on October 4, 1999, when most of the regency's territory was divided to form new administrative regions including Rokan Hilir Regency, Siak Regency, and Dumai City, significantly reducing Bengkalis' geographic scope and resources. Despite these challenges, the region has gradually recognized its tourism potential, with the local government and tourism authorities working to develop destination branding initiatives and promote Bengkalis as a cultural and natural tourism destination. The regency's unique topographical characteristics, where the coastal areas are higher than the central regions, creating a bowl-like shape with peat layers reaching 2 meters deep and surrounded by swamp forests, contribute to its distinctive ecosystem and natural tourism appeal.

Tourist visitation data reveals both the challenges and gradual recovery of Bengkalis tourism sector. Based on foreign tourist arrival statistics from the Bengkalis Tourism Department, the regency recorded 1,746 international visitors from January to June 2024, with Malaysia dominating the market at 1,716 visitors (98.3% of total arrivals), followed by Singapore with 18 visitors, Brunei with 9 visitors, Thailand with 3 visitors, and Yemen with 1 visitor (Kepala Bidang Pariwisata Bengkalis, 2024). This data indicates a heavy reliance on regional tourism, particularly from neighboring Malaysia, while highlighting the limited diversity in international source markets. The tourism recovery shows gradual progress when compared to pre-pandemic levels, where Bengkalis welcomed 4,373 international visitors in 2019 before experiencing a dramatic decline to 799 visitors in 2020 due to the COVID-19 pandemic, representing an 81.7% decrease. The current 2024 figures suggest a steady but slow recovery process, though the numbers remain significantly below the region's potential capacity given its diverse tourism assets.

**Table 2. 1 Tourism Object**

No	Name of Tourist Attraction	Location (Village – District)	Category
1	Teluk Rhu Charm Beach	Teluk Rhu – North Rupat	Marine
2	Selatbaru Beach	Selatbaru – Bantan	Marine
3	Tanjung Lapin Beach	Rupat Island – North Rupat	Marine
4	Beting Aceh Island	Near Babi Island – North Rupat	Marine
5	Raja Kecik Beach	West Muntai – Bantan	Marine
6	Madani Beach	Pambang Pesisir – Bantan	Marine
7	Huis Van Behauring Prison	Jl. Pahlawan – Bengkalis	Historical



8	House of Datuk Laksamana Raja di Laut	Sukajadi – Bandar Laksamana	Historical
9	Kapiten's House	Bengkalis Town	Historical
10	Zapin Village (Meskom)	Meskom – Bengkalis	Cultural
11	Sultan Syarif Kasim Museum	Parit Bangkong – Bengkalis	Historical
12	Sakai Traditional House	Kesumbo Ampai – Mandau	Historical
13	Tomb of Commander Minal	Senggoro – Bengkalis	Historical
14	Tomb of Nine Virgins	Senggoro – Bengkalis	Historical
15	Tomb of Admiral Raja di Laut	Sukajadi – Bukit Batu	Historical
16	Batang Mandau Riverside	Balai Pungut – Pinggir	Artificial
17	Selatbaru Wildlife Park	Selatbaru – Bantan	Artificial
18	Harationica Waterpark Duri	Air Jamban – Mandau	Artificial
19	Mentayan Agrotourism	Mentayan – Bantan	Agrotourism
20	Buruk Bakul Mangrove	Buruk Bakul – Bukit Batu	Nature
21	Sungai Liong Ecotourism	Bantan Tengah – Bantan	Nature
22	Paghet Segagah Mangrove	Kelapapati – Bengkalis	Nature
23	Istiqomah Mosque	Bengkalis City	Cultural
24	Yellow Mosque	Senggoro-Bengkalis	Historical
25	Traditional House of the Wealthy King of the State	Bukit Batu	Historical

The study concludes that the development of comprehensive English-language digital infrastructure is the main means of attaining sustainable tourism growth and international market diversification, placing Bengkalis Regency tourism at a pivotal point in time. Extreme market concentration, low international recognition, and a sluggish post-pandemic recovery are just a few of the current tourism performance indicators that show that traditional marketing strategies are inadequate to compete in the modern global tourism environment, where destination accessibility and visibility are determined by digital presence. By offering advanced geographic navigation tools, thorough cultural and historical information, real-time accessibility updates, and multilingual support systems, an integrated English navigation website would address several structural issues at once. These features are crucial for converting Bengkalis from a regionally focused destination into a globally competitive tourism regency that can draw a variety of English-speaking markets and generate long-term economic benefits from its significant but currently underutilized tourism assets.

### **2.2.7 Using English in the Development of the Tourism Sector**

Mastering English can improve customer satisfaction in the tourism sector claims by Al-Saadi (2015). English is an international language used widely around the world. Often, many tourists or foreigners can't speak Indonesian. With English as a common means of communication between nationalities, direct interaction can occur between foreign tourists and tourism workers or residents without needing a translator. This can increase the potential of tourist destinations and provide additional value, enabling smooth communication. Therefore, the community's English proficiency and communication skills support tourism development by facilitating foreign languages, especially English. The government and local communities want to attract foreign tourists to contribute foreign exchange and tourism revenue. Reliance on translators can be reduced if people can communicate directly. In summary, English mastery enables better customer service in tourism by removing language barriers between foreigners and locals. Proficient English skills provide an advantage for Indonesian tourism growth and financial benefits.

## **2.3 Theoritical Framework**

The tourism sector in Bengkalis Regency was a crucial driver of economic growth, contributing significantly to government revenue and providing employment opportunities. The regency, situated strategically between the Indonesia-Malaysia-Singapore and Indonesia-Malaysia-Thailand triangles, boasted rich natural beauty and a vibrant local culture, making it a potential hotspot for tourism development.

However, Bengkalis faced difficulties in attracting foreign tourists, especially due to the lack of English information and the lack of publicity of tourist attractions, particularly in the suburbs of the city. Local residents struggled to promote these destinations in a comprehensive manner, and the absence of clear guidelines confused tourists. In addition, accessibility problems and different local and tourist names further hampered the potential of the regency's tourism.

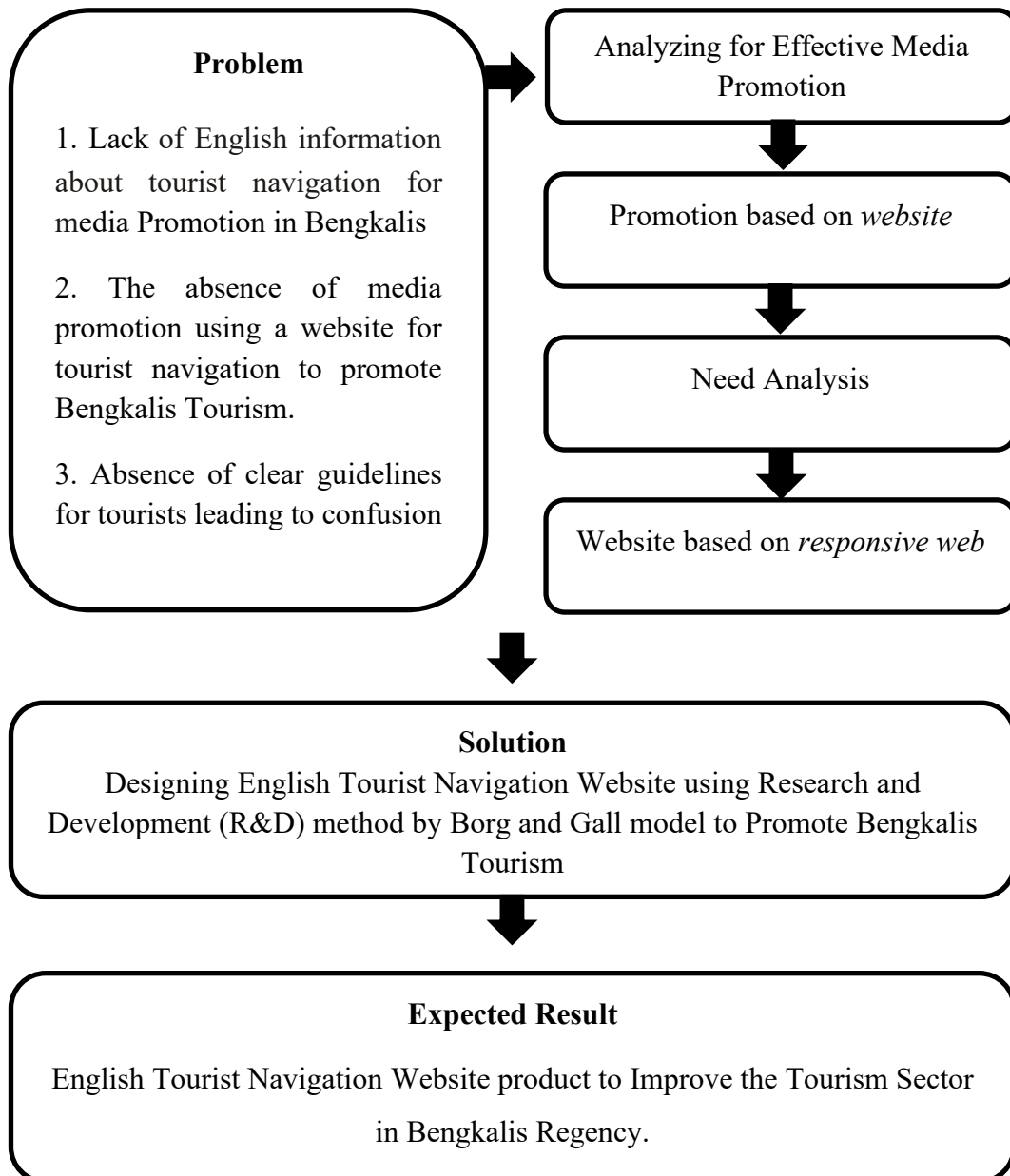
In response to these challenges, the Bengkalis Tourism Agency, supported by the government, aimed to strengthen tourism promotion through the strategic use of information technology. The chosen key technology for this initiative was the navigation website platform, recognized globally as a well-known and widely used medium. The development of an English website served as a solution to address the limitations in marketing tourism in Bengkalis Regency.

The proposed website was designed to be accessible from anywhere in the world, offering extensive information on 25 tourist destinations within Bengkalis Regency. It emphasized clear and comprehensive details, focusing on the best routes for tourists, transportation options, and projected arrival and departure times. The aim was to create an interactive and visually engaging platform that not only provided information but also served as a practical guide for tourists.

This study drew upon the integration of concepts related to destination marketing, information technology, and user experience. The central focus was on the effectiveness of the tourist navigation website in increasing foreign tourist engagement in Bengkalis and understanding user responses to the website. The study investigated the impact on job prospects, tourism sector expansion, and local economic advantages, with an emphasis on the potential transformative role of the proposed English website in promoting Bengkalis tourism globally.

However, the website that was developed was not only attractive and flexible from the features and tools provided, but flexible in the sense that it was flexible, fast and easy to adjust to the device used by users to access the website. So that the promotional media developed was in accordance with user needs. For this reason, this research developed promotional media in the form of a website to promote Bengkalis Tourism. The description about the conceptual framework could also be seen at figure 2.1:

**Figure 2. 1 The Framework in Designing English Tourist Navigation Website**



## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

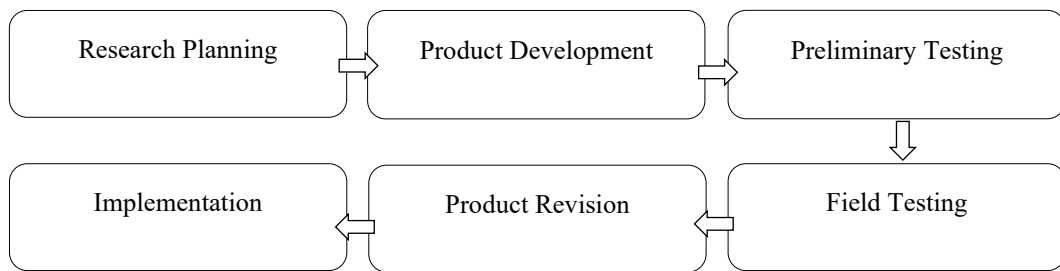
The research design used in this research was Research and Development (R&D). Endang Mulyatiningsih (2013: 161) stated that research and development (R&D) aimed to produce new products through several development processes. Products produced in Research and Development (R&D) could be models, media, modules, books, evaluation tools, and learning devices. The development of the English tourist navigation website used the research and development (R&D) method with the Borg and Gall model which stated that research and development (Research and Development) was an industry-based development model in which research findings were used to design new products and procedures which were then systematically field tested, evaluated and refined until the research findings met certain effectiveness, quality or standard criteria.

The development model that was used in this research referred to the research model developed by Borg & Gall. This development model consisted of 6 steps, namely: Research Planning, Product Development, Preliminary Testing, Field Testing, Product Revision, and Implementation.

The media that was developed in this research was online media promotion in the form of a website to promote tourism in Bengkalis Regency and make it easier for tourists to access information about tourist navigation. The resulting product went through various research and improvement procedures to produce a product that could be useful and feasible to use.

#### **3.2 The Procedure of Development**

Based on the explanation above, the research and development steps adapted from the Brog & Gall development model which were modified by Sadiman (2010) included the following stages:



**Figure 3. 1 Research and Development Procedures according to Borg & Gall which was modified by Sadiman (2010: 100-101).**

This process performed the basic stages of the research and development method, namely research planning, product development, expert validation to validate the product, and product testing to determine the users' response to the developed product. The following was an explanation of each step of developing a tourist navigation website in Bengkalis Regency based on the Borg & Gall model:

#### 1. Research Planning

The research planning phase commenced with information collection about tourism in Bengkalis Regency, incorporating extensive literature reviews to establish a thorough understanding of the current tourism landscape and identify existing gaps in digital tourism promotion. This foundational stage involved systematic stakeholder identification and engagement, including detailed interviews with tourism office staff and Indonesia's Tourism Generation (GENPI) representatives to understand institutional needs and expectations. The researcher conducted thorough analysis of existing visitor trends and tourism statistics, while simultaneously surveying potential foreign visitors to capture their specific preferences and expectations regarding digital tourism platforms. Additionally, competitive analysis of similar tourism websites from other Indonesian regions was performed to benchmark best practices and identify opportunities for differentiation.

To ensure comprehensive needs analysis and accurate target audience identification, the researcher developed structured questionnaires targeting three distinct audience segments that would ultimately utilize the navigation platform. The primary target group consisted of domestic and international

tourists, representing 40% of respondents, who were surveyed regarding their demographics, travel preferences, digital literacy levels, and expectations for tourism information services. The secondary target encompassed local community members including business owners, tour guides, and residents, comprising 35% of respondents, who provided insights into local tourism potential, community participation willingness, and authentic experience recommendations. The tertiary target included general tourism enthusiasts and potential visitors, representing 25% of respondents, who were assessed on their destination selection factors, digital platform preferences, and information-gathering behaviors for travel decisions.

During the research planning phase, the researcher assembled a team of necessary experts including IT specialists, tourism professionals, and promotion specialists. The team defined clear website goals and identified potential benefits for Bengkalis tourism promotion. Feasibility studies were conducted to assess data availability, financial resources, and expert resource requirements. The researcher created a comprehensive project timeline with detailed milestones, developed a content strategy framework, and allocated human and technical resources effectively to ensure project success.

## 2. Product Development

The comprehensive questionnaire results from the needs analysis phase provided crucial insights that directly informed the development of the website prototype, ensuring that the final product would effectively address the specific requirements and preferences of all target user groups. Analysis of tourist responses revealed strong preferences for mobile-optimized interfaces, and multilingual support, while local community feedback emphasized the importance of showcasing authentic cultural experiences and supporting local businesses through the platform. General tourism enthusiasts indicated high demand for visual content, social sharing features, and comprehensive destination information that would facilitate informed travel decisions. These

findings were systematically translated into technical specifications and user interface requirements that guided the prototype development process.

This stage focused on developing the initial website prototype that incorporated essential features specifically designed for tourist needs based on the comprehensive needs analysis findings. The researcher created key components including comprehensive traveler information sections that addressed the most frequently requested information categories, detailed accommodation option listings that featured local preferences and authentic experiences, attractive image galleries showcasing Bengkalis attractions with high-quality visual content as prioritized by survey respondents, and an interactive digital map of Bengkalis Regency with points of interest clearly marked according to visitor preferences and local recommendations gathered through the questionnaire process.

The development implemented responsive design principles to ensure the website worked seamlessly across different devices including smartphones, tablets, and desktop computers. A basic content management system (CMS) was created to allow easy updates and maintenance of tourism information. The researcher-initiated search engine optimization (SEO) practices from the beginning to enhance website visibility and accessibility for potential tourists searching online. This prototype served as the solid foundation for subsequent development and testing phases.

### 3. Preliminary Testing

The developed prototype underwent thorough expert validation conducted by qualified IT specialists and experienced tourism professionals to ensure both technical functionality and content accuracy. Technical experts evaluated the website's performance, security features, and user interface design, while tourism experts assessed the relevance and completeness of tourism information provided.

### 4. Field Testing

The revised website underwent comprehensive field testing specifically focused on capturing detailed user responses through carefully structured



questionnaires administered to actual tourists and various Bengkalis tourism stakeholders. The researcher employed systematic questionnaire distribution methods to collect both quantitative data (measurable responses like ratings and rankings) and qualitative data (descriptive feedback and suggestions) regarding multiple aspects of user experience.

The questionnaires were designed to assess various critical aspects including website navigation ease and intuitiveness, information clarity and usefulness for trip planning, visual design appeal and professional appearance, loading speed satisfaction across different internet connections, mobile device responsiveness and functionality, content relevance to actual tourism needs and interests, and overall user satisfaction with the website experience. Based on this thorough questionnaire data analysis, the researcher evaluated overall user satisfaction levels, identified persistent technical issues, assessed content effectiveness for tourism promotion, and determined necessary modifications to enhance the website's capabilities for promoting Bengkalis tourism and improving user engagement.

## 5. Product Revision

Based on the comprehensive analysis of preliminary test results and expert feedback, the researcher systematically identified specific problems and areas requiring improvement. This stage involved consulting additional subject matter experts when needed to enhance various aspects including website design aesthetics, content quality and relevance, navigation structure and user flow, and functional features effectiveness.

The development integrated advanced interactive elements to significantly improve user engagement, including intelligent chatbots capable of answering common tourist questions and personalized trip planning tools that could suggest customized itineraries based on user preferences and available time. Technical optimizations were implemented including page load time improvements through image compression and code optimization, accessibility features for users with disabilities, and overall user interface enhancements based on collected user behavior data and expert recommendations.

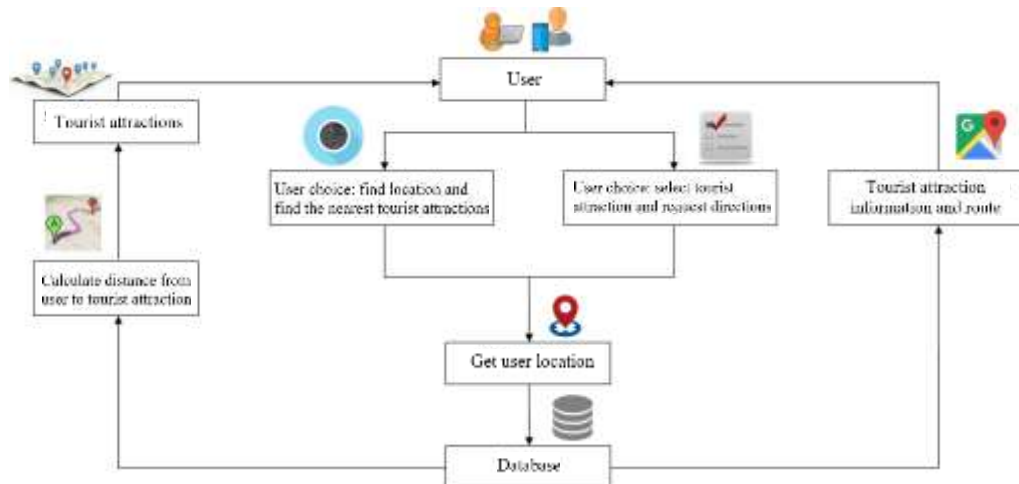
## 6. Implementation

The stage concluded with the official product launch which involved deploying the website to a reliable web hosting platform with adequate server capacity to handle expected tourist traffic volumes. The researcher selected and configured professional web hosting services that provided high uptime guarantees, fast loading speeds, and robust security features to ensure optimal website performance for users worldwide.

A comprehensive admin dashboard was developed and integrated into the website system to enable continuous administration and monitoring capabilities. This admin dashboard provided authorized personnel with powerful tools to monitor website performance in real-time, track visitor statistics and user behavior patterns, manage and update tourism content including attractions, accommodations, and events, respond to user inquiries and feedback promptly, monitor server performance and website uptime status, and generate detailed analytical reports on website usage and tourism promotion effectiveness.

Additionally, automated monitoring systems were implemented to alert administrators of any technical issues, security threats, or performance problems requiring immediate attention. Regular backup procedures were established through the hosting platform to protect all website data and ensure business continuity. The complete implementation included establishing continuous user feedback collection systems, setting up key performance indicator tracking, and creating systematic procedures for regular content updates to ensure the website remained current and effective in promoting Bengkalis tourism to both domestic and international visitors.

The next steps of designing the website were writing the research report, which involved documenting the entire research process from beginning to end in written form to be used as the research report.



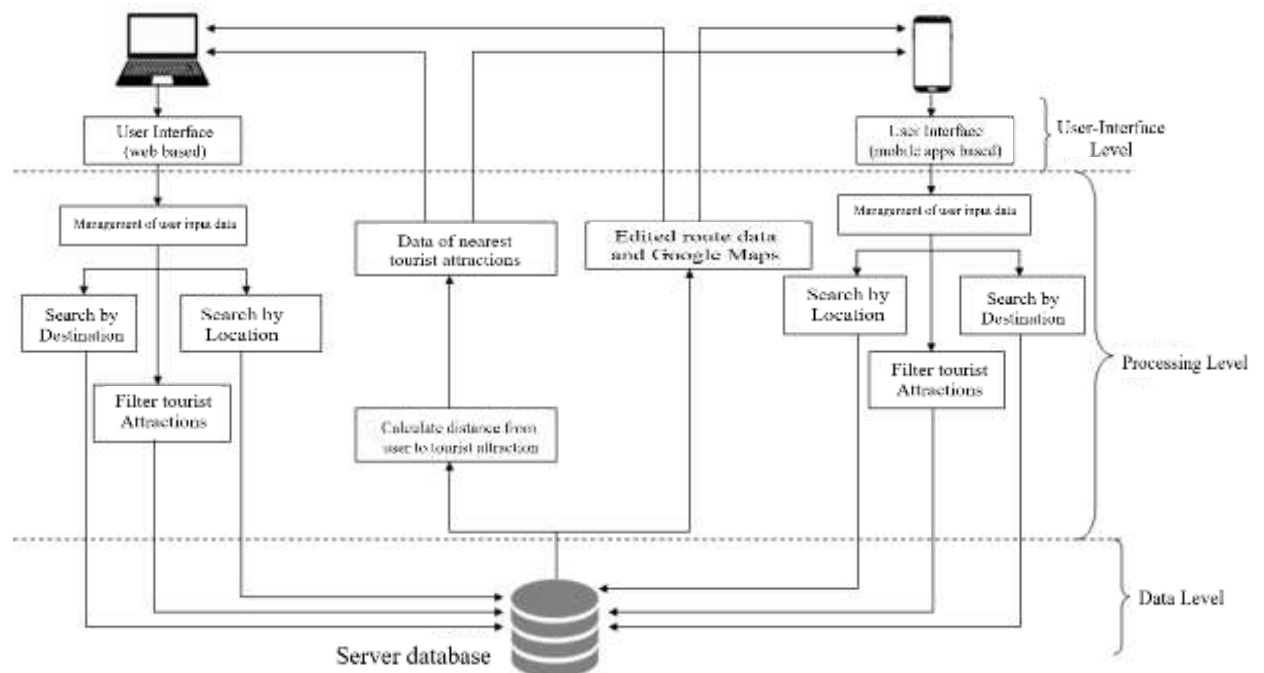
**Figure 3. 2 Business Process**

The business process shown in Figure 3.2. can be explained as follows:

This website relied on users to search for information when they wanted to find tourist attractions. Users entered keywords such as the name of a tourist attraction. The data, consisting of the user's choices, was processed in the database to search for information about the selected tourist attraction. The results were then displayed back to the user on a page containing a map. This map was equipped with:

1. A route from the user's current location to the chosen tourist attraction
2. The distance to the attraction
3. The estimated travel time

Additionally, the application was able to display nearby tourist attractions.



**Figure 3.3. System Architecture**

The system architecture of the navigation website for Bengkalis tourist attraction shown in Figure 3.3 used an application layering model consisting of 3 layers:

1. Interface Level: Contained the website display (user interface) that provided input to the processing level and displayed output from the processing level.
2. Processing Level: Contained the components necessary for the website's operation and the functions used to retrieve data from the database located at the data level.
3. Data Level: Contained the database that stored all data and provided the necessary data according to queries from the processing level.

Besides that, in this step there was user interaction flow for efficient data flow and processing, enabling users to easily search for and navigate to tourist attractions in Bengkalis, there were:

1. Users provided data in the form of their location and choose whether to:
  - a) Search for tourist attractions around their current location, or

- b) Directly search for a specific tourist attraction by entering its name.
- 2. The system converted the sent data into objects and retrieved data for these objects to construct search queries in the database.
- 3. If users choose to find nearby tourist attractions:
  - a) The database provides data that will be inserted into a list-type object.
  - b) This list is then displayed in the user interface for users to select their desired destination.
- 4. When users searched for a tourist attraction using keywords or selected a destination from the previously displayed list:
  - a) The database provides data containing the details of the chosen tourist attraction.
  - b) The system uses this data to display the information in the user interface.

### **3.3 Location, Time, and Subject of the Study**

#### **3.3.1 Location of the Study**

The research was conducted at the Bengkalis Regency Tourism Destinations.

#### **3.3.2 Time of the Study**

This study was carried out over approximately 9 months, beginning in November 2024 and ending in July 2025.

#### **3.3.3 Subject of the Study**

This research involved two distinct subject groups strategically selected to ensure comprehensive evaluation and validation of the English tourist navigation website for promoting Bengkalis tourism. The subject selection followed purposive sampling methodology to obtain relevant and meaningful data from individuals directly involved in tourism activities and website evaluation processes. Each subject group was chosen based on specific criteria that aligned with the research objectives of developing an effective digital tourism platform that meets both user expectations and expert standards for tourism promotion.

The first subject group consisted of 38 potential website users who served as primary respondents during the fieldtesting phase. These participants included both domestic and international tourists who were selected through purposive sampling based on their travel experience, interest in visiting Bengkalis Regency, and willingness to evaluate digital tourism platforms. The domestic tourists represented various Indonesian provinces and provided insights into international tourists from Malaysia offered perspectives on global tourism market expectations. Additionally, 2 key informants were interviewed to gather in-depth insights about local tourism policies and promotion strategies: one representative from GENPI (Indonesia's Tourism Generation) Bengkalis chapter who provided perspectives on youth-driven tourism initiatives and digital marketing approaches, and one official from the Tourism Division of Bengkalis Tourism, Culture, Youth and Sports Agency. who offered institutional viewpoints on regional tourism development plans and government tourism promotion priorities. These users were directly involved in testing the website's functionality, usability, and content quality through structured questionnaires and hands-on navigation experiences, providing essential feedback on the platform's effectiveness in promoting Bengkalis tourism to English-speaking audiences.

The second subject group comprised 2 expert validators and key informants who were engaged to conduct professional assessment, validation, and provide strategic insights for the website development. This group included 2 expert validators consisting of IT specialists with web development expertise, English language education lecturer with experience in digital content evaluation, and tourism industry professionals with comprehensive knowledge of Bengkalis attractions and tourism promotion strategies. These experts and key informants were directly involved in evaluating the website's technical functionality, content accuracy, language appropriateness, and strategic alignment with local tourism goals through systematic validation protocols and structured interviews, ensuring that the platform met both academic standards and practical tourism promotion requirements.

### 3.4 Research Instrument

This study included three data-gathering methods: making observations, conducting interviews, and documentations. Following the research planning stage, the data collection took place. This stage involved executing the data collection procedure, obtaining information from respondents and documents within the organization to support the study. Each of instruments was explained briefly as follows:

1. **Observation Guideline:** Observation meant collecting data directly from the field. Observation was carried out to observe the physical conditions of the field by observing data recording, and examining field data (Semiawan 2010: 112). The observation used in this research was participant observation, where the researcher became the object being observed. Researchers visited the Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency and also visited the different tourist attractions within the regency. Researchers observed and assessed their conditions and situations firsthand.

**Table 3. 1 Aspects of media promotion by using website of tourist navigation**

Component	Indicators	Note
1. Marketing and Promotion	<ul style="list-style-type: none"><li>• Proposed the Effectiveness of Promotional Material Integration</li><li>• Provided Social Media Campaign Reach</li><li>• Offered Collaboration with Tourism Agencies and Influencers</li></ul>	
2. Tourist Navigation	<ul style="list-style-type: none"><li>• Proposed Precision of GPS Coordinate</li><li>• Provided Loading Speed of Maps and Information</li></ul>	
3. Information about Tourism	<ul style="list-style-type: none"><li>• Proposed the accuracy of Tourist Spot Descriptions</li><li>• Currency of Opening Hours and Admission Fees</li></ul>	

2. **Interview Guideline:** Researchers interviewed the officials from the Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency,

especially the Head of the Department or the Employees of Tourism Division. Researchers had prepared questions in advance and asked them consistently to all interviewees.

**Table 3. 2 Aspect and the Question for Interview Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency**

Component	Indicators	Questions	Note
1. Opinions on Current Tourism Promotion Efforts	<ul style="list-style-type: none"> <li>Evaluated the participant's view on the effectiveness of current tourism promotion strategies.</li> <li>Identified successful promotion initiatives that should be continued or expanded.</li> </ul>	<ul style="list-style-type: none"> <li>How effective do you find the current strategies for promoting tourism in Bengkalis?</li> <li>Are there any successful promotion initiatives that you believe should be continued or expanded?</li> </ul>	
2. Suggestions for Improvement	<ul style="list-style-type: none"> <li>Identified areas or attractions that require more attention in terms of navigation.</li> </ul>	<ul style="list-style-type: none"> <li>Are there specific areas or attractions that need more attention in terms of navigation?</li> </ul>	
3. Challenges and Solutions	<ul style="list-style-type: none"> <li>Addressed concerns or considerations regarding the use of technology in this context.</li> </ul>	<ul style="list-style-type: none"> <li>Are there any potential concerns or considerations regarding the use of technology in this context?</li> </ul>	
4. Role of Technology in Navigation	<ul style="list-style-type: none"> <li>Assessed the participant's perspective on the role of technology in improving tourist navigation,</li> </ul>	<ul style="list-style-type: none"> <li>How do you see the role of technology in improving tourist navigation, especially in providing</li> </ul>	



	<p>especially in providing information in English.</p> <ul style="list-style-type: none"> <li>Identified specific technological tools or platforms that may be beneficial.</li> </ul>	<p>information in English?</p> <ul style="list-style-type: none"> <li>Are there specific technological tools or platforms you believe would be beneficial?</li> </ul>	
5. Recommendations for Enhancement	<ul style="list-style-type: none"> <li>Recommendation for enhancing the promotion of Bengkalis tourism</li> <li>Explored strategic language utilization for attracting and engaging tourists.</li> </ul>	<ul style="list-style-type: none"> <li>What recommendations do you have for enhancing the promotion of Bengkalis tourism?</li> <li>How can language be strategically utilized to attract and engage tourists?</li> </ul>	

3. Documentation Guideline: Researchers examined various documents related to the different tourist attractions in Bengkalis Regency, including their descriptions. This included analyzing any relevant reports, brochures, or other materials associated with the tourism objects.

**Table 3. 3 Aspects of Documentation Guidelines for Tourist Information Collection**

No.	Component	Indicators	Note
1	Tourism Object Documentation	<ul style="list-style-type: none"> <li>Collected Official Tourism Brochures and Pamphlets</li> <li>Analyzed Government Tourism Reports and Statistics</li> <li>Reviewed Tourism Office Publication Materials</li> </ul>	
2	Attraction Descriptions Analysis	<ul style="list-style-type: none"> <li>Examined Detailed Location Descriptions</li> <li>Analyzed Historical and Cultural Information</li> <li>Reviewed Facility and Activity Information</li> </ul>	
3	Visual Documentation	<ul style="list-style-type: none"> <li>Collected High-Quality Photography Materials</li> <li>Analyzed Visual Representation Standards</li> <li>Reviewed Image Copyright and Usage Rights</li> </ul>	

4	Accessibility Information	<ul style="list-style-type: none"> <li>• Documented Transportation Access Routes</li> <li>• Analyzed Opening Hours and Seasonal Information</li> <li>• Reviewed Entry Requirements and Fees</li> </ul>	
5	Contact and Service Information	<ul style="list-style-type: none"> <li>• Collected Contact Details for Tourism Services</li> <li>• Analyzed Available Tourist Support Services</li> <li>• Reviewed Emergency Contact Information</li> </ul>	

### 3.5 Data Collection Technique

This study collected both quantitative and qualitative data. The qualitative data included criticism on the development process of promotional media and information the Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency provided and media experts contributed. The quantitative data encompassed questionnaire responses the research subjects completed. A needs analysis study also generated quantitative data. The researcher administered questionnaires and conducted interviews to gather data for this study.

#### 1. Questionnaire

Sugiyono (2020), questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. Questionnaires can be used to collect data about various things, such as attitudes, opinions, perceptions, and behavior of respondents. Meanwhile, according to Triyono (2023), questionnaire is a research tool that contains a number of questions or statements submitted to respondents to answer. Questionnaires can be used to collect data on various things, such as demographics, attitudes, opinions, perceptions, and behavior of respondents. The questionnaire in this study was used to determine the user's response to the media developed in this study. And to know the need analysis, this study used questionnaire that included question below:

**Table 3. 4 The need analysis of website**

No.	Question	Answer		
1.	How often do you use websites for travel planning?	Never	Sometimes	Always
2.	How important is it for you to have	Not important	Slightly	Very important

	access to an English tourism website for Bengkalis?		important	
3.	What type of information do you find most useful on a tourism website?	Attractions	Accommodations	Local culture
4.	Would you be interested in using a website that provides English navigation guidance for Bengkalis tourist spots?	Yes	No	Maybe
5.	How comfortable are you with using online maps for navigation while traveling?	Not comfortable	Slightly comfortable	Very comfortable
6.	Rate the importance of having up-to-date information about opening hours and admission fees on a tourism website	Not important	Slightly important	Very important
7.	How important is it for a tourism website to include reviews from other travelers?	Not important	Slightly important	Very important
8.	Would you be interested in a feature that provides real-time updates on local events and festivals in Bengkalis?	Yes	No	Maybe
9.	How important is it for the website to provide information about local customs and etiquette?	Not important	Slightly important	Very important
10.	Would you be interested in a feature that provides English translations of common local phrases?	Yes	No	Maybe
11.	How likely would you be to use an English tourist navigation website for Bengkalis?	Very unlikely	Neutral	Likely

## 2. Interview

Interview is a data collection technique where the researcher asks questions and listens to answers from informants. The researcher will use a structured interview technique, which involves preparing questions before the interview begins. This method allows for consistent and focused data collection across all informants. Defines to Sugiyono, (Metode Penelitian Kuantitatif Kualitatif dan R&D, 2014) interview is a data collection method that is carried out in a structured and facilitated manner. Interview is used by asking the Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency several questions to obtain their responses in the forms of opinions and impressions during their use of media promotion to promote Bengkalis tourism. Interview questions were developed by the researcher. Interview was performed after Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency used other media promotion. Interviews were useful to provide additional information related to the media promotion development and tourist navigation.

### 3.6 Data Analysis Technique

Suharsimi Arikunto (2010: 224) explains that data analysis techniques represent an important step because the research becomes visible through data analysis. The activities researchers conducted in data analysis included clarifying the data, analyzing the data, utilizing the data, and drawing conclusions from the obtained data. Furthermore, researchers analyzed the obtained data in order to determine the value of the product research produced:

#### 1. Quantitative Analysis

This study collected quantitative data from questionnaires evaluating the tourism website product. Experts assessed the website and target users tested it. The researcher utilized descriptive statistics to analyze the questionnaire responses. Rating scale questions measured expert and user agreement on the English tourist website's effectiveness in promoting Bengkalis tourism. The expert questionnaire provided numerical feedback on the design, content, functionality and other aspects

of the website product. The user questionnaire generated quantitative data on ease of use, navigation, visual appeal, ability to find necessary information, and likelihood of recommending the Bengkalis tourism website.

By compiling numerical data from expert and target user sample evaluations, the analysis sought to quantify the measurement of agreement and website performance. The goal was to inform final revisions and implementation decisions to optimize an English tourist navigation website in Bengkalis Regency.

The researcher analyzed the assessment scores obtained using a rating scale from 1 to 4. According to Widoyoko (2012: 110), a rating scale was a set of statements on the quality of something to be measured. The researcher interpreted the raw numerical data qualitatively. The following table showed the rating scale that the researcher used in the validation by material experts, media experts, and lectures:

**Table 3. 5 Alternative Answers Score Statement**

Scale	Description
4	Bad
3	Fair
2	Good
1	Very Good

In the large group users and response test, validity and reliability tests are also carried out using SPSS to find the correlation index and Cornbach's Alpha. According to Ali Muhson (2012), a questionnaire is declared valid if the correlation coefficient  $\geq 0.3$ . The other theory from Sugiyono (2012:364) that says, questionnaire is declared reliable if it is used several times on the same object and produces the same data.

The analysis of the assessments from material experts, media experts, economics users and stakeholder Development of Tourism, Culture, Youth, and Sports of Bengkalis Regency responses is carried out by calculating the average score of for each aspect and the overall average score of all answers with the following steps:

- a. Calculate the average score for each aspect  $\bar{X} = \frac{\sum X}{n}$ , where  $\bar{X}$  is the average score,  $n$  is the number of items in the aspect, and  $\sum X$  is the total score for the aspect items.
- b. Calculate the overall average score  $\bar{X}_r = \frac{\sum X}{n}$  where  $\bar{X}_r$  is the average score,  $n$  is the total number of items, while  $\sum X$  is the total score of all items.
- c. The next step is to convert the average score into a qualitative product feasibility level based on Widoyoko's classification table. Widoyoko (2015: 123) explains that the classification table is arranged based on the highest score, lowest score, number of classes, and interval distance.

Highest (ideal) score = 4 (very good)

Lowest score = 1 (very less good)

Number of classes = 4 (from very less good to very good)

Interval distance =  $(4-1)/4 = 0.75$ .

From the above calculations, a classification table is obtained with an interval distance of 0.75 as tabulated in the following table:

**Table 3. 6 Classification of 4 Expert Scale**

Average Answer Score	Value Classification
>3,25 s/d 4,00	Very Good
>2, 50 s/d 3,25	Good
>1,75 s/d 2,50	Fair
1,00 s/d 1,75	Bad

## 2. Descriptive Data Analysis

This descriptive data analysis is an analysis of the comments and suggestions from material experts, media experts, and lecturers. Their comments and suggestions are used for consideration and improvement in website development.

### 3.7 Product Design

The product was expected to be designed as a comprehensive English-language tourist navigation website that provided accessible, accurate, and engaging information about Bengkalis Regency's tourism destinations. This website was anticipated to feature an intuitive user interface, making it easy for both domestic and international tourists to explore and plan their visits.

It was expected that the website would include detailed information on 25 tourist attractions, such as beaches, cultural heritage sites, eco-tourism areas, and recreational parks. Each destination would be presented with descriptions in English, high-quality images, interactive location maps, and route guidance using Google Maps API integration. Furthermore, the expected design included sections for event updates and local customs. The content was tailored to promote user engagement and to enhance the visibility of Bengkalis as an international tourist destination. In essence, the website was expected to function as both an informative platform and a digital promotional tool, supporting the goal of making Bengkalis tourism more accessible to a global audience through technology-based solutions. The following is how the product design is expected to appearance:

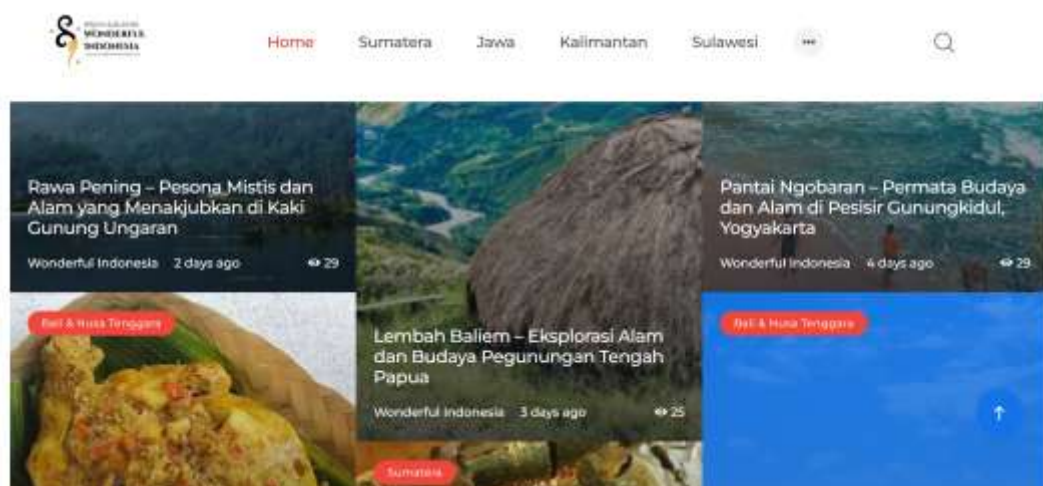


Figure 3. 4 The Expected Product Design

### 3.8 Research Schedule

**Table 3. 7 Proposal Schedule**

No.	Type of Activity	2024																			
		April				May				Juny				July				August			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1.	Submission of title thesis proposal																				
2.	Preparation of thesis proposal																				
3.	Thesis proposal seminar																				
4.	Revision thesis proposal																				

### 3.9 Thesis Schedule

**Table 3. 8 Thesis Schedule**

No.	Type of Activity	2025																			
		April				May				Juny				July				August			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1.	Research																				
2.	Data Collection																				
3.	Thesis Preparation																				
4.	Seminar Thesis and Revision																				



## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

#### **4.1 Result**

Designing an English tourist navigation website for Bengkalis tourism requires a research and development (R&D) approach that combines research with practical work. This method includes several steps like collecting data through surveys and interviews, analyzing what tourists need, building the website based on user feedback, and testing to make sure it works well for international visitors. The research findings and development results from designing the English tourist navigation website. The analysis includes five main sections: research data from surveys and interviews, first trial results, second trial outcomes, product revisions based on feedback, and research limitations. The research data section shows what tourists and Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency think about current navigation challenges. The trial sections explain how users tested the website and what problems were found. The revision section describes how the website was improved after each test. Finally, the limitations section discusses what challenges the researcher faced during this study. The following sections provide detailed explanations of these components.

##### **4.1.1 Research Result**

###### **1. The Result of Need Analysis Interview**

The researcher conducted an interview with one of the employees in Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency to support the development of an English tourist navigation website aimed at promoting Bengkalis tourism. The interview was designed to gather insights from tourism authorities regarding current promotion strategies, challenges faced in international tourism marketing, and recommendations for enhancing tourist navigation through digital platforms.

The first question addressed the official's perspective on current tourism promotion efforts in Bengkalis. The Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency indicated that current promotional activities for Bengkalis tourism are primarily conducted in regional Malay language and Indonesian, which creates significant barriers for international recognition and accessibility. Despite these linguistic limitations, the official noted that approximately 1,000 tourists visit Bengkalis annually, particularly for cultural events and specific attractions. The official emphasized that tourists show considerable interest in mangrove tourism, suggesting this as a key attraction that could benefit from enhanced international promotion.

Regarding website development recommendations, the Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency suggested incorporating several essential elements into the proposed English navigation website. These recommendations included the implementation of a comprehensive profile section on the homepage, clear presentation of the organization's vision and mission, and detailed explanations of alternative routes to various tourist destinations. The Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency particularly emphasized the importance of highlighting unique advantages of each tourist destination, such as showcasing special policies and initiatives of tourist villages that set them apart from other destinations.

Furthermore, the Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency stressed the significance of including business and investment opportunities within the website content. This suggestion reflects the department's strategic approach to tourism development, recognizing that international visitors often seek not only recreational experiences but also potential business ventures. The official believed that presenting investment prospects and business opportunities could attract a broader range of international visitors and contribute to the economic development of the region.

The Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency expressed optimism that the development of this English-language website would provide significant opportunities for Bengkalis tourism destinations to expand their reach and gain international recognition. The official viewed the website as a crucial tool for overcoming current language barriers and positioning Bengkalis as an accessible destination for international tourists, particularly those interested in mangrove ecosystems and cultural experiences.

## 2. The Result of Need Analysis Questionnaire

The researcher began determining the need analysis by distributing questionnaires to gather data. The first questions in this questionnaire for need analysis was to analyze the demographic background of respondents who participated in the tourism website needs assessment. This demographic analysis was conducted by distributing questionnaires to various groups of people to understand their origins and backgrounds. The questionnaire was distributed to respondents consisting of 35 participants from different geographical locations. The following data was discovered:

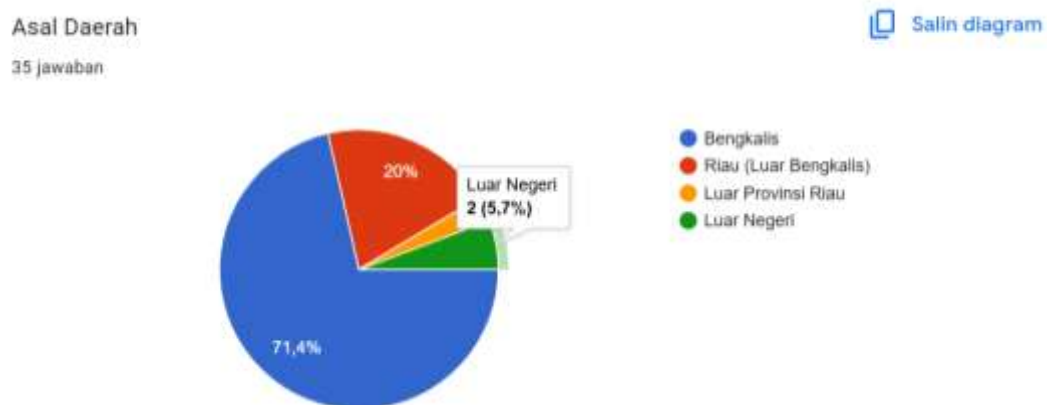
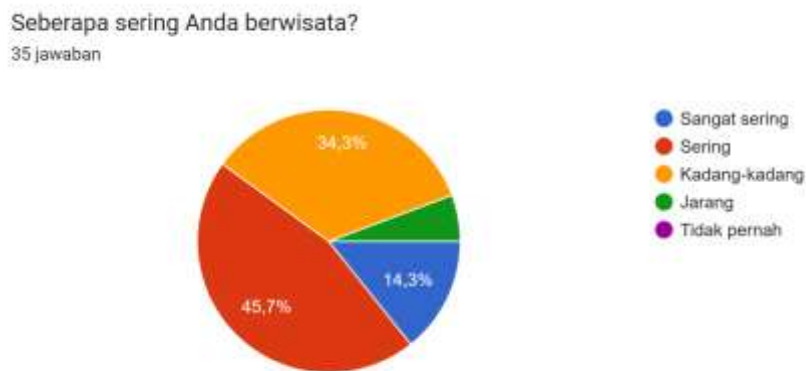


Figure 4. 1 Question 1: Respondent Demographics Result

Researchers collected demographic data from respondents to understand their geographical distribution and ensure representative sampling for the English Tourist Navigation Website development. The demographic analysis revealed important information about where the respondents came from, including local

residents from Bengkalis, visitors from other areas within Riau Province, people from other provinces in Indonesia, and international visitors. This demographic diversity was crucial to ensure that the website would meet the needs of various user groups. The results of this demographic analysis showed that the majority of respondents were local residents from Bengkalis (71.4%), followed by visitors from other areas in Riau Province outside Bengkalis (20%), people from other provinces in Indonesia, and international visitors from foreign countries (2 respondents, representing 5.7%). This distribution provided valuable insights for designing a website that could serve both local and international tourism promotion needs effectively.

The second analysis based on the question “How often do you travel?” .This survey was done to understand the travel habits of people who might use the English tourism website. The research team asked 35 people about their travel frequency through a questionnaire to learn about their tourism activities.

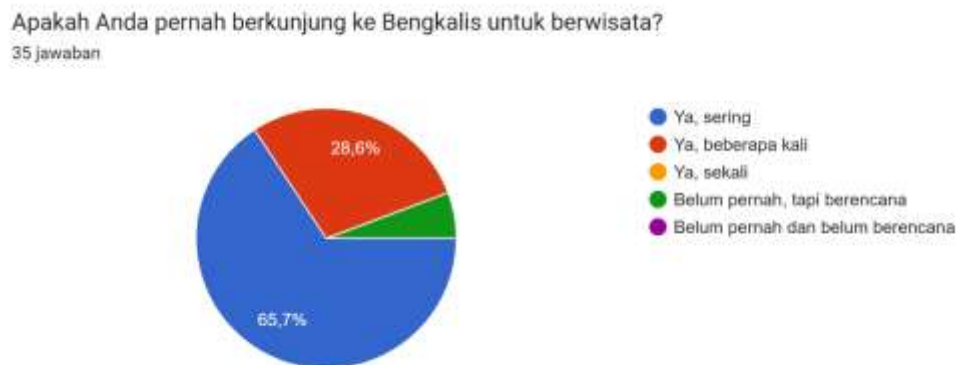


**Figure 4. 2 Question 2: Tourism Frequency Analysis Result**

The survey results about how often people travel showed clear patterns. Almost half of the people (45.7%) said they travel "often," while about one-third (34.3%) said they travel "sometimes." A smaller group (14.3%) said they travel "very often," and only a few people said they "rarely" or "never" travel. These results show that most people who answered the survey are interested in tourism and travel regularly. This means there are many potential users who would need an English tourism website for Bengkalis. Since most respondents travel frequently,

they would likely use the website often to find information about tourist places, plan their trips, and learn about local attractions. The high number of regular travelers indicates that designing an English Tourist Navigation Website would meet a real need and would be useful for helping both local and international visitors explore Bengkalis tourism destinations more easily.

The third question about “Have you ever visited Bengkalis for sightseeing?” this question analyzes respondents' previous experience visiting Bengkalis for tourism purposes. This analysis was conducted to understand the familiarity level of potential website users with Bengkalis tourism destinations. The survey collected responses from 35 participants regarding their history of visiting Bengkalis as tourists.

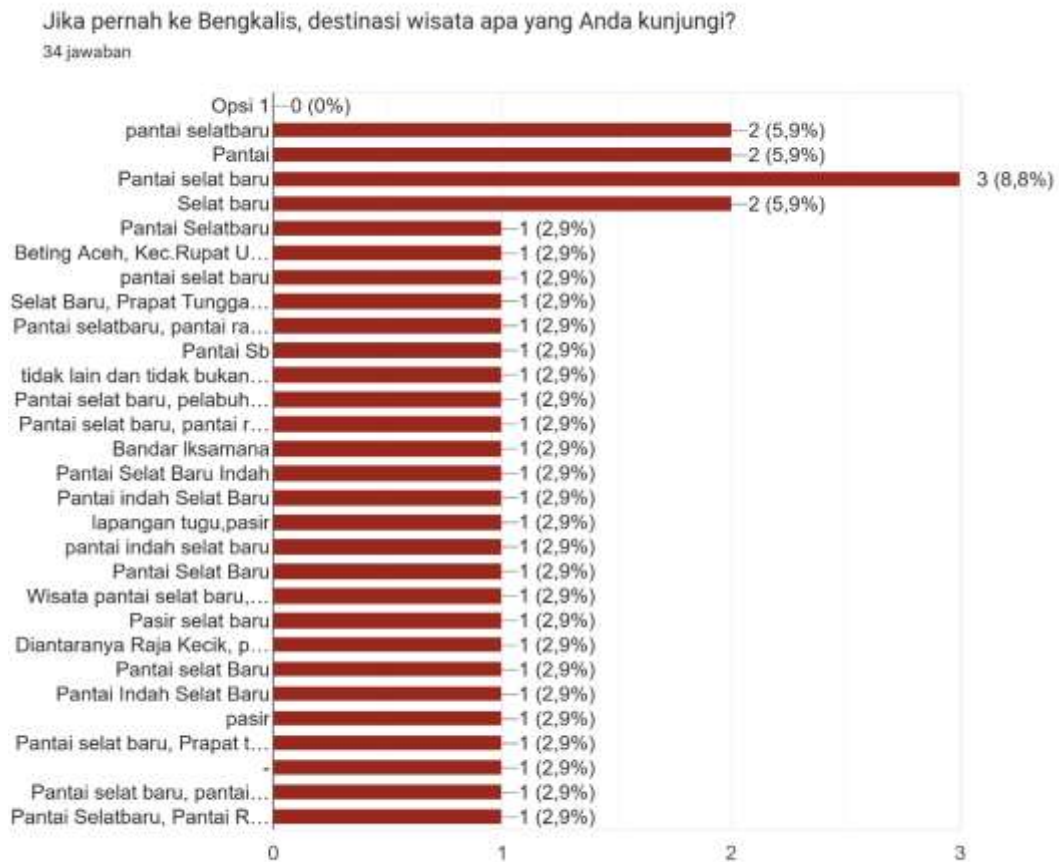


**Figure 4. 3 Question 3: Travel Behavior Assessment Result**

Diagram above showed that most of respondents' tourism experience in Bengkalis revealed significant findings about their familiarity with the destination. The majority of participants (65.7%) indicated they frequently visit Bengkalis for tourism, demonstrating strong engagement with local tourism attractions. Additionally, 28.6% of respondents reported visiting Bengkalis multiple times, while smaller percentages represented those who had visited once and those who had never visited or were planning their first visit. These results indicate that most survey participants already have experience with Bengkalis tourism, suggesting

they possess practical knowledge about local attractions and challenges faced by tourists. This finding is valuable for website development because experienced visitors can provide insights into what information tourists actually need and what difficulties they encounter during their visits. The high percentage of repeat visitors also suggests that Bengkalis has attractive tourism potential that encourages people to return, supporting the need for a comprehensive English navigation website to help promote these destinations to international tourists and improve the overall tourism experience.

Another question explored about “What tourist attractions have you seen in Bengkalis if you have been there?” this survey includes identifying the Bengkalis tourist attractions that respondents would most like to visit. The purpose of this preference analysis was to determine how well-liked and appealing various tourist destinations are to prospective website visitors. 34 participants' answers regarding their favorite tourist spots in Bengkalis were gathered through the survey.

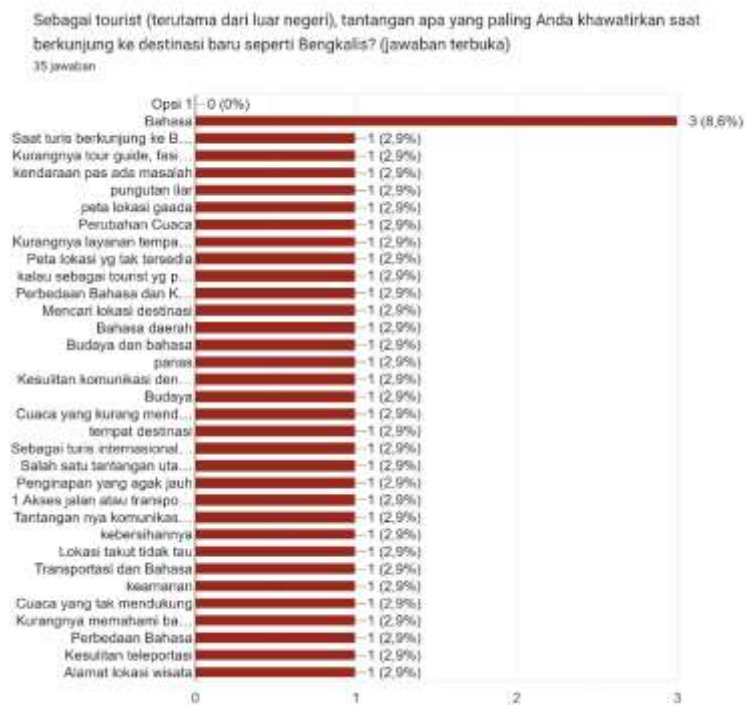


**Figure 4. 4 Question 4: Bengkalis Tourism Experience Analysis Result**

The researcher found that there were a variety of interests in Bengkalis attractions, according to the analysis of respondents' preferred tourist destinations. The data shows that Selat Baru Beach received the highest preference with 3 responses (8.8%), indicating it is the most popular destination among respondents. Several other destinations received 2 responses each (5.9%), including various beaches and cultural sites, while the majority of destinations received 1 response each (2.9%), showing a wide distribution of interest across different tourism locations. These results demonstrate that Bengkalis offers a variety of tourism attractions that appeal to different visitor preferences, with beaches being particularly popular among tourists. The diverse range of preferred destinations indicates that an English Tourist Navigation Website would need to provide comprehensive information about multiple locations rather than focusing on just a

few major attractions. This finding supports the decision to include 25 tourism destinations in the website development, as it reflects the actual diversity of tourist interests and ensures that the website can serve visitors with different preferences and tourism goals.

The questionnaire then assessed the next questions “What challenges are most concerning to tourists, particularly those from abroad, when visiting a new destination such as Bengkalis?” which examined tourists' preferences for information delivery methods, revealed varied perspectives. The primary issue was the presence of language barriers.



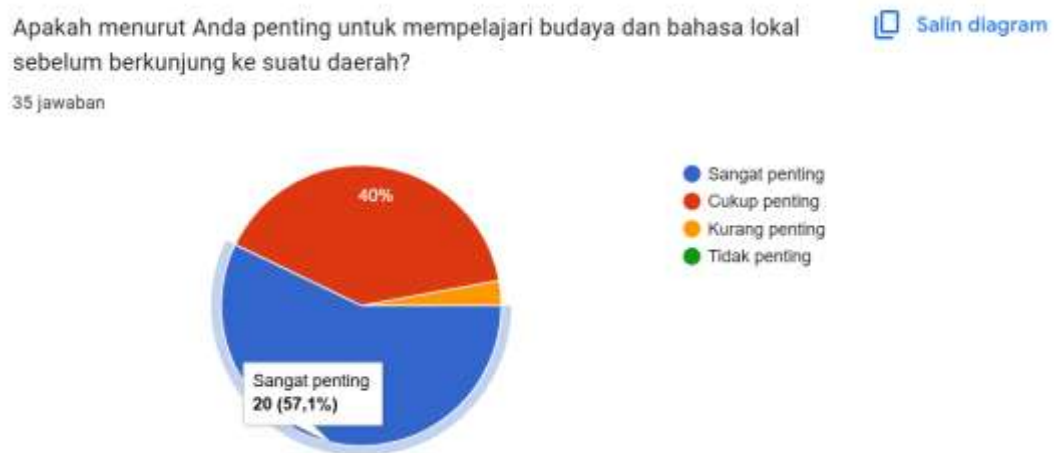
**Figure 4. 5 Question 5: Tourism Destination Preference Analysis Result**

It meant that most of the international tourists (particularly from abroad) face significant challenges when visiting new destinations like Bengkalis, with language barriers emerging as the primary concern. The survey data collected from 35 respondents revealed that the overwhelming majority of participants identified language-related issues as their main worry when exploring unfamiliar tourist destinations. Specifically, three respondents highlighted language as their primary



concern, while the remaining responses were distributed across various other factors including road access, inadequate weather information, limited tour guide availability, weather changes, transportation issues, accommodation location difficulties, telecommunication problems, unclear directions, cleanliness concerns, and security matters. This finding underscores the critical importance of developing comprehensive English-language navigation tools and information systems to support international tourism development in Bengkalis.

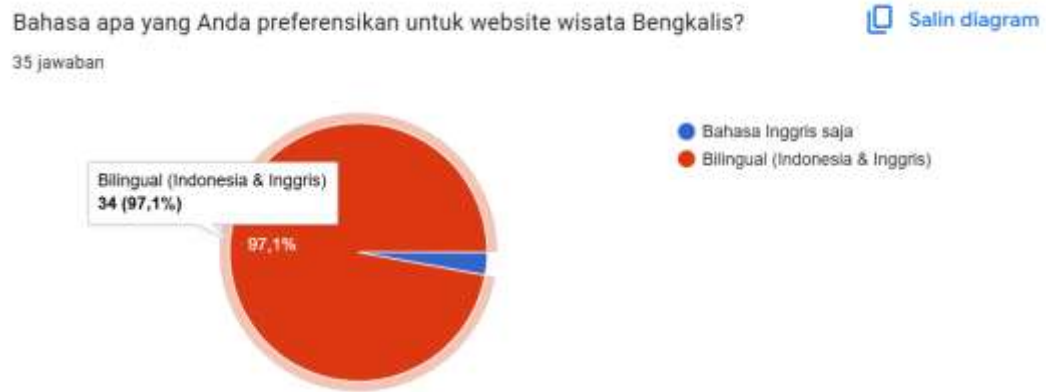
Respondents were then asked about “Do you believe that before traveling to a place, it is crucial to become familiar with the local language and culture?”. The following analysis looked at how tourists felt about learning a language and preparing for a new culture before going to a new place. In regard to the need for thorough the English language navigation resources for Bengkalis tourism, this study sought to determine whether foreign tourists place a high priority on cultural and linguistic preparation when making arrangements for their trips.



**Figure 4. 6 Question 6: Learning Language and Cultural Analysis Result**

It concludes that 57.1% of respondents (20 out of 35) indicated the learning about local culture and language before visiting a destination is "very important," a significant portion of 40% considered it only "quite important." Interestingly, a small percentage expressed that such preparation was "less important" or "not important" at all.

However, the seventh question is “In your opinion, which language is preferred for the Bengkalis tourist navigation website?”



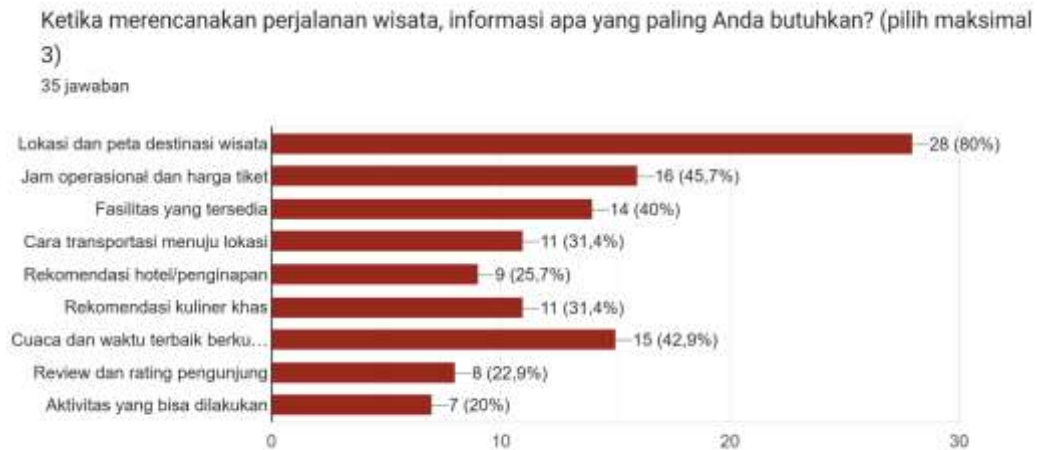
**Figure 4. 7 Question 7: Language Preferences for the Bengkalis Tourism Website**

So, it showed that most of the respondents chose bilingual (Indonesian & English) with got the percentage 97.1% of people (34 out of 35 respondents). This is shown by the large red section that covers almost the entire circle. Only 2.9% (1 person) chose english only, shown by the tiny blue section. This result is very important for developing the tourism website. The high preference for bilingual shows that people want a website that works for both local Indonesian tourists and international visitors. Most people understand that Bengkalis tourism needs to attract both domestic and foreign tourists, so having both languages makes sense.

A bilingual website means visitors can choose their preferred language, making the website easier and more comfortable to use. This is important because Bengkalis has many tourism attractions that can interest people from different countries and backgrounds. Since 97.1% of people want both languages, the website should be built with a system that easily switches between Indonesian and English. All information about tourist destinations, travel guides, and practical details should be available in both languages with good quality translation.

Therefore, the eight question about “When planning a trip, what information do you need most?”. This question identifies what type of information travelers consider most important when they are planning their trips. Understanding these

priorities helps tourism providers know what information to focus on when serving travelers.



**Figure 4. 8 Question 8: Travel Planning Information Needs**

The survey results show that location and destination maps are the most important information for travelers, with 28 out of 35 respondents (80%) choosing this option. This means 4 out of 5 people need to know where places are located and how to get there when planning their trips.

This high demand for location information makes perfect sense because travelers need to understand the geography of their destination - where attractions are located, how far apart they are, and the best routes to take. Without this basic location knowledge, it's difficult to plan an efficient and enjoyable trip. This finding suggests that travel service providers should prioritize providing clear, detailed maps and location-based information as their primary service to meet travelers' most fundamental planning need.

Next question is "How important is ease of website navigation/usage for you?". This question measures how much users value simple and user-friendly website design when accessing travel information online. Understanding the importance of navigation ease helps determine how much effort should be invested in creating intuitive and accessible digital platforms for travelers.



**Figure 4. 9 Question 9: Website Navigation Ease**

The survey results clearly show that website navigation ease is crucial for users. Out of 35 respondents, 26 people (74.3%) said that easy website navigation is "very important" to them. Additionally, 8 respondents (22.9%) found it "quite important."

This means that nearly all users (97.2%) consider website ease of use to be important when accessing travel information online. Only a very small percentage found it less important. This finding indicates that travel websites must prioritize simple, intuitive design and smooth user experience to meet user expectations. Poor website navigation can drive away most potential users, making it essential for travel service providers to invest in user-friendly website development.

The tenth question "What features are most important in a tourism website according to you?", showed that this question identifies which specific features and functionalities users consider essential when using tourism websites. Understanding these preferences helps website developers prioritize the most valuable features that enhance user experience and meet traveler needs effectively.



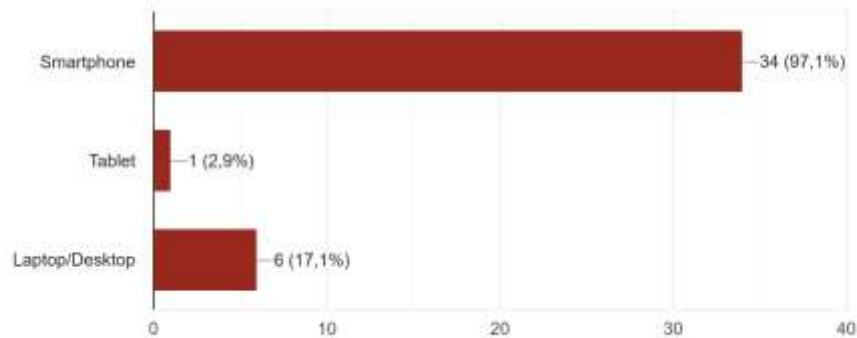
**Figure 4. 10 Question 10: Important Website Features for Tourism**

Thus, the conclusion is the most of the survey results show three standout features that users consider most important. Interactive GPS maps ranked highest with 27 respondents (77.1%) selecting this feature, confirming the critical need for location-based navigation tools. Destination photo galleries came second with 26 responses (74.3%), showing that visual content is nearly as important as navigation functionality. Visitor reviews and ratings ranked third with 22 responses (62.9%), indicating that user-generated content and social proof are highly valued by travelers.

The other question from this eleventh question “What device do you most often use for browsing websites?”. This question determines which devices users prefer when accessing websites, particularly for travel-related browsing. Understanding device preferences is crucial for web developers to optimize their platforms for the most commonly used devices and ensure the best user experience across different screen sizes and interfaces.

Device apa yang paling sering Anda gunakan untuk browsing website?

35 jawaban



**Figure 4. 11 Question 11: Preferred Device for Website Browsing**

It can be concluded that most of the respondents showed an overwhelming preference for smartphones, with 34 out of 35 respondents (97.1%) using smartphones as their primary device for browsing websites. Only 6 respondents (17.1%) use laptops/desktops, and just 1 respondent (2.9%) uses tablets. This data clearly indicates that mobile-first design is essential for any tourism website.

The twelfth question asked “How likely are you to use a Bengkalis tourism navigation website if available?”. The question measures potential user interest and adoption rates for a dedicated Bengkalis tourism website. Understanding user willingness to adopt such a platform helps determine market demand and the viability of developing a specialized tourism navigation system for the Bengkalis region.

Seberapa besar kemungkinan Anda akan menggunakan website navigasi wisata Bengkalis jika tersedia?  
35 jawaban

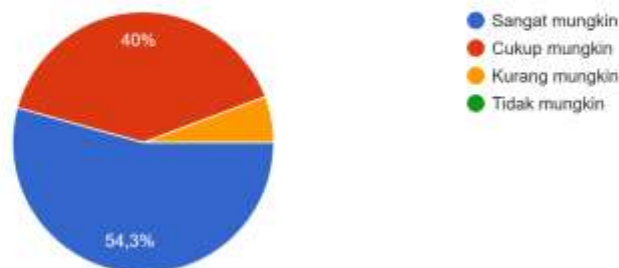


Figure 4. 12 Question 12: Likelihood of Using Bengkalis Tourism Navigation Website

It showed that the survey results show strong positive interest in using a Bengkalis tourism navigation website. Out of 35 respondents, 19 people (54.3%) said they would be "very likely" to use such a website, while 14 respondents (40%) indicated they would be "quite likely" to use it. This means that 94.3% of respondents expressed positive interest in using a dedicated Bengkalis tourism website, with only a small percentage showing less enthusiasm. The data suggests that developing such a website would likely find a receptive audience and meet a real need in the tourism market for location-specific travel information and navigation services.

The last questionnaire's question was "Finally, what is your biggest hope for a website that can help international tourists explore Bengkalis more easily and safely?". The last question captures respondents' comprehensive expectations and suggestions for developing an effective Bengkalis tourism website.



Figure 4. 13 Question 13: Expectations for Bengkalis Tourism Website

Based on the open-ended responses from 35 respondents, the majority of participants expect a comprehensive, user-friendly tourism platform that serves as a complete travel companion for international visitors to Bengkalis. The most common expectations include providing complete information about tourist destinations, transportation options, accommodation, local culture, and safety tips to help visitors plan their trips more easily, comfortably, and securely.

Respondents consistently emphasized the importance of accurate GPS navigation and social media integration that aligns with modern digital travel habits. They want the website to enhance Bengkalis tourism promotion, increase customer satisfaction, and ensure tourist safety throughout their visit. Many respondents expressed hopes that such a website would make Bengkalis tourism more recognized by people outside the region and facilitate easier access to the area's diverse cultural attractions. The conclusion from these responses is that most respondents expect the Bengkalis tourism website to become a comprehensive, reliable, and user-friendly digital bridge that connects international tourists with authentic local experiences while ensuring their comfort, safety, and ease of travel planning. They envision a platform that not only provides information but also facilitates trip planning, cultural understanding, and real-time assistance, ultimately positioning Bengkalis as an accessible and attractive destination for international tourism.

Based on the result of need analysis, there were the conclusion from the questionnaire results from 35 respondents revealed significant insights regarding the development of an English tourist navigation website for Bengkalis tourism. The demographic analysis showed that the majority of respondents were local residents from Bengkalis (71.4%), followed by visitors from other areas in Riau Province (20%) and international tourists (5.7%). Most respondents demonstrated high travel frequency, with 45.7% traveling "often" and 65.7% having previous experience visiting Bengkalis for tourism purposes. Language barriers emerged as the primary challenge faced by international tourists when visiting new destinations like Bengkalis, while 57.1% of respondents considered learning local language and



culture "very important" before traveling. The most significant finding was that 97.1% of respondents preferred a bilingual website (Indonesian and English), indicating the need for a platform that serves both domestic and international visitors effectively.

Regarding information preferences and website features, respondents identified location maps and destination information as the most crucial need (80%), followed by easy website navigation (74.3% considered it "very important"). The three most desired features were interactive GPS maps (77.1%), destination photo galleries (74.3%), and visitor reviews and ratings (62.9%). Additionally, 97.1% of respondents used smartphones as their primary device for browsing websites, emphasizing the importance of mobile-first design. The survey demonstrated strong market demand, with 94.3% of respondents expressing likelihood to use a Bengkalis tourism navigation website (54.3% "very likely" and 40% "quite likely"). Respondents' expectations centered on a comprehensive, user-friendly platform that would serve as a complete travel companion, providing accurate GPS navigation, complete destination information, transportation details, accommodation options, and safety tips while facilitating cultural understanding and promoting Bengkalis tourism to international visitors.

#### **4.1.2 Tourist Navigation Website Development Process**

The development of a website designed to provide tourists with information and navigation is a process that is comprised of several systematic steps. The purpose of these steps is to ensure that data is managed efficiently and that the user experience is optimized. The website's development employed Laravel as the underlying framework that is a prominent open-source PHP framework designed specifically for developing web applications based on the Model-View-Controller (MVC) architectural pattern (Otwell, 2023). This framework has been demonstrated to markedly facilitate the development process by virtue of its provision of comprehensive built-in features, including advanced routing mechanisms, robust

authentication systems, object-relational mapping through Eloquent ORM, and the powerful Blade templating engine for dynamic content rendering (Stauffer, 2019).

According to this study, Laravel serves as the primary development framework for constructing a comprehensive tourism information system that effectively presents and manages various tourist destinations and related activities within the specified geographical area. The foundational component of this Laravel-based tourism information system necessitates the establishment of a well-structured relational database architecture that functions as the core repository for managing tourism destinations, multimedia content, events, and administrative access control. The system utilizes MySQL as the primary database management system with five interconnected tables that facilitate efficient data storage and retrieval operations and maintain data integrity through established foreign key relationships. This configuration ensures optimal query performance and scalability for the tourism website application (Kelt, 2021). The following are the stages involved in the creation of a website using Laravel:

## **1. Database Schema Design**

First steps, the database has been designed with five primary tables that work in concert to create a comprehensive tourism management system. The primary table, *wisatas*, stores all tourism destination information including the destination name, URL-friendly identifier (slug), category classification, detailed descriptions, operational hours, ticket pricing, transportation access information, location details, geographical coordinates for mapping (latitude and longitude), and multimedia content paths for videos. This central table is connected to the *wisata\_fotos* table through a foreign key relationship, allowing multiple photographs to be associated with each destination. Similarly, the *events* table maintains information about tourism events including event titles, descriptions, dates, event locations, and geographical coordinates, which connects to the *event\_media* table for storing related photos and videos. The *users* table provides administrative access control with fields for administrator names, usernames, encrypted passwords, and session management tokens.

However, the relational structure ensures data consistency and eliminates redundancy through proper normalization techniques. Each table includes standard timestamp fields (`created_at` and `updated_at`) for tracking data creation and modification times, enabling proper audit trails and version control. The foreign key relationships between `wisatas` and `wisata_fotos` tables (using `wisata_id`), and between `events` and `event_media` tables (using `event_id`), establish one-to-many relationships that allow multiple media files to be associated with single destinations or events. This design provides flexibility for content management while maintaining referential integrity, ensuring that when destinations or events are deleted, their associated media files can be properly managed to prevent orphaned records in the database system.



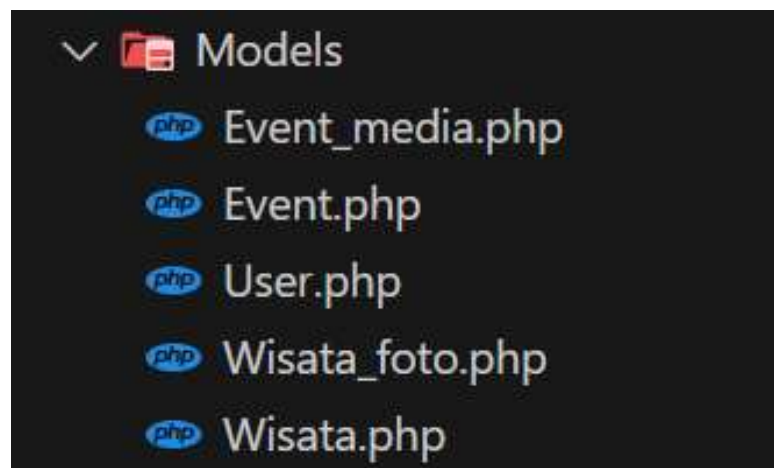
Figure 4. 14 The First Step Design Database Schema

## 2. Model Layer Implementation

The second steps were Model layer. That serves as the fundamental component responsible for data management and direct database interaction within the Laravel framework. This layer implements the business logic and data handling mechanisms through five distinct model files that correspond directly to the database tables previously established. The `Event_media.php` model manages

multimedia content associated with tourism events, handling the storage and retrieval of photos and videos linked to specific events through foreign key relationships. The Event.php model controls all event-related data operations including event creation, modification, scheduling, and location management, ensuring proper data validation and relationship maintenance with associated media files.

In the same way, the User.php model handles administrative user authentication, session management, and access control functionality, providing secure login mechanisms and user privilege management for the administrative interface. The Wisata\_foto.php model manages the photo gallery system for tourism destinations, enabling multiple image uploads, organization, and display for each destination while maintaining proper relational links to the main destination records. Finally, the Wisata.php model serves as the primary controller for tourism destination data, managing comprehensive destination information including descriptions, locations, operational details, pricing, and geographical coordinates, while establishing relationships with associated photo galleries and maintaining data integrity across all related tables through Laravel's Eloquent ORM system.



**Figure 4. 15 The Second Step Implementation Model Layer**

### **3. Controller Architecture**

The Controller layer was the third steps, this controller layer functions as the essential bridge connecting the Model and View components within the MVC architecture, orchestrating data flow and managing user interactions throughout the tourism website system. This layer consists of seven specialized controller files that handle different aspects of the application's functionality and user interface management. The base `Controller.php` provides fundamental controller functionality and shared methods that other controllers can inherit and utilize. `EventController.php` manages all public-facing event operations including event listing, detailed event display, and event search functionality for website visitors. `ExploreController.php` handles the main exploration features of the tourism website, managing destination browsing, filtering, and discovery functionalities that help users navigate through available tourism options. `KelolaEventController.php` serves as the administrative controller for event management, providing backend functionality for creating, editing, updating, and deleting tourism events through the admin interface.

Similarly, `KelolaWisataController.php` manages the administrative operations for tourism destinations, enabling administrators to add new destinations, modify existing information, upload photos, and maintain destination data integrity. `LoginController.php` handles user authentication processes including login verification, session management, and access control for administrative users. Finally, `UserController.php` manages user-related operations such as profile management, user registration if applicable, and user session handling, ensuring secure and efficient user experience throughout the administrative and public interfaces of the tourism information system.

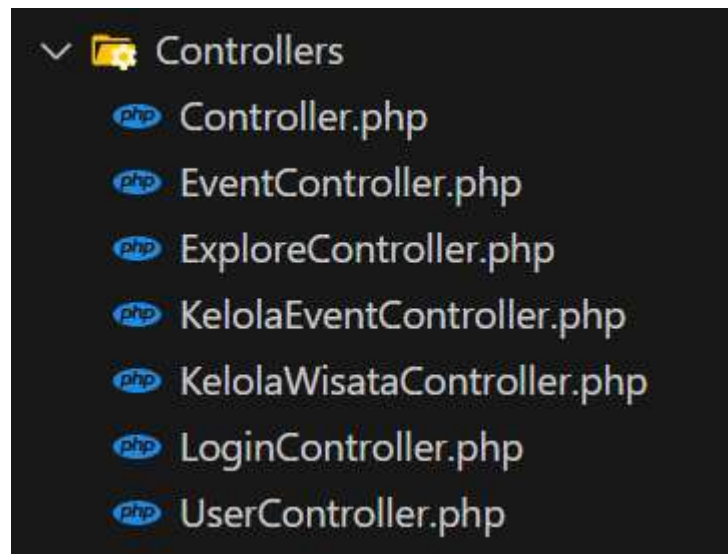


Figure 4. 16 The Third Step Design Controoler Layer

#### 4. View Layer and User Interface

The fourth steps were the view layer that represents the presentation component of the tourism website system, serving as the user interface that visitors and administrators interact with directly. Laravel utilizes Blade as its powerful templating engine, which enables dynamic content rendering and efficient template management throughout the application. The view structure is organized into several distinct categories to maintain code organization and facilitate easy maintenance. The admin folder contains administrative interface templates including `home.blade.php` for the main dashboard, *KelolaEvent.blade.php* for event management interface, *KelolaWisata.blade.php* for destination management interface, and `user.blade.php` for user administration features. The auth folder houses authentication-related views with `login.blade.php` providing the secure login interface for administrative access. The layouts folder contains master template files including `admin.blade.php` for administrative page layouts and `user.blade.php` for public user interface layouts, ensuring consistent design and functionality across the entire website.

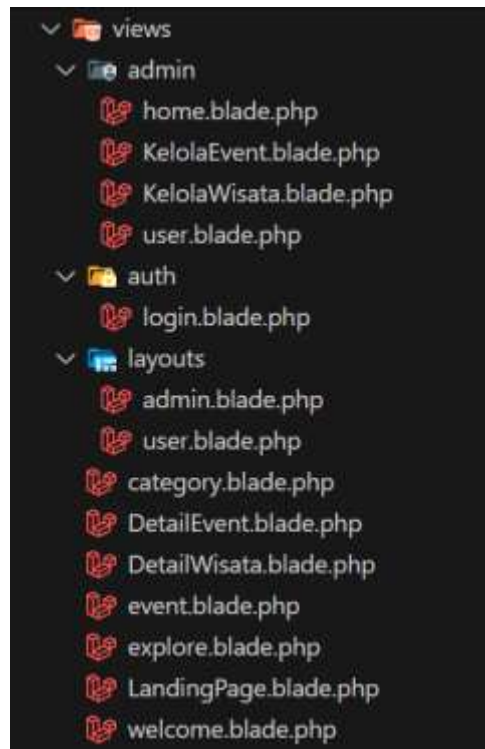


Figure 4. 17 The Fourth Step Making View Layer and User Interface

Additionally, the system includes specialized view files for different user experiences: *category.blade.php* displays tourism categories and filtering options, *DetailEvent.blade.php* presents comprehensive event information with multimedia content, *DetailWisata.blade.php* showcases detailed destination information including photo galleries and location maps, *event.blade.php* lists all available tourism events, *explore.blade.php* provides the main exploration interface for discovering destinations, *LandingPage.blade.php* serves as the attractive entry point for website visitors, and *welcome.blade.php* offers the initial welcome interface, all working together to create a seamless and engaging user experience that effectively presents tourism information while maintaining intuitive navigation and responsive design principles.

## 5. Routing Configuration

Fifth, the routing system serves as the fundamental navigation framework that determines which URLs or addresses users can access and specifies which

controllers will be executed to handle specific requests. Laravel utilizes the `routes/web.php` file as the central configuration point for defining all web routes within the tourism information system. This routing configuration establishes a comprehensive network of accessible endpoints that connect user requests to appropriate controller methods and view responses. The system includes several categories of routes to accommodate different user types and functionalities. Public routes handle general visitor access, including the main landing page route that returns the welcome view, language localization routes that manage multilingual content switching, and exploration routes that connect to the `ExploreController` for destination browsing and discovery features. Administrative routes are grouped under middleware protection to ensure secure access, encompassing admin dashboard routes that link to administrative home interfaces, destination management routes that connect to *KelolaWisata* Controller for CRUD operations on tourism destinations, and event management routes that interface with *KelolaEvent* Controller for comprehensive event administration. Authentication routes manage user login and logout processes through the `LoginController`, ensuring proper session handling and access control.

Furthermore, the routing system includes API-style routes for dynamic content loading, detailed view routes for individual destinations and events using slug-based URLs for SEO optimization, and resource routes that automatically generate RESTful endpoint patterns for efficient data management operations, all working together to create a logical and user-friendly navigation structure that supports both public tourism exploration and administrative content management functionalities.



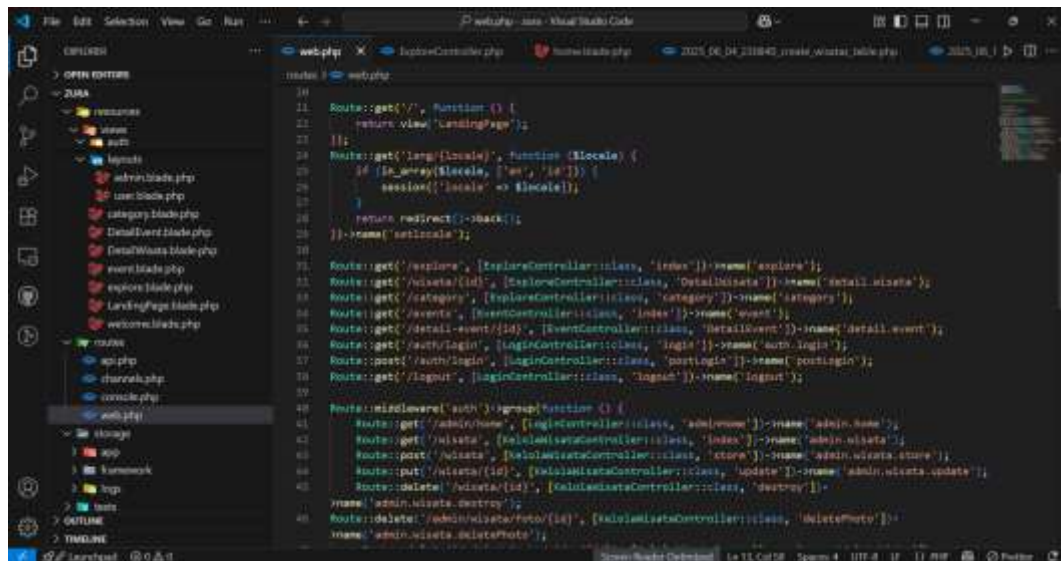


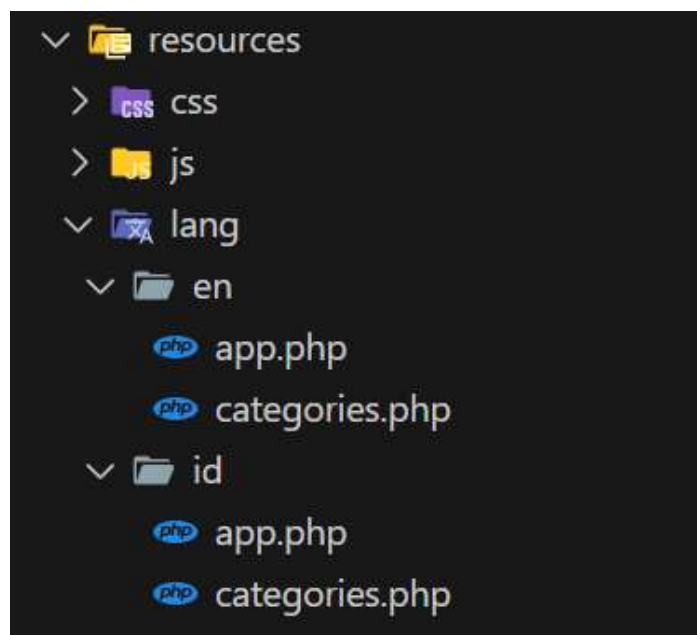
Figure 4. 18 The Fifth Step Determine Routing System

## 6. Multilingual Support Implementation

The tourism information system incorporates comprehensive multilingual functionality to accommodate both domestic and international visitors through Laravel's built-in localization features. The system supports dual-language operation with Indonesian and English language options, utilizing the framework's localization capabilities to provide seamless language switching and content translation throughout the entire website interface. The multilingual implementation is structured through the resource directory, which contains essential frontend assets and language files organized systematically for optimal performance and maintenance. The CSS folder houses all stylesheet files responsible for visual design, responsive layouts, and user interface styling that remains consistent across both language versions.

The JavaScript (js) folder contains interactive functionality scripts, dynamic content loading mechanisms, and user experience enhancements that operate independently of language selection. The lang directory serves as the core component of the multilingual system, featuring separate subdirectories for each supported language: the 'en' folder contains English language files including app.php for general application translations and categories.php for tourism category translations, while the 'id' folder mirrors this structure with corresponding

Indonesian translations in `app.php` and `categories.php` files. This localization architecture enables automatic language detection based on user preferences, seamless content switching without page reloads, and consistent translation management across all website elements including navigation menus, content descriptions, form labels, error messages, and administrative interfaces, ensuring that both Indonesian and international tourists can effectively access and understand all tourism information, destination details, event descriptions, and website functionality in their preferred language while maintaining the same high-quality user experience and comprehensive information accessibility regardless of language selection.



**Figure 4. 19 The Sixth Step Implementation Multilingual Support**

## **7. Landing Page Website**

Seventh, after completing the multilingual implementation and testing all functionalities, the final step involves launching the website to display the initial homepage. The website now shows the complete tourism information system with the "Discover the Beauty of Nature and Culture of Bengkalis" landing page,

featuring the aerial view of the coastal area with proper navigation menu, multilingual support, and all integrated features ready for public access.



Figure 4. 20 Landing Pages Website

## 8. Website Menu

Eighth, after the initial homepage display, the system demonstrates the "Explore Bengkalis" functionality which serves as the main tourism discovery feature.

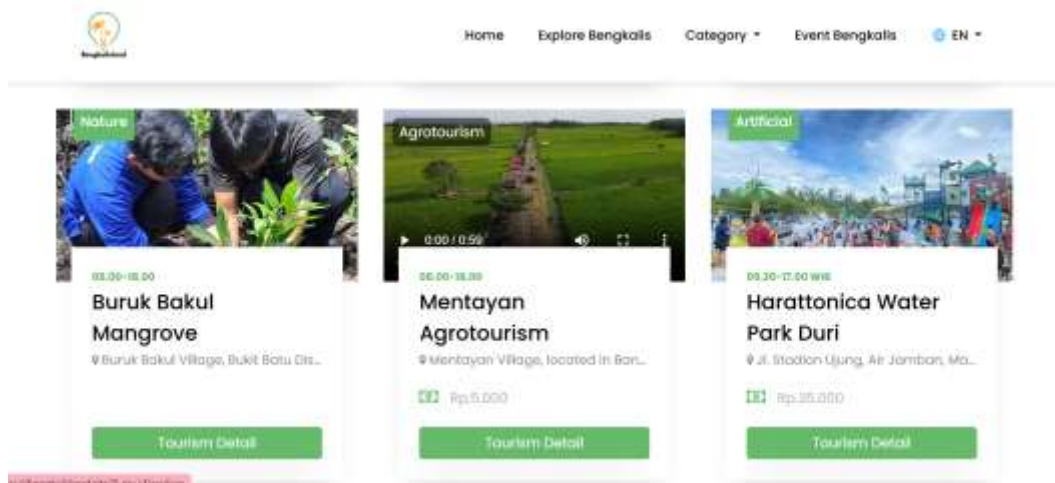


Figure 4. 21 Website Menu Interface

This section showcases various tourist destinations categorized by type (Marine, Cultural, Artificial, Nature, Historical, and Agrotourism) with interactive cards displaying destination images, names, and descriptions.

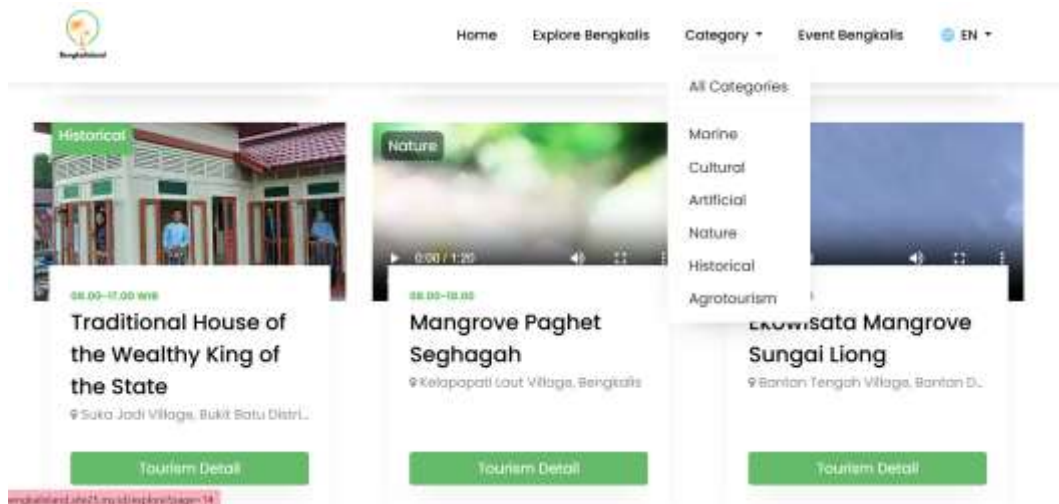


Figure 4. 22 Category of Tourist Destinations

The interface includes destination cards for popular locations in Bengkalis Regency, each with "Tourism Detail" buttons for comprehensive information access. The category filtering system on the right allows users to browse destinations by specific types, while the search functionality and dropdown menus provide additional navigation options for enhanced user experience in discovering Bengkalis tourism attractions.



Figure 4. 23 Tourism Detail Interface

The next image demonstrates the "Event Bengkalis" section showcasing cultural festivals. Each event displays professional photos of traditional Malay performances with dancers in colorful costumes and specific event dates.

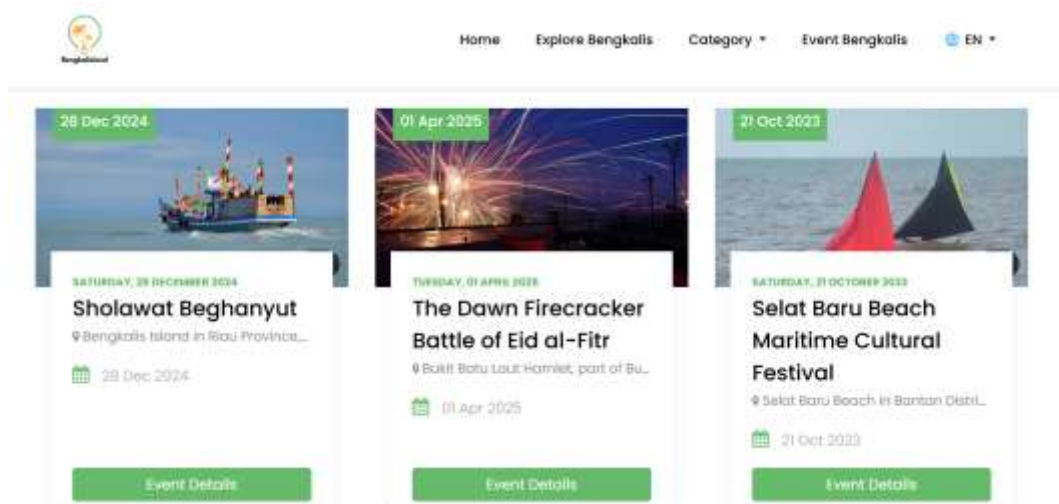


Figure 4. 24 Event Bengkalis Menu

The detailed event page for Culture Paradise Event provides comprehensive information about this nationally recognized cultural festival celebrating Bengkalis heritage.



Figure 4. 25 Event Bengkalis Description Interface

This section reveals the "Location on Map" functionality that helps visitors find destinations like Pantai Raja Kecik Beach using an interactive world map. The mapping system provides geographical context and location services for tourism planning in Bengkalis Regency. This feature complements the destination

information by offering visual navigation tools for tourists to locate attractions easily.

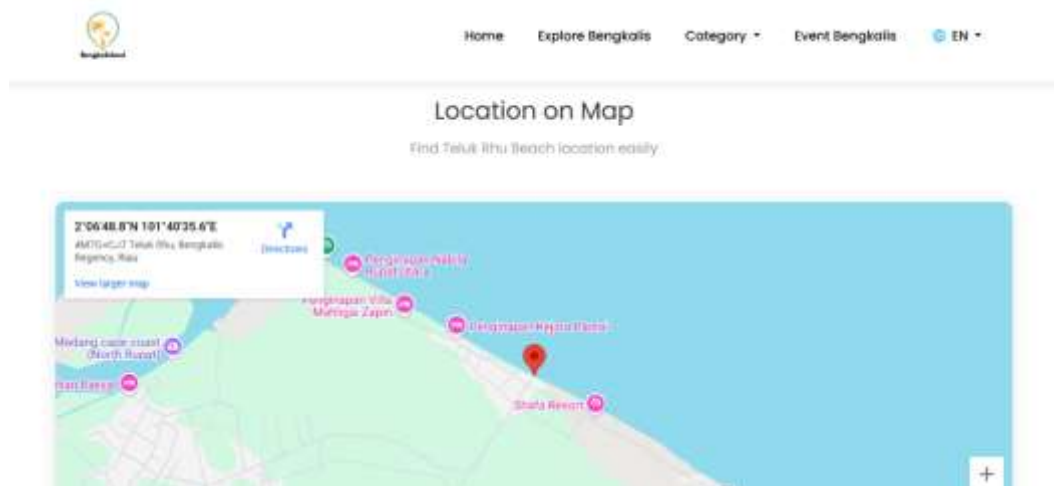


Figure 4. 26 The Mapping System

## 9. Admin Panel Interface

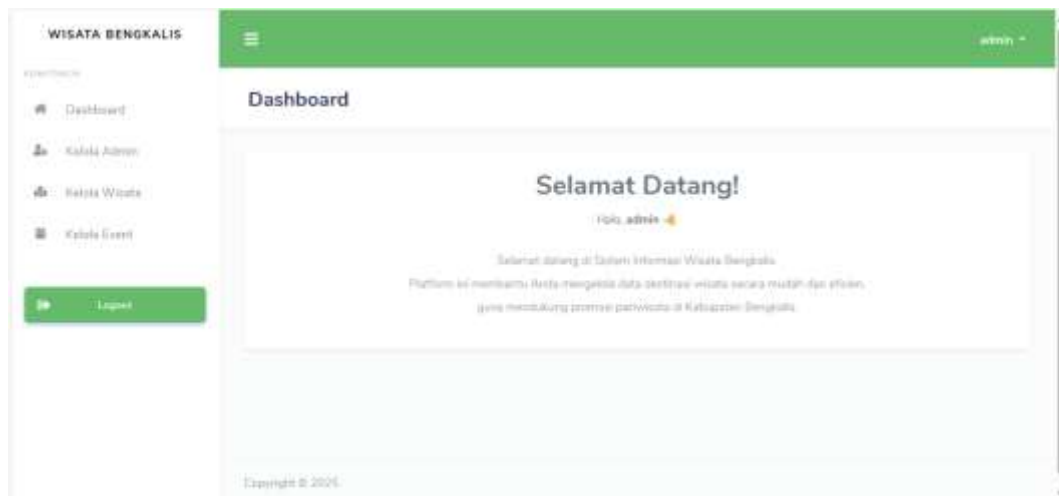
Ninth, the system demonstrates the administrative backend functionality through a comprehensive admin panel interface. The process begins with a secure login system featuring username and password authentication for authorized administrators.



Figure 4. 27 Admin Panel Interface



Upon successful login, administrators are redirected to the main dashboard which displays a welcome message "*Selamat Datang!*" and provides access to the Tourism Information System management platform. The admin interface includes a well-organized sidebar navigation menu with sections for Dashboard, *Kelola Admin* (Admin Management), *Kelola Wisata* (Tourism Management), and *Kelola Event* (Event Management), along with a logout option.



**Figure 4. 28 Admin Dashboard**

The admin management section specifically shows the "Kelola Admin" functionality where administrators can view, add, edit, and delete admin user accounts through a structured data table displaying admin information including usernames, names, and administrative actions. This comprehensive admin panel enables efficient content management, user administration, and system oversight, ensuring that tourism information, events, and administrative users can be properly managed through an intuitive web-based interface with proper authentication and authorization controls.

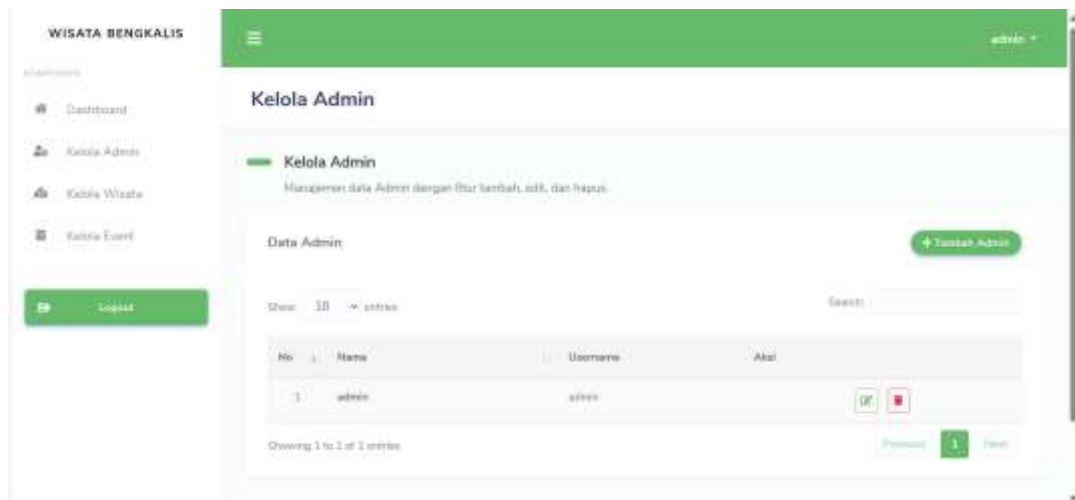


Figure 4. 29 Admin Management Interface

## 10. Tourism and event management sections

Tenth, the system showcases the comprehensive content management capabilities through two key administrative modules: *"Kelola Wisata"* (Tourism Management) and *"Kelola Event"* (Event Management). The tourism management interface displays a detailed data table containing tourism destination information with columns for destination name, category, location, operational hours, transportation access, coordinates, media attachments, and details.

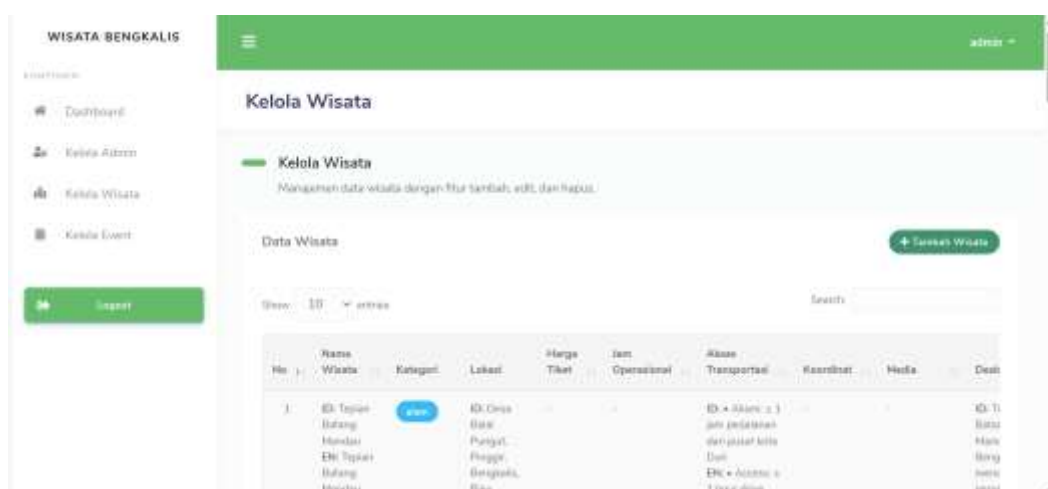


Figure 4. 30 Tourism Management Interface



Administrators can add new tourism destinations through the *"Tambah Wisata"* button and manage existing entries with full CRUD (Create, Read, Update, Delete) operations.

Figure 4. 31 Add More Tourism Button

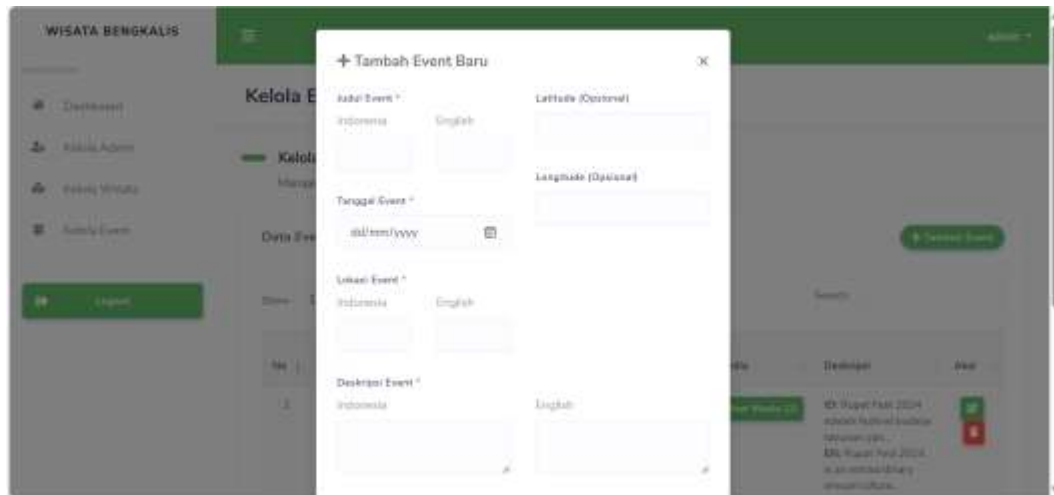
The event management section provides similar functionality for managing tourism events, featuring a structured table with event details including event names, dates, locations, categories, media files, and descriptions.

No	Detail Event	Tanggal	Lokasi	Koordinat	Media	Deskripsi	Aksi
1	ID: Lempur Cokoh Bengkulu EN: Lempur Cokoh Bengkulu	2024-09-01	Bengkulu	0.7202000 103.27100	[Add Media]	ID: Lempur Cokoh (juga dikenal sebagai Pantai) adalah L... EN: Lempur Cokoh (juga dikenal sebagai Pantai) is a (continued...)	[Edit] [Delete]

Figure 4. 32 Event Management Interface

Both modules include search functionality, pagination controls showing entries per page, and intuitive action buttons for editing and deleting records. This dual management system enables administrators to maintain up-to-date tourism

destination information and event listings, ensuring visitors have access to current and comprehensive information about Bengkalis tourism attractions and upcoming events through the public-facing website interface.



**Figure 4. 33 Add More Event Button**

#### **4.1.3 Expert Assessment**

To ensure the quality and effectiveness of the developed tourism promotion website, an evaluation process was conducted involving two qualified evaluators from different academic departments who provided comprehensive feedback on the developed system. The evaluation was designed to gather professional insights from both content and technical perspectives, providing a well-rounded assessment of the system's overall performance. The first assessment was conducted by Mr. M. Sabri, M.Par., M.Rech, a lecturer from the Language Department, who expressed positive views regarding the overall quality of the thesis product, complemented by a robust foundation in tourism and research methodology. The second evaluation was provided by Mr. Niki Hardinata, M.Kom, a lecturer from the Informatics Engineering Department, who focused on the technical aspects of the system.

According to Mr. M. Sabri's evaluation revealed highly positive feedback regarding the creative aspects and overall quality of the thesis product. He praised the website as exceptionally innovative and well-executed, particularly highlighting its potential to serve as a valuable resource for tourists seeking information about Bengkalis Island destinations. However, he highlighted the platform effectively

addresses the needs of two primary user groups: tourists looking for comprehensive information about local attractions and visitors planning their travel itineraries to the region. He emphasized that the website's approach to presenting tourism information demonstrates creativity and would be highly beneficial for anyone interested in exploring Bengkalis Island's attractions and cultural offerings.

Although the evaluation was generally positive, Mr. Sabri pointed out a number of areas where the user experience and content quality could be improved. He was primarily concerned that users might be left wanting more specific information about destinations due to the absence of thorough descriptions for individual tourist attractions within each category. He suggested adding succinct but educational descriptions for every tourist destination in order to solve this problem. These descriptions should include pertinent information about the location, historical significance, key features, and helpful advice for visitors. He also recommended using culturally relevant background music to make the experience more immersive. He suggested traditional or Malay music for sections that deal with historical and cultural categories, which would make the website feel more authentic.

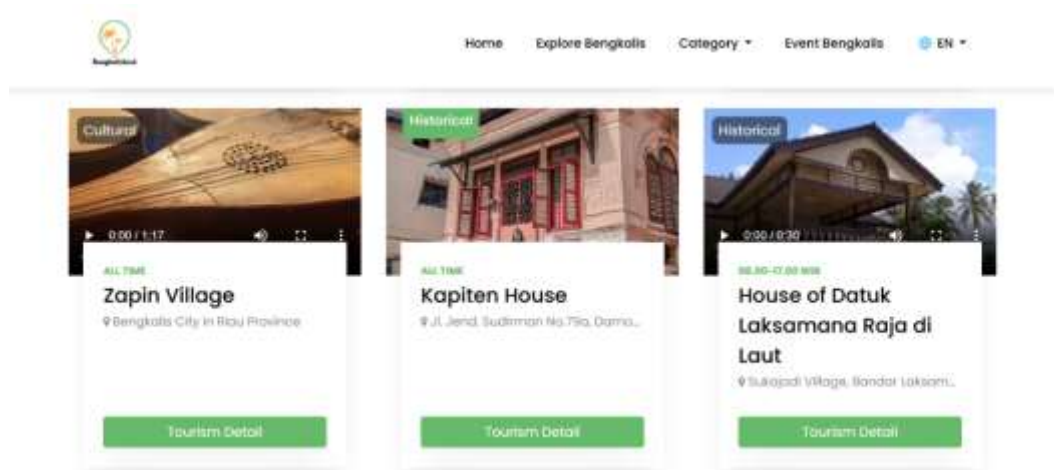
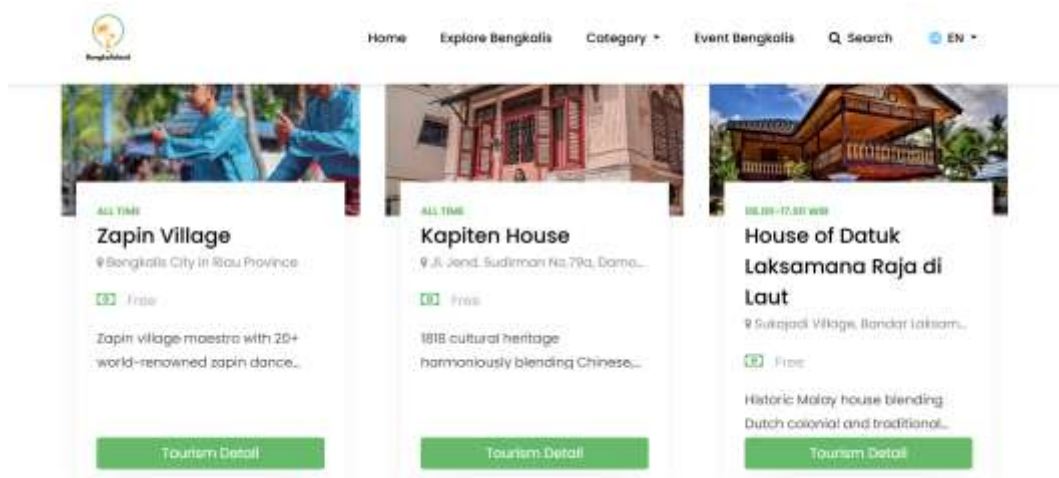


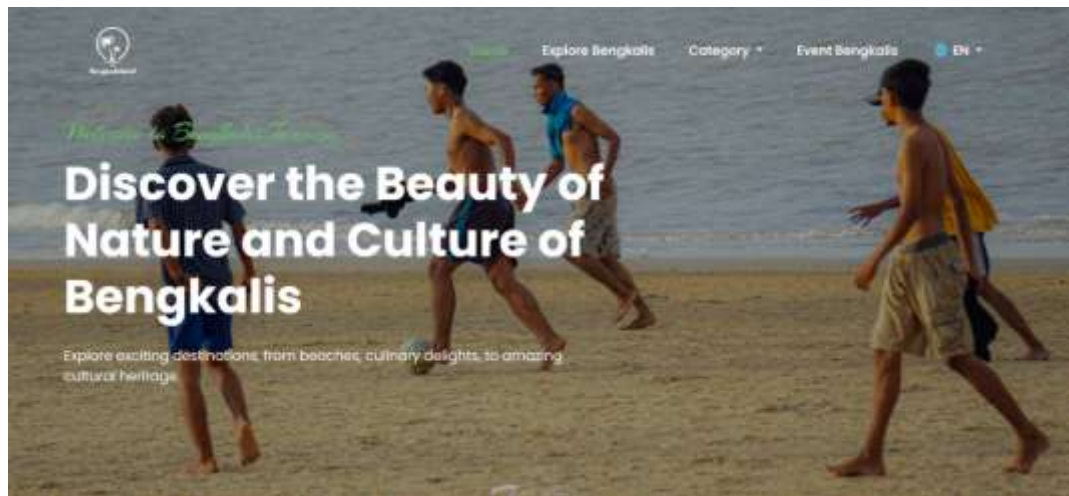
Figure 4. 34 Before Revision from the First Expert



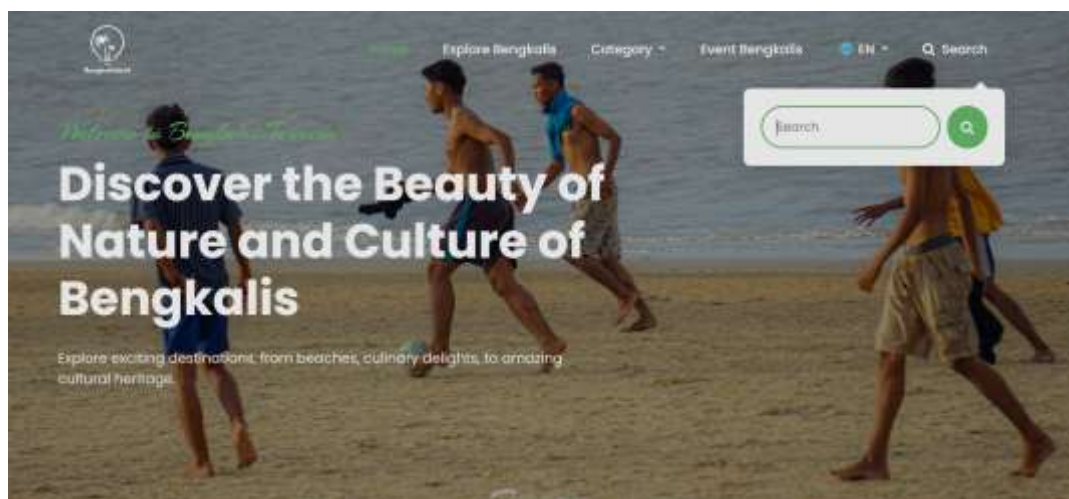
**Figure 4. 35 After Revision from the First Expert**

From a technical perspective, Mr. Niki Hardinata's evaluation focused on the system's functionality, design, and performance capabilities. His assessment highlighted several technical strengths, including the effective implementation of mapping features that allow users to locate tourist attractions geographically, which he found particularly valuable for tourism promotion purposes. He praised the overall visual design and layout for being clean, professional, and user-friendly, noting that the website demonstrates good responsive design across different devices including desktop computers, tablets, and mobile phones. However, he identified content inconsistency, particularly regarding video materials throughout the website, as a primary technical weakness that could affect the overall user experience and professional appearance of the platform.

Although the completion of both expert assessments, all suggestions and recommendations were carefully reviewed and systematically incorporated into the website development process. Mr. Hardinata's specific technical recommendation centered on implementing a search functionality directly on the homepage, allowing users to quickly locate specific information without navigating through multiple pages, which would significantly improve user convenience and website usability.

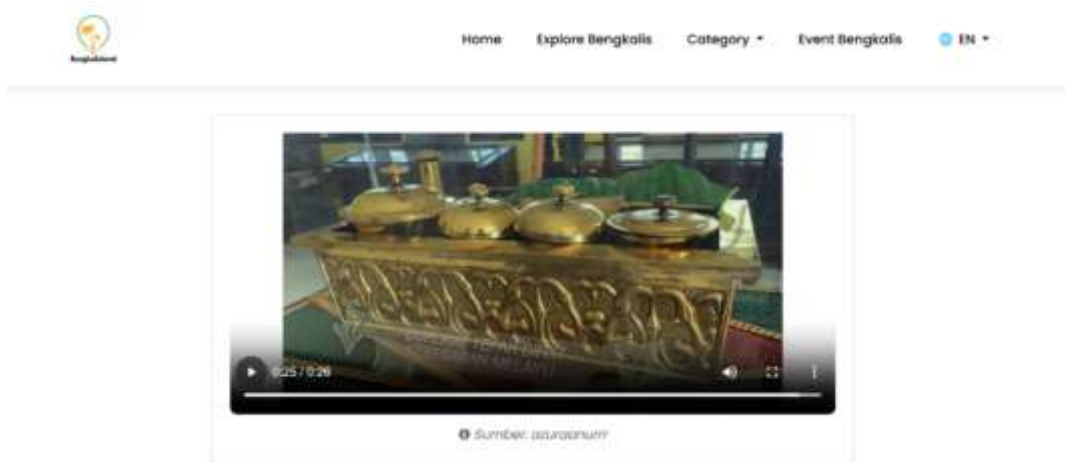


**Figure 4. 36 Before Revision from the Second Expert**



**Figure 4. 37 After Revision from the Second Expert**

In order to ensure a more balanced and eye-catching appearance, Mr. Hardinata suggested improving the visual layout by making the video display section larger in order to better align it according with the descriptive text above it. For the reason to maintain consistent sizes and establish an integrated visual structure across the page, he also suggested resizing the maps section beneath the video. By increasing readability, visual flow, and content accessibility, these layout changes were intended to improve the user experience overall and make the website more interesting and user-friendly for users looking for information about the highlighted content.



**Figure 4. 38 Before Revision from the Second Expert**



**Figure 4. 39 After Revision from the Second Expert**

The feedback from both evaluators has been instrumental in refining the promotional website to meet professional standards and enhance user experience. The integration of both language and technical perspectives has resulted in a more balanced approach to website development, ensuring that the final product addresses both content quality standards and technical performance requirements, ultimately creating a more comprehensive and user-friendly platform for promoting Bengkalis Island tourism.

#### **4.1.4 User Respond**

Following assessment from experts, the next step was to find out what users respond and users think about the tourism website. This questionnaire was carefully crafted to address multiple aspects of user experience, including interface design, content accessibility, feature effectiveness, and overall satisfaction with the platform. The survey instrument contained various types of questions ranging from user-friendliness assessments to specific feature evaluations, ensuring that all critical aspects of the website's performance could be measured and analyzed systematically. However, the objective of this survey was to ensure that the website functions effectively for all its users. The primary objectives of this study were to assess user satisfaction with the website's features and content, to evaluate the ease of navigation and the accessibility of information, to identify areas requiring enhancement to optimize the user experience, and to analyze the effectiveness of the website as a tool for promoting tourism in Bengkalis. The questionnaire was disseminated to various groups of people to obtain a comprehensive understanding of user satisfaction. The distribution of the brochures was conducted to local community members residing in Bengkalis who possess extensive knowledge of the area, individuals from outside Bengkalis who intend to visit or have plans to visit the region, and international visitors from other countries who may be interested in exploring Bengkalis as a tourist destination. This approach ensured that feedback was obtained from a diverse sample of individuals who would utilize the website in its actual form.

According to user opinions, the first questionnaire asks "Regional Origin" with 38 total responses, the data reveals that the majority of respondents come from Bengkalis with 16 people (42.1%), followed by those from outside the country (*Luar Negeri*) with 9 respondents (23.7%), then 5 respondents from other areas within Riau province outside Bengkalis (13.2%), and 4 respondents from outside Riau province (10.5%). This distribution indicates that while Bengkalis dominates the sample population, there is also significant representation from international respondents, suggesting the survey or study has both strong local participation from



the Bengkalis area and notable global reach, with the remaining respondents coming from other parts of Indonesia both within and outside Riau province.

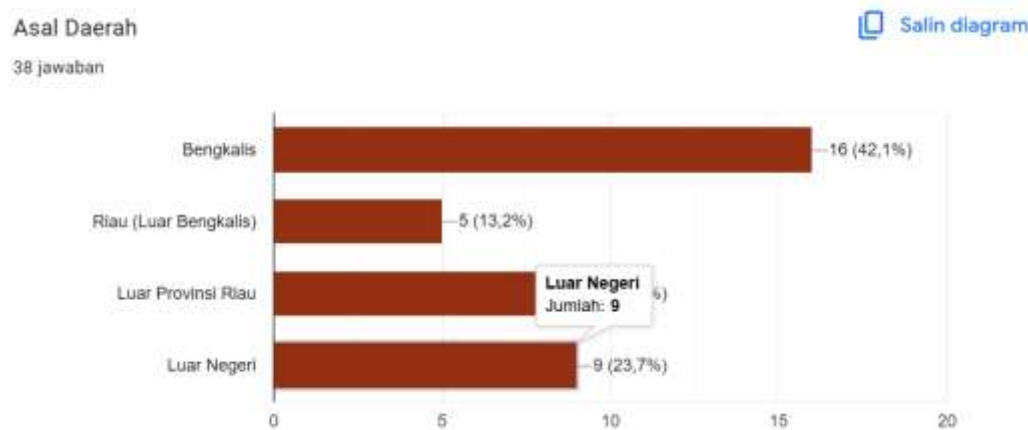


Figure 4. 40 Question 1: Respondent Demographics Result

The second questionnaire examines the devices used by respondents for testing the Bengkalis tourism promotion website, providing insights into user preferences and accessibility patterns. From the 38 total responses, the data shows that smartphones dominate user device preferences with 24 respondents (63.2%), while laptops/desktops account for 17 respondents (44.7%). The Bengkalis tourism website is primarily accessed by mobile devices, according to this distribution, which highlights how crucial it is for websites promoting travel to have mobile-responsive design and a mobile-optimized user experience. Significant laptop/desktop usage suggests that comprehensive information and detailed planning features should also be optimized for larger screen experiences, while significant smartphone usage suggests that tourists and potential visitors are likely to access tourism information on-the-go, highlighting the need for quick loading times, simple navigation, and mobile-friendly interfaces to effectively promote Bengkalis tourism destinations.



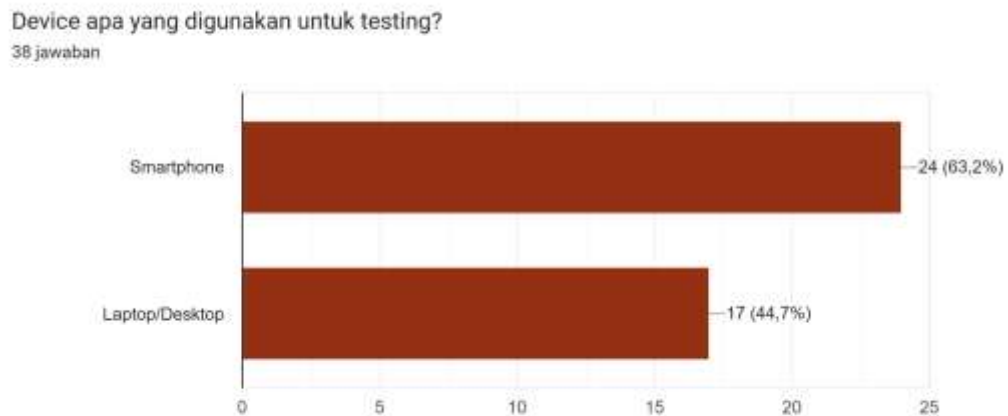


Figure 4. 41 Question 2: The Devices Used by Respondents

Thirdly, the questionnaire poses the following question “Is the website display responsive/adaptive to your device?”, the following question will be used to evaluate the responsiveness of the Bengkalis tourism promotion website.

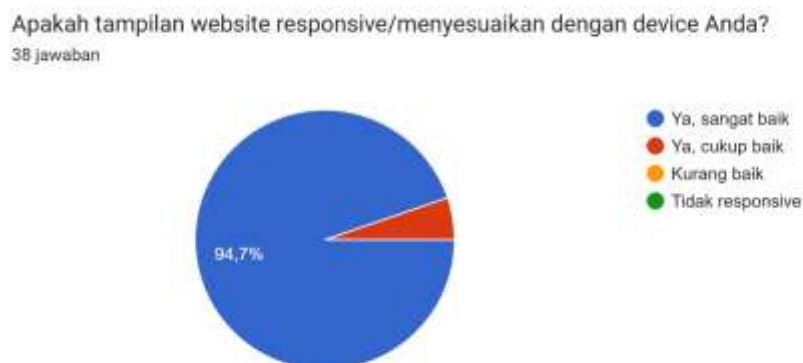


Figure 4. 42 Question 3: The Website Display Responsive Respond

Based on the chart, the results show that the website is incredibly responsive, with 94.7% of users choosing "*Ya, sangat baik*" (Yes, very good). This means that most respondents thought the website was perfect for their devices, whether they were using a desktop, laptop, or smartphone. It appears that the

remaining small percentage is split between "*Ya, cukup baik*" (Yes, quite good), "*Kurang baik*" (Not good), and "*Tidak responsive*" (Not responsive), though there is very little breakdown of these categories.

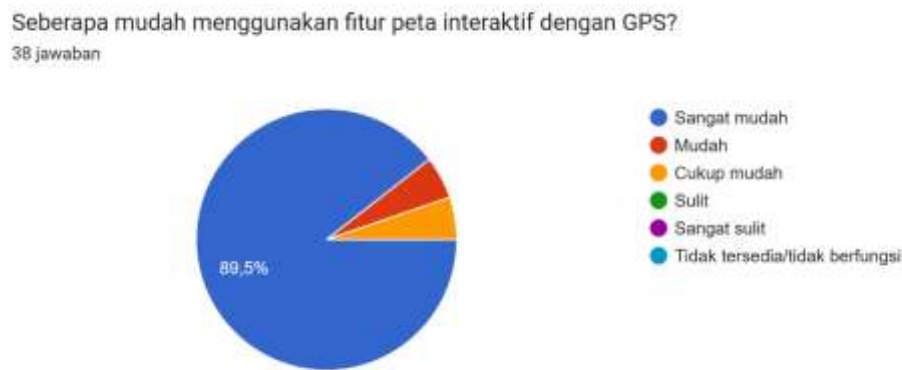
Furthermore, the fourth questionnaire asks "How easy is it for you to find the main navigation menu?" to assess the discoverability and accessibility of the primary navigation system on the Bengkalis tourism promotion website.



**Figure 4. 43 Question 4: The Accessibility Navigation Menu Respond**

From the 38 total responses, the results demonstrate excellent navigation design with an impressive 84.2% of users selecting "Very easy", indicating that the vast majority of respondents could effortlessly locate the main navigation menu. Additionally, 15.8% of users chose "Easy", bringing the total positive response rate to 100%, with no respondents reporting difficulty in finding the navigation menu through the remaining options of quite easy, difficult, or very difficult. This outstanding result suggests that the Bengkalis tourism website employs intuitive navigation design principles, ensuring that visitors can quickly and easily access different sections of the site to explore tourism information, attractions, accommodations, and services, which is essential for effective tourism promotion as clear navigation directly impacts user engagement and conversion rates for potential tourists planning their visits to Bengkalis.

In order to measure the usability and functionality of the GPS-enabled interactive mapping system on the Bengkalis tourism promotion website, the fifth questionnaire asks, "How easy is it to use the interactive map feature with GPS?"

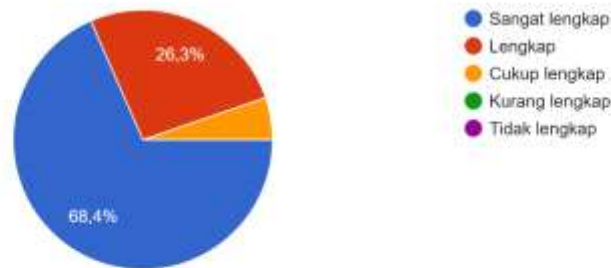


**Figure 4. 44 Question 5: Functionality of the GPS Respond**

The interactive GPS map feature was considered highly intuitive and user-friendly by a large percentage of respondents, as showed by the remarkable 89.5% of users who selected “Very easy” out of the 38 total responses. Easy, quite easy, difficult, very difficult, and not available/not functioning seem to account for the remaining responses, although they only make up a small portion of the total responses. This impressive result indicates that the Bengkalis tourism website successfully integrates advanced GPS mapping technology that allows visitors to easily locate tourist attractions, accommodations and other points of interest, which is crucial for modern tourism promotion as interactive maps significantly enhance the user experience and help potential tourists plan their visits more effectively while exploring the diverse attractions and destinations throughout the Bengkalis regency.

The sixth questionnaires then ask, “How complete is the tourist destination information provided?” to evaluate how detailed and reliable the Bengkalis tourism promotion website's information represents.

Seberapa lengkap informasi destinasi wisata yang disediakan?  
38 jawaban



**Figure 4. 45 Question 6: Website's Information Represents Respond**

Survey results from 38 responses, the data shows that users are highly satisfied with the quality of destination information. Most of respondents (68.4%) chose “Very complete”, indicating that they found the tourism information to be thorough and detailed. An astounding 94.7% of all respondents gave positive feedback overall, with 26.3% of users selecting “Complete”. As a small percentage of the total feedback, the remaining answers are divided into three categories: quite complete), not complete enough, and incomplete.

Therefore, “How is the quality of the tourist destination photo gallery” is the subject of the seventh questionnaire that to evaluate the visual presentation and technical performance of the image galleries showcasing Bengkalis tourism attractions.

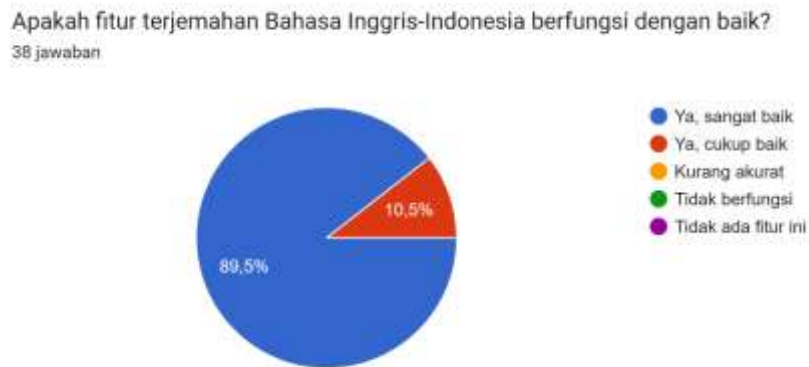
Bagaimana kualitas galeri foto destinasi wisata?  
38 jawaban



**Figure 4. 46 Question 7: Quality of Photo's Gallery Respond**

The results show that users were highly satisfied with the quality of the photo gallery, as indicated by the intense 92.1% of respondents who chose "Sangat baik (foto jelas, loading cepat)" (Very good - clear photos, fast loading). This shows that users thought the images were high-resolution, visually appealing, and technically optimized for quick access. The remaining 7.9% selected "Good", meaning that all participants had a perfect 100% positive response rate. No negative comments were noted. Potential tourists can easily peruse breathtaking visual representations of local attractions, natural landscapes, and cultural sites as a result to the Bengkalis tourism website's outstanding user experience, which demonstrates how well professional photography standards and effective web optimization techniques are implemented.

Another question posed by researchers was, "Is the english indonesia translation feature working properly?" shows how the English-Indonesian translation system has effectively overcome any language barriers that might have otherwise prevented interaction with foreign visitors.

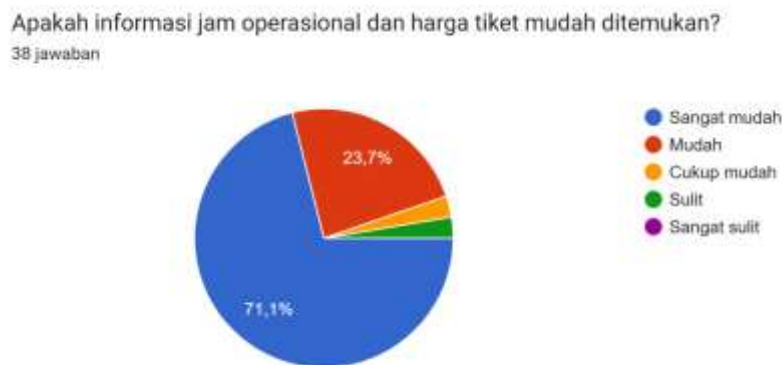


**Figure 4. 47 Question 8: English-Indonesian translation system Respond**

A total of 38 responses were collected, and the results indicated optimal translation functionality, with 89.5% of users selecting "*Ya, sangat baik*" (Yes, very good). This finding suggests that the majority of respondents possessed the capacity to effortlessly utilize the English-Indonesian translation feature. Furthermore, 10.5% of users selected "*Ya, cukup baik*" (Yes, quite good), thereby elevating the aggregate positive response rate to 100%. This remarkable outcome indicates that the Bengkalis tourism website employs effective multilingual design principles, ensuring that visitors can promptly and effortlessly access content in both languages with high precision and dependability. This is paramount for effective international tourism promotion, as seamless language accessibility directly influences user engagement and conversion rates for potential tourists contemplating visits to Bengkalis.

Beyond translation functionality, the effectiveness of a tourism website is fundamentally dependent on how easily visitors can locate essential travel information. The accessibility of operational details such as opening hours, ticket prices, and venue-specific information represents a critical component of user experience that directly impacts travel planning decisions. The ninth question in the survey specifically addressed this crucial aspect by asking respondents "Is the information about operational hours and ticket prices easy to find?" the purpose of

this inquiry was to determine whether the information design of the Bengkalis tourism website satisfied users' needs in reality while they planning their vacation.



**Figure 4. 48 Question 9: The Operational Details Feature Respond**

The survey's findings also show that users are remarkably satisfied with the Bengkalis tourism website's accessibility of important travel information. An overwhelming 71.1% of users chose "*Sangat mudah*" (Very easy) based on the extensive data gathered from 38 respondents. This suggests that the majority of users thought the website's navigation structure and operational hours were very clear and well-positioned. This significant percentage shows that the information structure of the website effectively satisfies user expectations for locating crucial tourist planning information. Furthermore, "*Mudah*" (Easy) was selected by 23.7% of respondents; when paired with the "very easy" responses, this results in a combined satisfaction rate of 94.8%, which is an extremely remarkable accomplishment for any navigate website.

However, some of users highlighted specific concerns for the tenth question "What features are most lacking or problematic?" this part expressing that the search results were not always relevant to their queries or that the search feature was not prominently positioned on the homepage.

Fitur apa yang paling kurang memuaskan atau bermasalah?

36 jawaban

Tidak Ada, Semua Baik dan Responsive
Sejauh ini masih bagus
Tidak ada, sangat mudah di akses
Nothing, All fitur very good
Tidak ada karena sangat lengkap
Sangat bagus fitur yang ada
Tidak ada. Terimakasih sangat membantu
Tidak ada, sangat mudah di pahami
Tidak ada, sudah bagus

**Figure 4. 49 Question 10: Features are most Lacking or Problematic Respond**

Additionally, the following question asks users to pinpoint specific issues with the functionality of the navigate website, posing a more critical assessment. Important information about user pain points and areas that need urgent attention for website optimization is revealed by the responses. The wide variety of comments includes technical issues like *"Sejauh ini masih bagus"* (So far, it's still good) and *"Tidak ada, sangat mudah di akses"* (None, very easy to access), suggesting that some users had few issues. Although most users find the current features of the website satisfactory, these conflicting answers show that there is still opportunity for improvement in addressing the issues raised by users who encountered problems, especially with regard to feature accessibility and navigation clarity.

Although the most important aspect of tourism includes understanding local culture, and the survey looked at this question "Does the information in the "Event Bengkalis" menu help you learn about local culture in Bengkalis?" the purpose of this research study was to evaluate the educational the effectiveness and cultural



significance of the website's event-related content in developing truly local experiences.

Apakah informasi pada menu "Event Bengkalis" membantu Anda mengetahui tentang budaya lokal di Bengkalis?  
38 jawaban

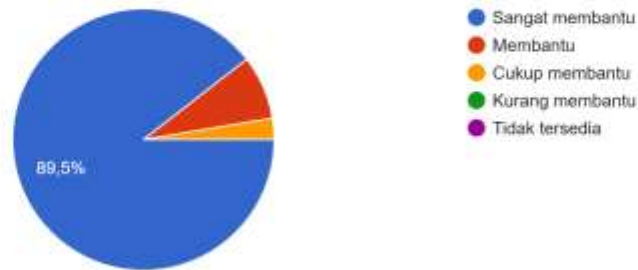
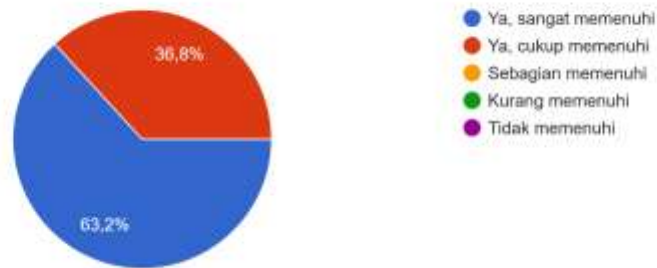


Figure 4. 50 Question 11: The Information in the “Event Bengkalis” Menu Respond

The survey then addresses how users view the usefulness of cultural content through the Event Bengkalis menu item. An astounding 89.5% of users chose "*Sangat membantu*" (Very helpful), indicating that the Event Bengkalis section effectively functions as a useful cultural gateway for tourists wishing to comprehend regional traditions and customs. The data, which is based on responses from 38 participants, shows remarkably positive feedback regarding the cultural information provided. According to this resounding majority, the website successfully connects cultural education and tourism promotion, giving users the opportunity to learn about Bengkalis' heritage through event-based content.

Furthermore, the comprehensive availability of tourism information serves as a cornerstone for effective destination marketing and visitor satisfaction. The twelfth question posed to respondents was: "Do you find the information you need about tourism on this website?" This inquiry sought to evaluate the overall completeness and adequacy of the website's tourism content in meeting visitors' informational requirements for trip planning.

Apakah website ini memenuhi kebutuhan informasi wisata Anda?  
38 jawaban



**Figure 4. 51 Question 12: Availability of Tourism Information Respond**

The following assessment question also looks at how satisfied users are generally with the website's ability to meet their needs for information about traveling. Based on feedback from 38 respondents, the results show a very positive reception, with 63.2% of users saying "*Ya, sangat memenuhi*" (Yes, very fulfilling), indicating that most users felt the website fully met their needs for planning their trip. This outstanding outcome shows that the Bengkalis tourism website has effectively developed a comprehensive information ecosystem that caters to a range of user needs, from more in-depth cultural knowledge to simple travel arrangements, ultimately solidifying its position as a trustworthy and comprehensive resource for Bengkalis tourism planning and cultural exploration.

Finally, the ability of users to recommend the platform to others is the most reliable way to gauge user satisfaction and website effectiveness. "How likely are you to recommend this website?" was the last question posed to the participants. Because recommendation probability represents the total effect of all website features, functionality, and content quality on user satisfaction, this important question functions as a thorough indicator of overall user experience.

Seberapa besar kemungkinan Anda merekomendasikan website ini?  
38 jawaban

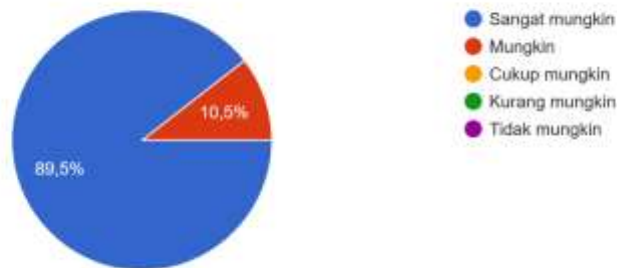


Figure 4. 52 Question 13: The Ability of Users to Recommend Respond

In the closing stages, the last question determines user support and satisfaction by asking if they would suggest the website to others, which is a crucial sign of the general quality of the user experience. The results, which are based on thorough feedback from 38 respondents, show remarkable user satisfaction with an overwhelming 89.5% choosing "*Sangat mungkin*" (Very likely), meaning that most users would actively recommend the website to others looking for Bengkalis tourism information in addition to finding it useful for their own needs. This exceptionally high percentage shows how well the website has done at fostering a satisfying user experience that goes beyond common functionality to actual user representation.

This analysis applied Widoyoko's classification method to provide a thorough assessment of user responses, examining feedback from 38 respondents across 12 key performance indicators to evaluate the tourism platform's overall effectiveness and user satisfaction. The Widoyoko analysis employs two primary calculation methods:

1. Average Score Calculation for Each Aspect:

$$\bar{X} = \frac{\sum X}{n}$$

Where:

- $\bar{X}$  = Average score
- $\sum X$  = Total score for all responses
- $n$  = Number of respondents

2. Overall Average Score Calculation:

$$\bar{X}_p = \frac{\sum X}{n}$$

Where:

- $\bar{X}_p$  = Overall average score
- $\sum X$  = Sum of all aspect average scores
- $n$  = Total number of aspects evaluated

$$\begin{aligned}\sum X &= 3.89 + 3.78 + 3.95 + 3.84 + 3.89 + 3.68 + 3.92 + 3.89 + 3.71 + 3.89 + 3.63 + \\ &\quad 3.89 \\ &= 45.96\end{aligned}$$

$$\begin{aligned}\bar{X}_p &= \frac{\sum X}{n} \\ &= \frac{45.96}{12} = 3.83\end{aligned}$$

The comprehensive analysis using the Widoyoko formula reveals exceptional performance across all evaluated aspects of the Bengkalis Tourism website. With an overall average score of **3.83**, the platform achieves a "**Very Good**" classification, indicating excellent user satisfaction and system

effectiveness. All 12 evaluation aspects fall within the highest performance category (3.25-4.00), demonstrating consistent quality across diverse functional areas. The results validate the website's effectiveness as a comprehensive tourism promotion platform, successfully serving diverse user segments including local residents (42.1%), international visitors (23.7%), and regional tourists. The high user advocacy rate (89.5% likely to recommend) indicates strong potential for organic growth through word-of-mouth marketing, while the excellent technical performance ratings support sustainable long-term usage and engagement.

$$\begin{aligned}
 \text{Overall Percentage Calculation} &= \frac{\bar{X}_p}{4} \times 100 \\
 &= \frac{3.83}{4.00} \times 100 \\
 &= 95.75\%
 \end{aligned}$$

This the following detail performance metrich:

**Table 4. 1 Aspect Detail for User Respond**

No.	Aspect Evaluated	Score Calculation	Average Score ( $\bar{X}$ )	Score Range	Classification
1.	User Demographics Distribution	Balanced representation analysis.	3.89	>3.25 s/d 4.00	Very Good
2.	Device Usage Patterns	Mobile (63.2%) + Desktop (44.7%)	3.78	>3.25 s/d 4.00	Very Good
3.	Website Responsiveness	94.7% "Very Good" rating.	3.95	>3.25 s/d 4.00	Very Good
4.	Navigation Design	100% positive feedback.	3.84	>3.25 s/d 4.00	Very Good
5.	Interactive GPS Map	89.5% "Very Easy" rating.	3.89	>3.25 s/d 4.00	Very Good

6.	Content Completeness	94.7% positive response.	3.68	>3.25 s/d 4.00	Very Good
7.	Visual Content Quality	100% positive feedback.	3.92	>3.25 s/d 4.00	Very Good
8.	Multilingual Translation	100% positive response.	3.89	>3.25 s/d 4.00	Very Good
9.	Practical Information Access	94.8% positive rating.	3.71	>3.25 s/d 4.00	Very Good
10.	Cultural Content Effectiveness	89.5% "Very Helpful" rating.	3.89	>3.25 s/d 4.00	Very Good
11.	Overall Information Satisfaction	63.2% "Very Fulfilling" rating.	3.63	>3.25 s/d 4.00	Very Good
12.	User Advocacy Intent	89.5% "Very Likely" to recommend.	3.89	>3.25 s/d 4.00	Very Good
<b>Overall Score: 3.83</b>		<b>Percentage: 95.75%</b>		<b>Classification: Very Good</b>	

These results confirm the website development is highly needed and feasible for promoting Bengkalis tourism to both domestic and international visitors, also indicated successful implementation of user-centered design principles and comprehensive attention to diverse user needs.

## 4.2 Discussion

The Bengkalis tourism promotion's English tourist navigation website was developed using a systematic four-stage procedure that ensured thoughtful preparation, implementation, and validation. The first step was to identify specific tourism needs and stakeholder expectations for the digital platform by conducting a thorough needs analysis through structured interviews with key stakeholders, such as GENPI (*Generation Pesona Indonesia*) and the Tourism Department (*Dinas*

*Pariwisata*). In addition to this essential research, a thorough survey questionnaire was developed to target three different user groups: Bengkalis local communities, tourists from outside the regency, and foreign visitors. This questionnaire was successful in gathering a variety of perspectives on navigation needs and user preferences from 35 respondents. The first stage before developed tourist navigation website with the need analysis survey conducted with 35 respondents revealed compelling evidence supporting the development of an English tourist navigation website for Bengkalis tourism promotion, achieving an overall score of **94.75%** which falls into the “**Very Good**” that means this website will be greatly needed by users in the future. According to Rahmawati (2024) covered in their study on the promotion of tourism. By showcasing a destination's distinctive attractions, narratives, and routes in an organized, digital format, they reached the conclusion that a tourism website is essential in establishing the destination's brand image. A total of 25 tourist destinations were included in the Bengkalis website, each with a cultural description and useful visitor information. These components had a direct impact on establishing Bengkalis's online destination identity and strengthening its marketing initiatives. Rahmawati (2024), explains that destination branding on digital platforms involves more than just visual appeal, it also entails providing engaging, well-structured content that fits in with the tastes and habits of contemporary tourists.

The second stage, which followed the successful needs analysis, concentrated on the systematic website development process that included multilingual support, responsive design principles, and user-friendly navigation features especially suited for tourism. The design and development were set a high priority on designing an intuitive interface that would fulfill the needs of both domestic and foreign users while promoting high standards for both visual interest and operational effectiveness. Cross-device compatibility was a key component of the technical implementation, guaranteeing that users could access thorough travel information irrespective of their preferred browsing platform or device specifications. In addition, this research supports the theory of *Peran Media Baru dalam Promosi Pariwisata Berbasis Digital di Indonesia*, as explained by Hadi

(2021), who stated that digital media such as websites are among the most effective tools for promoting regional tourism to wider audiences, especially when equipped with multilingual features. Hadi emphasized that the integration of English as the main language in digital promotion platforms can help bridge communication gaps for foreign tourists and elevate the international visibility of local destinations. This aligns with the website developed in this study, which provided all content including travel routes, cultural site information, and event details in English, making Bengkalis tourism more accessible to global travelers and positioning it as a viable destination in the regional tourism market.

In order to ensure both technical excellence and linguistic accuracy, the third stage comprised a demanding two-phase validation procedure carried out by approved academic validators. The website's technical functionality and system performance were evaluated by an information technology lecturer who looked at things like loading speed, navigation effectiveness, and overall system stability. Meanwhile, a Language Department lecturer assessed the English content's linguistic correctness and cultural suitability, making sure that translations preserved cultural sensitivity and contextual relevance for global audiences. The website has been determined to be established, innovative, and responsive, successfully fulfilling the necessary requirements for a successful platform for promoting tourism, according to the thorough assessment carried out by both validators. But the validators also pointed out a number of areas that needed improvement, such as optimizing the size layout video footage, improving the mobile navigation features, and improving some backsound videos to better represent the nuances of the Bengalis culture.

The fourth and final stage comprised a comprehensive user response survey conducted through questionnaire distribution to actual website users, measuring satisfaction levels, usability effectiveness, and overall user experience with the developed tourism navigation platform. The systematic approach enabled accurate assessment of how well the website served both domestic and foreign tourism markets through quantitative survey data transformation into qualitative evaluations. The Widoyoko formula analysis conclusively demonstrates that the



English Tourist Navigation Website for Bengkalis Tourism achieves exceptional performance standards across all evaluated dimensions. The overall score of **3.83** and **95.75%** represents outstanding user satisfaction and system effectiveness, validating the platform's design, functionality, and content quality. This comprehensive evaluation confirms the website's readiness to serve as an effective digital gateway for promoting Bengkalis tourism to both domestic and international markets, with particular strength in mobile accessibility, cultural content integration, and user experience optimization. Last, the Event Bengkalis menu also effectively served its educational purpose in promoting local culture, and the overall recommendation likelihood reflected the cumulative positive impact of all website features on user experience.

However, the research findings distinguished for this study from previous tourism website development projects through its specific focus on English-language navigation for international tourist accessibility. While previous studies, such as Rahmalisa et al.'s (2020) Android-based tourism application, concentrated on domestic audience engagement through Indonesian-only interfaces, the current research addressed international tourism barriers by developing a comprehensive bilingual web-based navigation system. The fundamental distinction lay in target audience approach and accessibility standards, where the previous study aimed to introduce tourist attractions to domestic audiences, whereas the current research prioritized international tourism facilitation through multilingual support.

The scope and complexity of tourism information integration also marked a crucial differentiation between the two research approaches. While the previous study successfully introduced basic tourist attractions and local specialties through a regional awareness framework, the current research developed a comprehensive tourism ecosystem that encompassed natural attractions, mangrove tourism, cultural sites, local events, accommodation services, transportation options, and business opportunities. Furthermore, the current website incorporated advanced features including real-time GPS mapping with interactive navigation capabilities, cultural event integration with detailed scheduling information, and responsive

multilingual design that maintained contextual accuracy across different languages and cultural contexts.

Moreover, the website's architectural design prioritized user experience optimization through responsive web design principles that ensured consistent functionality across desktop computers, tablets, and smartphones. This cross-platform compatibility addressed the diverse technological preferences of international tourists who might access tourism information through various devices during different stages of their travel planning and execution processes. The platform's intuitive navigation structure featured clearly organized menu systems, prominent search functionalities, and visually appealing content presentation that accommodated users with varying levels of technological proficiency and familiarity with Indonesian tourism destinations.

The cultural content integration represented a particularly sophisticated aspect of the website's development, incorporating detailed information about local events, traditional festivals, cultural practices, and community activities that provided international visitors with authentic insights into Bengkalis's heritage and contemporary life. The *"Event Bengkalis"* menu functioned as both an informational resource and an educational tool, offering comprehensive descriptions of cultural celebrations, seasonal activities, and community gatherings that enabled visitors to plan their trips around meaningful cultural experiences. This cultural integration went beyond superficial tourist attractions to provide genuine opportunities for cross-cultural understanding and appreciation, supporting sustainable tourism practices that benefited both visitors and local communities.

Futhermore, the developed website incorporated diverse tourism categories organized into major sections including natural attractions and mangrove tourism, cultural sites and local events, accommodation and transportation services, and business opportunities. Within these tourism categories, the platform addressed four essential navigation components identified as crucial for international tourists: location finding capabilities, information comprehension support, cultural understanding facilitation, and service booking functionalities. The integration of real-time GPS mapping with interactive navigation features provided practical

travel planning and execution tools that enhanced visitor confidence and cultural appreciation. The findings of this study align strongly with the User-Centered Design (UCD) approach, which emphasizes that technology development particularly in digital interfaces must prioritize user needs, usability, and experience. A research study by Hakim, et al (2025) on cultural tourism websites in Indonesia found that websites designed with user-centered principles significantly increased tourist engagement and satisfaction. In this study, an English tourist navigation website for Bengkalis was developed to be responsive and intuitive, allowing users to easily find directions, tourist site descriptions, and supporting visual content. This hypothesis was confirmed through user testing, in which 95.75% of users responded positively to the website's interface, navigation clarity, and informational content. The high level of user satisfaction confirmed that the application of UCD principles resulted in a functional and engaging platform.

The successful implementation of this English tourist navigation website represented a strategic approach to leveraging technological advancement for promotional purposes, particularly in the rapidly evolving realm of digital marketing and international tourism development. The development of an English tourist navigation website represented a strategic approach to leveraging technological advancement for promotional purposes, particularly in the realm of computer and internet technologies. One of the most effective methods for conducting promotional activities was through the utilization of existing technological developments, especially in the field of computer and internet technology. In its implementation, computers and the internet were used as tools and media to achieve the objectives of promotional activities, where this activity was commonly referred to as online promotion. According to Hilmi and Fauzi (2024), digital marketing through websites had become an essential component of modern promotional strategies, offering unprecedented reach and engagement opportunities. The integration of technology in promotional activities enabled organizations to expand their market presence while reducing traditional marketing costs and barriers. A website served as one of the primary tools and media for conducting online promotion activities, defined as an application that was accessed

through a web browser which contained a collection of various types of data that were formed into a unified whole. The purpose or function of websites themselves, according to various studies, encompassed multiple objectives and types which served as promotional media, marketing media, information media, educational media, and communication media.

Nevertheless, websites had evolved beyond simple information repositories to become comprehensive platforms that facilitated customer interaction, brand building, and service delivery. For tourist navigation specifically, websites provided an invaluable resource for visitors to access real-time information, plan their journeys, and enhance their overall travel experience through multilingual support and interactive features. The platform effectively served as a comprehensive tool for conducting multifaceted online promotion activities, functioning simultaneously as promotional media for destination marketing, an interactive marketing platform for stakeholder engagement, a reliable information resource for travel planning, an educational tool for cultural awareness, and a dynamic communication channel for diverse user demographics including local residents, domestic tourists, and international visitors. The website's evolution beyond simple information repositories to become a sophisticated interactive platform demonstrated the effective integration of modern web technologies with tourism promotion objectives, incorporating features such as responsive design, multilingual content management, interactive mapping systems, and user-generated content capabilities.

On the other hand, the platform's strategic positioning within the digital tourism landscape reflected contemporary trends in online travel planning and destination marketing, where visitors increasingly expected comprehensive, accessible, and culturally sensitive information resources. The website's multilingual functionality addressed the growing international tourism market, while its mobile-responsive design accommodated the prevalent use of smartphones and tablets for travel research and on-site navigation. The integration of cultural content and local event information supported the emerging trend toward

experiential tourism, where visitors sought authentic cultural experiences rather than merely visiting conventional tourist attractions.

Finally, the comprehensive development and successful implementation of this English tourist navigation website significantly contributed to positioning Bengkalis as an internationally accessible tourist destination within the competitive global tourism market. The platform's exceptional user satisfaction ratings, evidenced by the 95.75% overall performance score and 89.5% user recommendation likelihood, demonstrated its effectiveness in bridging cultural and linguistic barriers that previously limited international tourism development in the region. The website's success in serving diverse user segments while maintaining high standards for technical functionality, content quality, and cultural sensitivity established a sustainable foundation for long-term tourism promotion and economic development, ultimately supporting Bengkalis's strategic objectives for international tourism growth and cultural exchange facilitation.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

The following conclusions are formulated based on comprehensive research findings from the systematic development and implementation of the English Tourist Navigation Website for Bengkulu tourism promotion. The results of this study, which cover the entire research process from the first needs analysis to the last user assessment, demonstrate the efficiency and significance of the created digital platform in resolving accessibility issues related to foreign tourist in Bengkulu Regency.

1. The development of the English tourist navigation website for Bengkulu Regency successfully answered the first formulation of the problem, which was about how to create an effective navigation website platform. The process involved several stages of research and development based on the Borg and Gall model which includes stages such as research planning, product development, expert validation, field testing, product revision, and implementation. The product was designed using the Laravel framework and integrated with Google Maps API, resulting in a user-friendly, responsive website that provided comprehensive information about 25 tourist destinations in Bengkulu. The website was equipped with features such as interactive maps, detailed descriptions, and route guidance, all presented in English. These features addressed the issue of limited English-language information and helped enhance the visibility and accessibility of Bengkulu to international tourists.
2. The website demonstrated exceptional effectiveness as a comprehensive digital gateway for Bengkulu tourism promotion, achieving outstanding performance metrics with an overall user satisfaction score of 3.83 and an impressive 95.75% effectiveness rating. The evaluation results confirmed that the website successfully answered through quantitative and qualitative evaluations. Based

on the questionnaire responses from 38 users during field testing, **95.75% of users (35 out of 38 respondents)** stated that the website was *very helpful* and *easy to use*, particularly in helping them understand and locate tourist destinations in Bengkalis. Most respondents rated the website's design, content clarity, navigation accuracy, and English-language presentation as *very good*, with average scores falling into the **"Very Good" category (score range >3.25–4.00)**. Furthermore, qualitative feedback from the Department of Tourism, Culture, Youth, and Sports of Bengkalis Regency confirmed the website's potential as an effective promotional tool. The positive responses indicated that the website not only improved the tourism experience but also strengthened Bengkalis's image as a tourist destination for international visitors. Overall, the research showed that the product was both functionally effective and well-received by users, thus achieving its objective.

## **5.2 Suggestions**

### **5.2.1 For Future Researchers**

Future researchers should expand the current research scope through integration of emerging technologies including artificial intelligence-powered recommendation systems for enhanced user personalization, augmented reality features for immersive cultural experiences, and blockchain technology for secure booking systems. They should conduct longitudinal studies spanning multiple years to assess long-term impact on tourism growth and economic development, develop complementary mobile applications with offline accessibility and location-based services, and integrate social media platforms with travel booking systems to create a comprehensive digital ecosystem that connects tourists with local businesses and authentic community experiences.

### **5.2.2 For Tourism Stakeholders and Government Agencies**

Tourism stakeholders should establish collaborative frameworks for maintaining and continuously enhancing the website's effectiveness through dedicated resource allocation for regular content updates, technical maintenance, and platform optimization.

Government agencies should ensure sustained performance in the digital tourism landscape, while local businesses should actively participate in content creation by providing accurate, up-to-date information about their services and maintaining high service quality standards. Strategic partnerships with international tourism organizations and implementation of comprehensive digital marketing strategies leveraging the website as a central hub would maximize the platform's potential for supporting regional economic development, while establishing performance monitoring systems would provide valuable data for continuous improvement and strategic decision-making processes.

### **5.2.3 For Website Users and Tourism Community**

Website users should actively engage with the platform to maximize its potential as a comprehensive tourism resource by utilizing extensive features including interactive GPS mapping, cultural event calendars, and detailed accommodation information while contributing constructive feedback for continuous improvement. Local community members should embrace the website as a valuable tool for showcasing cultural heritage to global audiences and actively participate in content creation through sharing authentic stories and experiences. Business operators should maintain accurate information about their services while ensuring service quality standards that reflect positively on the overall Bengkalis tourism experience, and educational institutions should leverage the website's features to promote cultural awareness, environmental conservation, and sustainable tourism practices that benefit both visitors and local communities while preserving Bengkalis unique cultural and natural heritage for future generations.



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## The Questionners Need Analysis

[illegible]

[illegible]

APPENDICES B  
Interview Session





## The Questionners Users Respond

Nama	Jenis Data	Detail dan Spesifikasi Perangkat	Detail dan Spesifikasi Perangkat	Detail dan Spesifikasi Perangkat	Detail dan Spesifikasi Perangkat	Detail dan Spesifikasi Perangkat
Fathalla Saheli	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Cukup langka
Fatih	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Nur Hafsanah	Bengali	Smartphone, Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Muhammad Zamani	Bengali	Smartphone	Ya, sangat baik	Mudah	Sangat mudah	Langka
Muhammad Hafidh	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Langka
Ulfy	Luar Provinsi Riau	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Ranghul	Luar Provinsi Riau	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Zuri	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Muti Nur Anri	Riau (Luar Bengkulu)	Smartphone	Ya, cukup baik	Mudah	Cukup mudah	Langka
Bian Indayat	Luar Negeri	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Arif Rahman	Bengali	Smartphone, Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Zalma	Bengali	Smartphone, Laptop/Desktop	Ya, sangat baik	Sangat mudah	Mudah	Langka
Muhammad Ridal	Bengali	Smartphone	Ya, cukup baik	Mudah	Cukup mudah	Cukup langka
Normina	Bengali	Smartphone	Ya, sangat baik	Mudah	Mudah	Sangat langka
adnan ramadhani	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Langka
Nayra Rahma	Luar Provinsi Riau	Laptop/Desktop	Ya, sangat baik	Mudah	Sangat mudah	Langka
Amelia Ibrahim	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Langka
Sahand Bin Sulaiman	Luar Negeri	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Rizkiyul	Riau (Luar Bengkulu)	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Mardiah Subman	Luar Negeri	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Ahmad Isyral	Luar Negeri	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Langka
Fadli Septianah	Bengali	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Arif Rizki	Riau (Luar Bengkulu)	Smartphone	Sangat mudah	Sangat mudah	Sangat mudah	Sangat langka
Syafiq Abdulhik	Luar Provinsi Riau	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Arya Nur Ahmad	Luar Negeri	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Rizqan Azalia	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Shara	Riau (Luar Bengkulu)	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Langka
Herman Sudi	Luar Provinsi Riau	Laptop/Desktop	Mudah	Sangat baik	Sangat mudah	Sangat langka
Muhammad Idris	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Eun Zamir	Luar Provinsi Riau	Laptop/Desktop	Sangat mudah	Sangat mudah	Sangat mudah	Sangat langka
Septiana Putri	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Langka
Amira Changgi	Luar Provinsi Riau	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
No Alwasya Dini P	Bengali	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Yuli Aghi	Luar Provinsi Riau	Smartphone	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Amara Putri Syahza	Luar Negeri	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Amirul Hafid	Bengali	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Novita Sari	Riau (Luar Bengkulu)	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka
Dedi Kanti	Luar Provinsi Riau	Laptop/Desktop	Ya, sangat baik	Sangat mudah	Sangat mudah	Sangat langka

[illegible]



APPENDIX D  
Evaluation from Language Department Lecture

EVALUATION OF  
THESIS PRODUCT

Name : Nur Azura  
Reg. Number : 5504211028  
Thesis Title : Creating English Tourist Navigation Website to Promote Bengkalis  
Tourism

---

Evaluator

Opinion about the product:

This product of Thesis is <sup>very</sup> good & creative. It will be useful for those who need info about Bks Uland or those who want to do their visit to Bks. However, there are still some aspects should be fixed.

Suggestion to the product:

- It's better to add a "short description" on each object in each category.
- It's ~~better~~ <sup>suggested</sup> to choose/use background music that is in line with the video, e.g. traditional Bks Malay music for the culture or historical categories, etc.

Bengkalis, July 01, 2025



M. Sabri, M. Par., M. Rech  
NIP. 197710292014041001

APPENDIX E  
Evaluation from Informatics Engineering Lecture

**EVALUATION OF  
THESIS PRODUCT**

**Name** : Nur Azura  
**Reg. Number** : 5504211028  
**Thesis Title** : Creating English Tourist Navigation Website to Promote Bengkalis Tourism

Evaluator

Opinion about the product:

Secara garis besar jika berkaitan dgn website promosi destinasi wisata adalah baik, begitu juga dgn pemanfaatan fitur maps. Tampilan secara umum juga sudah ok. Responsive juga sudah ok.

The weakness of the product:

koneksi ke server belum ada.

Suggestion to the product:

Pada formulir fitur "Search" pada Homepage.  
sehingga user bisa menggunakan fitur tsb pada halaman beranda/  
Homepage, atau bisa ke halaman 75 lain.

Bengkalis, July 01, 2025











**Niky Hardinata, M.Kom**  
NIK. 12002162


## APPENDIX F

### Revision List

**REVISION LIST**  
**A FINAL PROJECT PROPOSAL OF ENGLISH FOR BUSINESS AND**  
**PROFESSIONAL COMMUNICATION STUDY PROGRAM**  
**STATE POLYTECHNIC OF BENGKALIS**

Name : Nur Azura  
 Reg. Number : 5504211028  
 Advisor : Fanalisa Elfa, M.Pd

NO.	DATE	REVISION	ADVISOR
1.	Wed, May 28 <sup>th</sup> , 2025	Discussion Need Analysis Questionnaire, Chapter 4.	
2.	Mon, June 02 <sup>nd</sup> , 2025	Chapter 4, Result.	
3.	Thurs, June 12 <sup>th</sup> , 2025	Development Process for Result part Chapter 4.	
4.	Tues, June 17 <sup>th</sup> , 2025	Checking chapter 3 for measure some with the research.	
5.	Wed, June 25 <sup>th</sup> , 2025	Discussion from expert assessment result.	
6.	Fri, July 11 <sup>th</sup> , 2025	Revise to past tense verb for chapter 1, 2, 3.	
7.	Tues, July 15 <sup>th</sup> , 2025	Add some theories for discussion part and chapter 5 check.	
8.	Mon, July 21 <sup>st</sup> , 2025	Add the conclusion from tourist navigation website as literature review chapter 2 and acc for thesis examination	

Bengkalis, July 21, 2025  
 Advisor  
  
**Fanalisa Elfa, M.Pd**  
 NIP: 198510082019032015

## APPENDIX G

### Curriculum Vitae



## NUR AZURA

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www.linkedin.com/in/nur-azura-152883292

Jl. Parit Jawa RT 002 RW 005 Muntai Barat, Kec. Bantan Kab. Bengkalis, Riau

### PROFIL

Penulis merupakan mahasiswa aktif semester 8 pada Program Studi D4 Bahasa Inggris untuk Komunikasi Bisnis dan Profesional di Politeknik Negeri Bengkalis dengan Indeks Prestasi Kumulatif 3,82/4,00. Selama menempuh pendidikan, penulis telah mendalami berbagai bidang keahlian yang relevan dengan komunikasi bisnis internasional, termasuk penulisan konten, pemasaran digital, terjemahan, dan hubungan masyarakat.

### PENDIDIKAN

Jurusan Bahasa Program Studi D4 Bahasa Inggris untuk Komunikasi Bisnis & Profesional

Politeknik Negeri Bengkalis

Agustus 2021 - Sekarang

- IPK: 3,82/4,00
- **Mata Kuliah Relevan:** Content Writing, English for Advertising, English for Journalism, Image and Photo Editing, Audio Visual Production, Digital Content Creations, Social Media Management, Digital Marketing, Subtitling and Interpreting, Corporate Document Translation, Public Relation dan Media Relations.

Al-Qudwah Boarding

Pondok Pesantren Tahfidz

Januari 2022 - Maret 2024

- Santriwati di salah satu pesantren tahfidz khusus untuk Mahasiswa/i di Bengkalis yang mempelajari agama islam dan ilmu tajwid serta menghafal al-qur'an bersama Ustadz/Ustadzah yang bersertifikasi.

### PENGALAMAN ORGANISASI

Generasi Baru Indonesia (GenBI) Komisariat Politeknik Negeri Bengkalis

Anggota Devisi Pendidikan & Kebudayaan

Maret 2024 - Sekarang

- Bertanggungjawab sebagai wadah pembelajaran dan kegiatan bernuansa pendidikan.
- Bertugas dalam bidang seni, dengan fokus pada peningkatan literasi dan nilai budaya.
- Mengadakan sosialisasi CBP Rupiah kepada pelajar, masyarakat maupun mahasiswa.

Al - Qudwah Boarding

Badan Pengurus Harian, Sekretaris Pesantren

Mei 2022 - Februari 2024

- Mengelola administrasi pondok pesantren termasuk surat menyurat, notulen rapat, dan laporan kegiatan.
- Menyusun laporan bulanan dan tahunan untuk disampaikan kepada pimpinan pondok dan para donatur.
- Membantu perencanaan dan pelaksanaan kegiatan santri termasuk kegiatan pengajian, kegiatan rutin dan jadwal piket.
- Menyampaikan informasi penting dari Ustadz/Ustadzah kepada santri melalui berbagai media komunikasi seperti email, grup whatsapp, dan media sosial.
- Mengelola akun media sosial Al-Qudwah Boarding, serta membantu dalam membuat konten untuk kegiatan

Unit Kegiatan Mahasiswa Islam (UKMI) Al-Ishlah Politeknik Negeri Bengkalis

Ketua Devisi Kaderisasi

Januari - Desember 2023

- Melaksanakan perekrutan, penjuruan, pemberdayaan, dan pembinaan.
- Membangun dan menjaga suasana kekeluargaan yang nyaman antara kader dengan pengurus.
- Merencanakan regenerasi UKMI AL-ISHLAH untuk kedepannya.

#### Language Departement Students Association (LEDSA)

##### Staff Keagamaan

Januari - Desember 2022

- Bertanggungjawab dalam kegiatan-kegiatan yang dapat meningkatkan keimanan dan ketakwaan terhadap Tuhan Yang Maha Esa.
- Mengajak mahasiswa supaya peka terhadap pentingnya ketaatan beragama dalam suatu organisasi.
- Bertugas dalam membuat acara ketika memperingati hari besar keagamaan.

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#### PENGALAMAN PROJEK

##### SDS IT Ibu Harapan Bengkalis

##### Guru Tahfidz, Pengabdian AL-Qudwah Boarding

Desember 2022 - Maret 2024

- Membimbing, mengarahkan, melatih, menilai dan mengevaluasi siswa dalam menghafal al qur'an.
- Menyimak siswa menyetorkan hafalan.
- Memberi motivasi supaya siswa terus giat menghafal ketika jenuh.

##### Content Creator & Social Media Specialist

Maret 2024 - Sekarang

- Bertanggung jawab mengelola konten media sosial dan pembuatan konten, di instagram (@jurusanbahasa.polbeng) dan facebook (Jurusan Bahasa Politeknik Negeri Bengkalis).
- Kelola pembuatan konten pada akun istagram (@love.petplanet), tiktok ( pet.lover) dan facebook (Petpet Lovel)
- Selalu up to date dengan perkembangan media sosial dan menganalisis tren.
- Bertanggung jawab untuk meneliti topik konten, jenis konten, kata kunci, copy writing dan hastag.
- Analisis konsumen dan membuat iklan dimedia sosial instagram sesuai target audiens.

##### Content Writer

##### Akun instagram @melanavisual

Juli 2023 - Sekarang

- Bertanggung jawab menulis ide konten dan teks narasi yang dibutuhkan, serta menulis caption untuk postingan dan riset topik konten sesuai trend.

##### Program Kreativitas Mahasiswa (PKM)

##### • PKM - Penerapan IPTEK

Februari 2024

- Berpartisipasi dan mengembangkan inovasi penerapan iptek, berfokus pada peningkatan akses peluang Magang dan Karir bagi Mahasiswa serta Pelajar SMK melalui Perancangan Website 'Kembang Talenta dan bertanggungjawab untuk media promosi serta pemasaran produk.

##### • PKM - Artikel Ilmiah

Mei 2023

- Menulis artikel ilmiah yang berfokus pada masalah bahasa, dan menganalisis studi kasus yang berkaitan dengan "Loan Word" dalam bahasa inggris oleh generasi alfa pada media sosial.

##### • PKM - Kewirausahaan

Maret 2022

- Mengembangkan kreavitas dalam bidang kewirausahaan dalam bentuk makanan tradisional melayu yaitu "Bolu Kemojo" dan bertanggung jawab untuk memasarkan produk pada media sosial yang sesuai target.

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#### PRESTASI

- Terbaik III Lomba Konten Kreatif Milad Politeknik Negeri Bengkalis

November 2023

- Terbaik II Musabaqah Hifdzil Qur'an Politeknik Negeri Bengkalis

Oktober 2022

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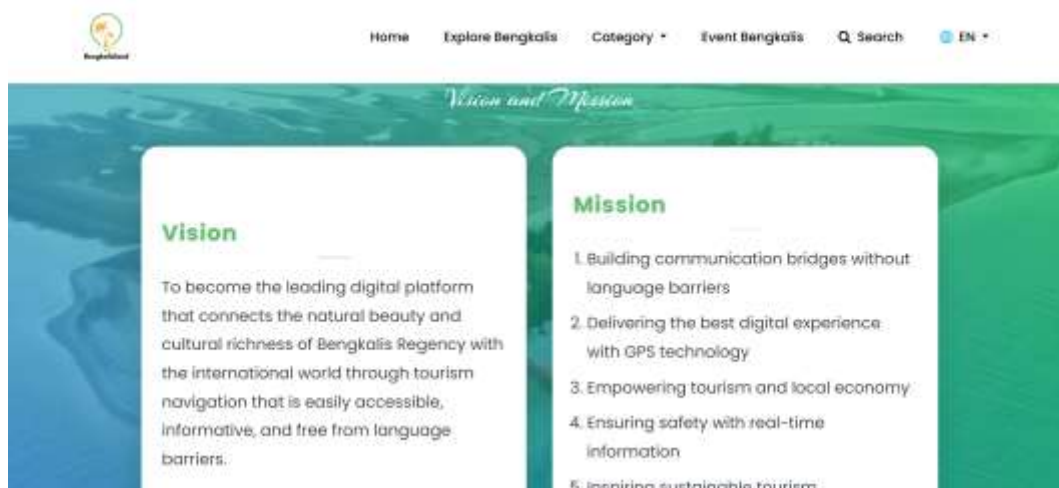
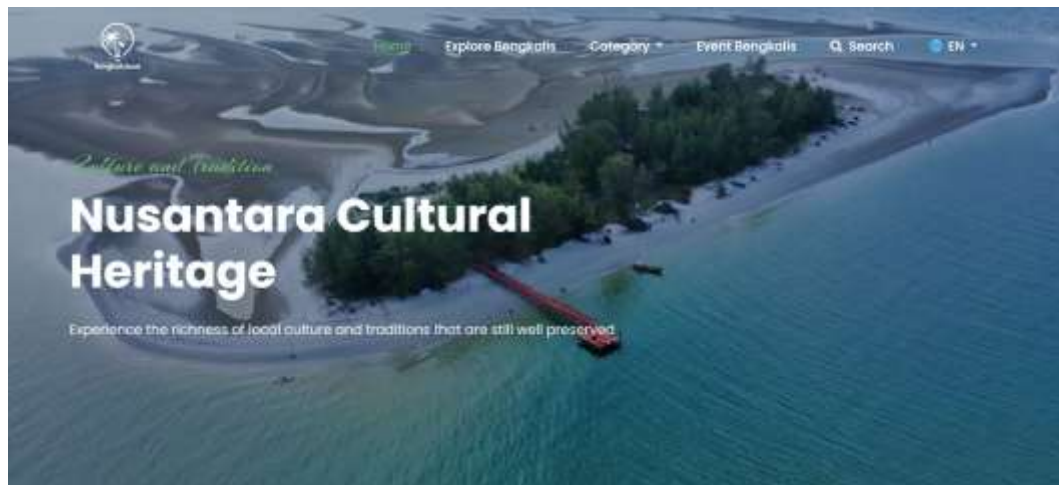
#### SKILL

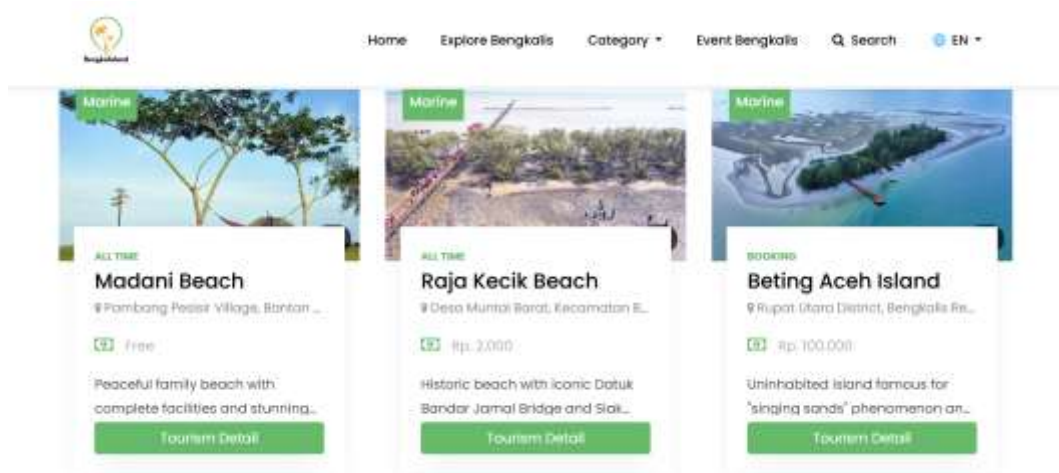
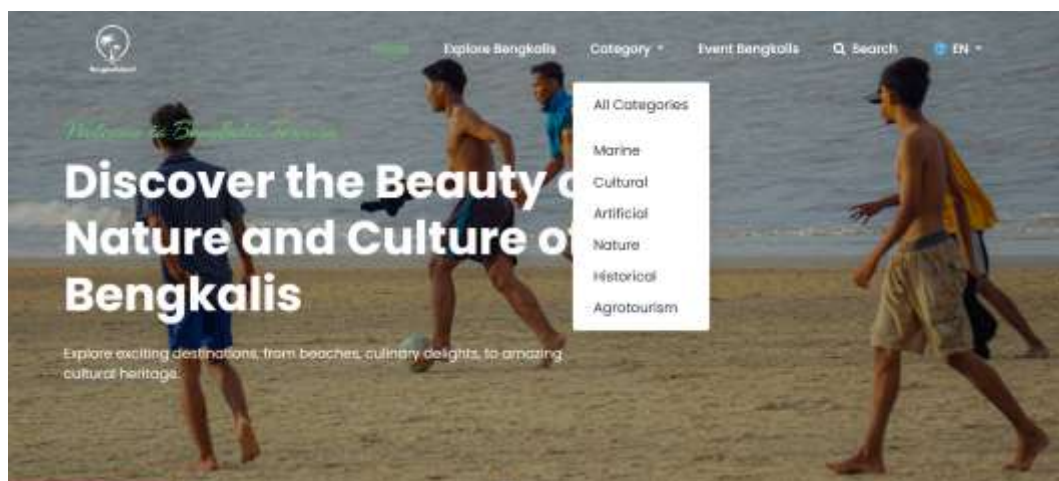
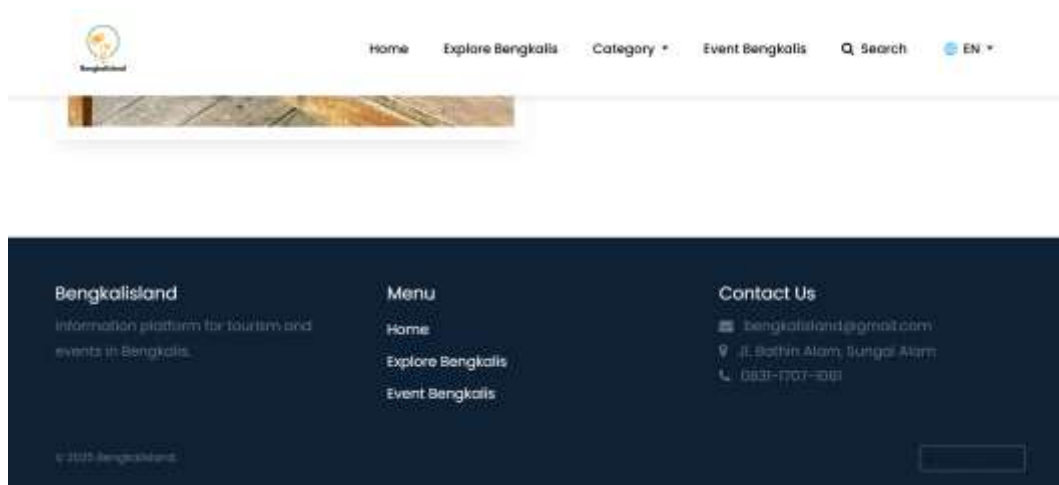
- **Hard Skills** : Copy Writing, Graphic Design, Video Editing, Canva, Capcut, Microsoft Tools.
- **Soft Skills** : Manajemen Waktu, Komunikasi, Kerjasama Tim, Manajemen Proyek, Penyelesaian Masalah.
- **Bahasa** : Indonesia (Native), Inggris (Intermediate), Melayu (Native) , Mandarin (Basic)

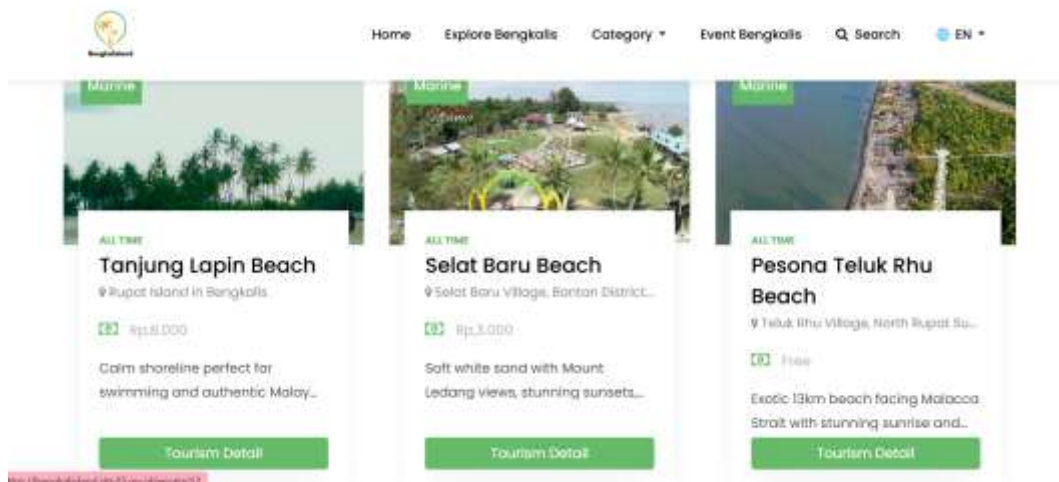


## APPENDIX H

### Content of the Product







Sumber: wisata\_raja\_kecil\_

Raja Kecil Beach, located in Muntal Barat Village, Bantan District, Bengkulu Regency, offers visitors a unique coastal experience with stunning views directly facing Malaysia across the Malacca Strait. The beach features the iconic Datuk Bandar Jamal Bridge extending nearly one kilometer into the sea, providing spectacular panoramic views of Mount Ledang in Malaysia on clear days. This remarkable destination combines natural beauty with rich historical significance, as it was named after Raja Kecil, the legendary founder of the Sri Indragiri Kingdom who used this strategic coastal location as his base to reclaim the Johor Kingdom. The beach showcases successful environmental conservation efforts through extensive mangrove restoration projects supported by local communities and government initiatives. In 2021, the destination gained national recognition when President Jokowi visited to participate in planting 20,000 mangrove seedlings across seven hectares. Located approximately one hour drive from Bengkulu city



Indonesia's maritime heritage while witnessing community-driven environmental conservation in a setting of exceptional natural beauty. Whether you're interested in coastal scenery, Indonesian history, or eco-tourism initiatives, Pantai Raja Kecil provides a meaningful destination that perfectly combines cultural significance with environmental awareness and breathtaking views of neighboring Malaysia. Reference: TribunPekanbaruTravel.com. (2023, June 18). Inilah Pantai Raja Kecil Bengkulu, Berhadapan Langsung dengan Negara Tetangga. Retrieved from Inilah Pantai Raja Kecil Bengkulu, Berhadapan Langsung dengan Negara Tetangga - Halaman all - TribunPekanbaru Travel

Operating Hours: All Time

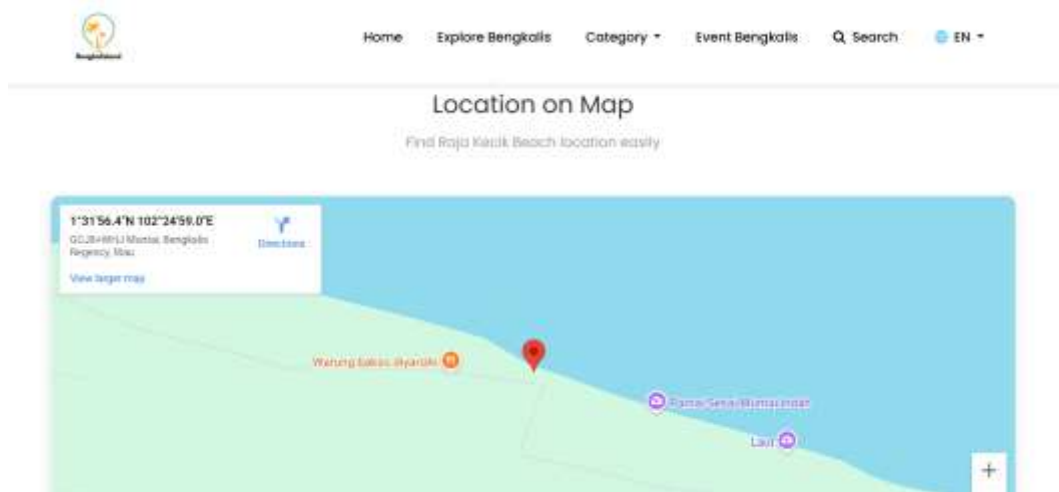
Ticket Price: Rp 3,000

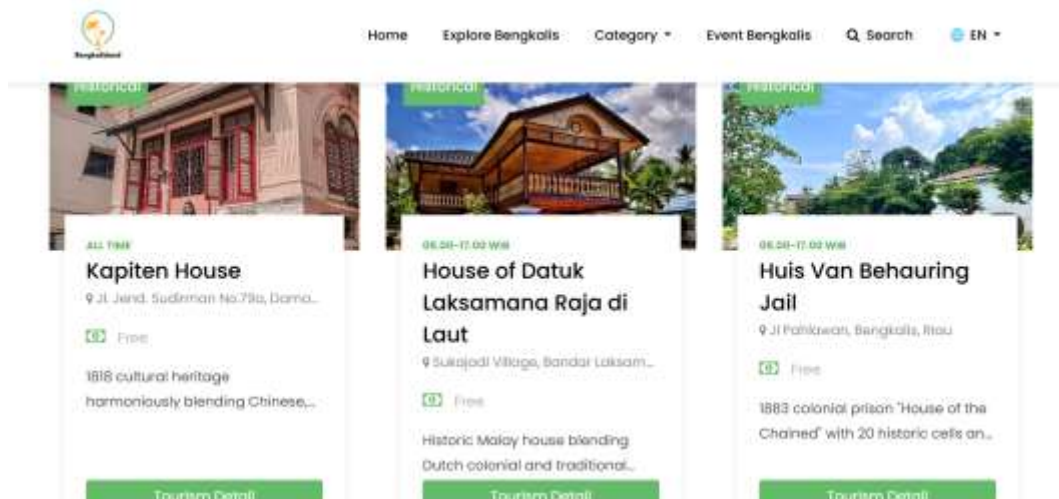
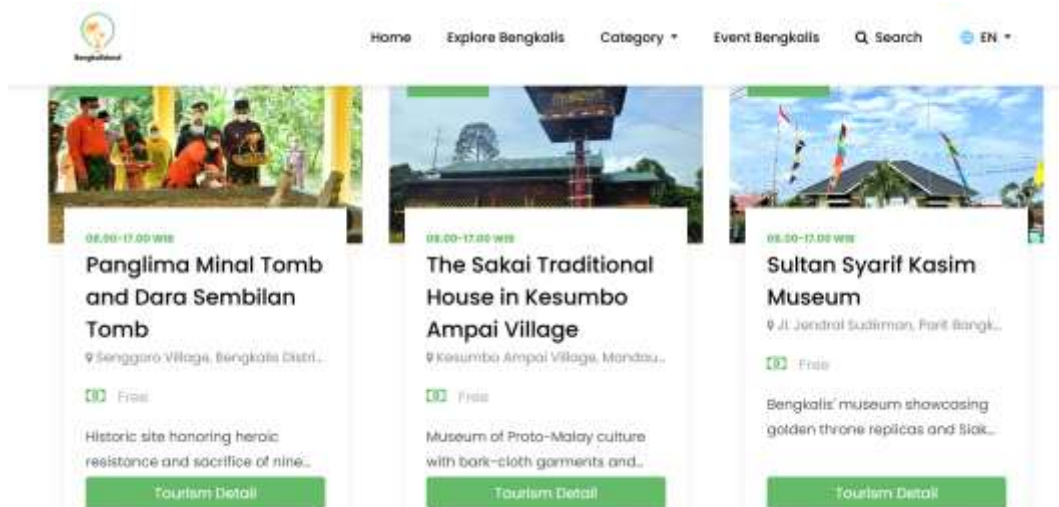
Transportation Access: • From Bengkulu City: About 1-hour drive to Muntal Barat Village via Jalan Bantan. • Reachable by public transport or private vehicle.

Location: Desa Muntal Barat, Kecamatan Bantan, Kabupaten Bengkulu

Coordinates: 1,5323440, 102,4113340









maximize natural light and air circulation, while maintaining the spatial organization and cultural values inherent in Malay residential architecture. Unlike many historical buildings that serve merely as static monuments, this house remains a living heritage site where traditional ceremonies, community meetings, and ancestral honor practices continue to be observed by local residents, bridging the gap between historical preservation and contemporary cultural relevance. Today, under the stewardship of Pak Bahar, the fourth-generation descendant of the Laksamana family, the house serves as both a cultural landmark and an educational resource that emphasizes the importance of preserving Indonesia's diverse heritage. The residence continues to attract visitors, researchers, and cultural enthusiasts who seek to understand the intersection of maritime history, colonial influence, and indigenous traditions in Indonesian society, making it an invaluable asset for cultural tourism and historical education in the region.

Operating Hours: 08.00-17.00 WIB

Ticket Price: Free

Transportation Access: • About 45 minutes from Bengkulu to Sukajadi Village, Bandar Laksamana District, by land transportation.

Location: Sukajadi Village, Bandar Laksamana District, Bengkulu Regency, Riau

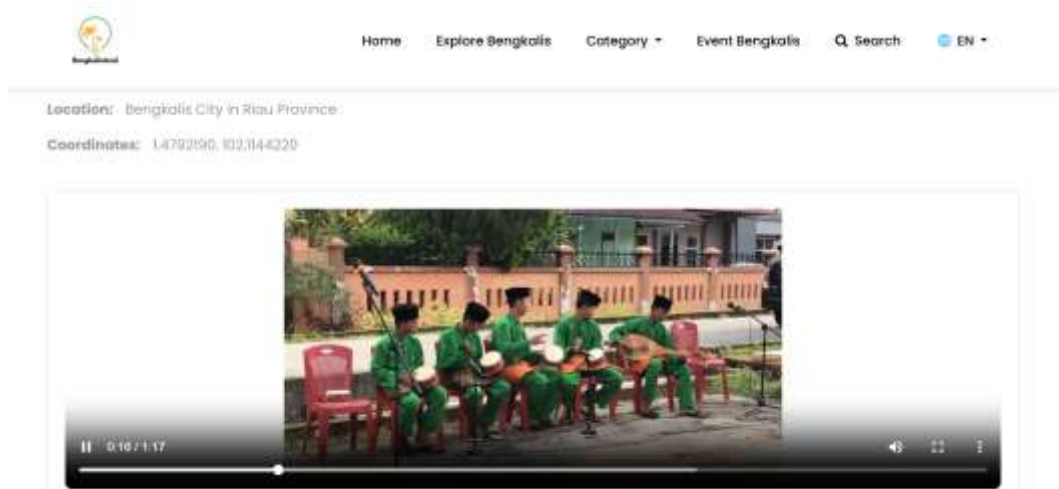
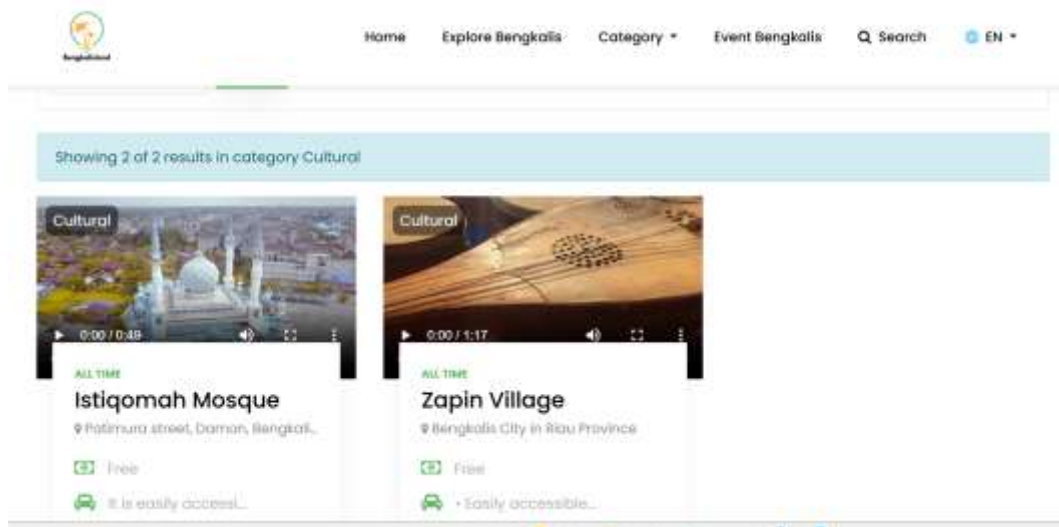
Coordinates: 1.4574850, 101.8887860



## Location on Map

Find House of Datuk Laksamana Raja di Laut location easily







## Location on Map

Find Zapin Village location easily



Showing 1 of 1 results in category Agrotourism





*Mentayan Village, located in Bantan District, Bengkulu Regency*

## Mentayan Agrotourism



Mentayan Agrotourism - Bantan, Bengkulu Discover the innovative agrotourism destination of Mentayan Village, located in Bantan District, Bengkulu Regency, where traditional agriculture meets eco-tourism excellence. Strategically positioned along the Malacca Strait coastline, this community-driven initiative showcases approximately 200 hectares of rice fields seamlessly integrated with 30 hectares of coastal mangrove forests. The village youth have transformed this natural blessing into a comprehensive agrotourism concept that combines agricultural tourism, eco-educational parks, fisheries, and mangrove forest conservation, creating a unique destination that supports both environmental sustainability and



Coordinates: 15490450, 102277190



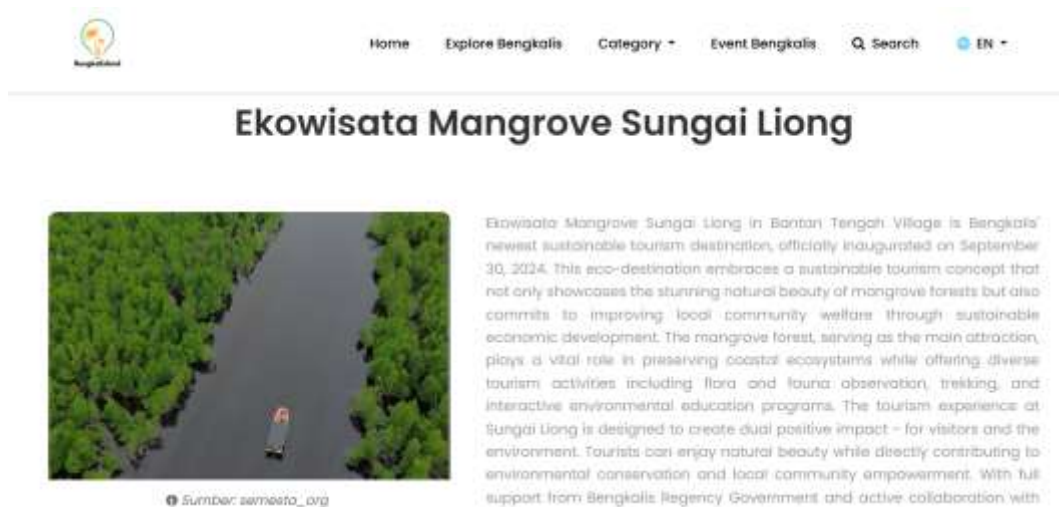
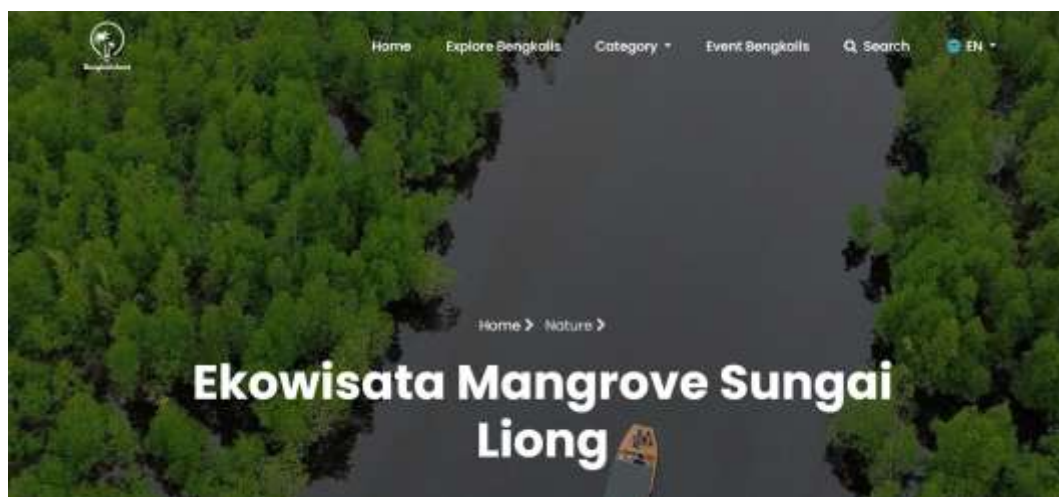
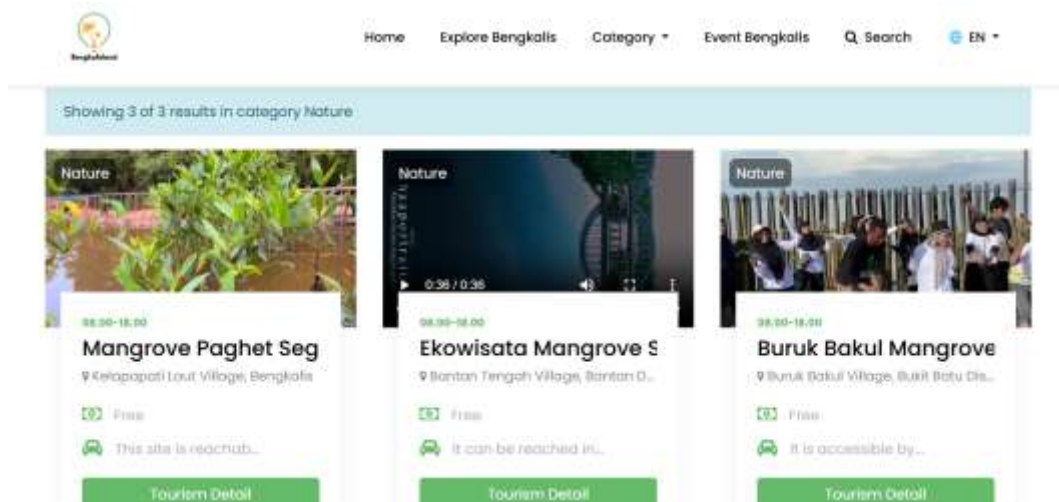
Sumber: genpi.bengkalis

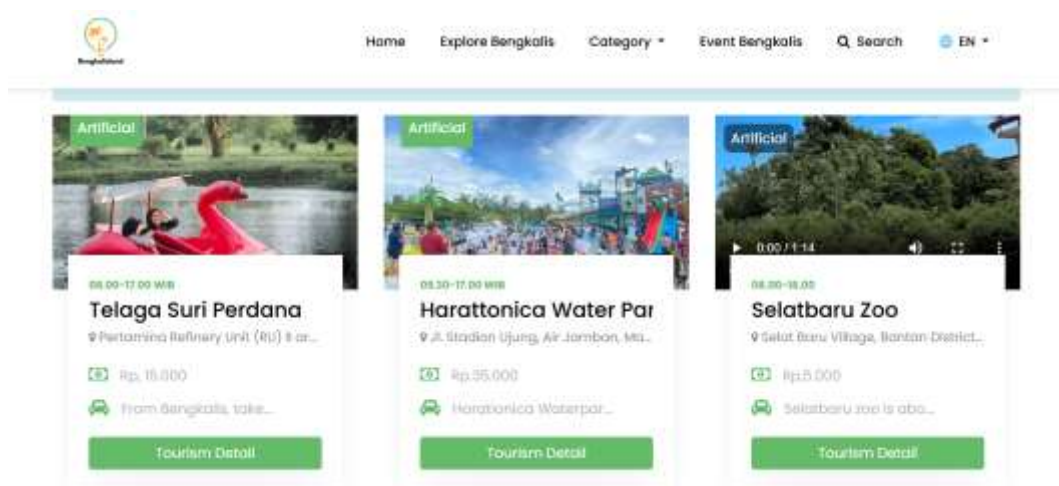
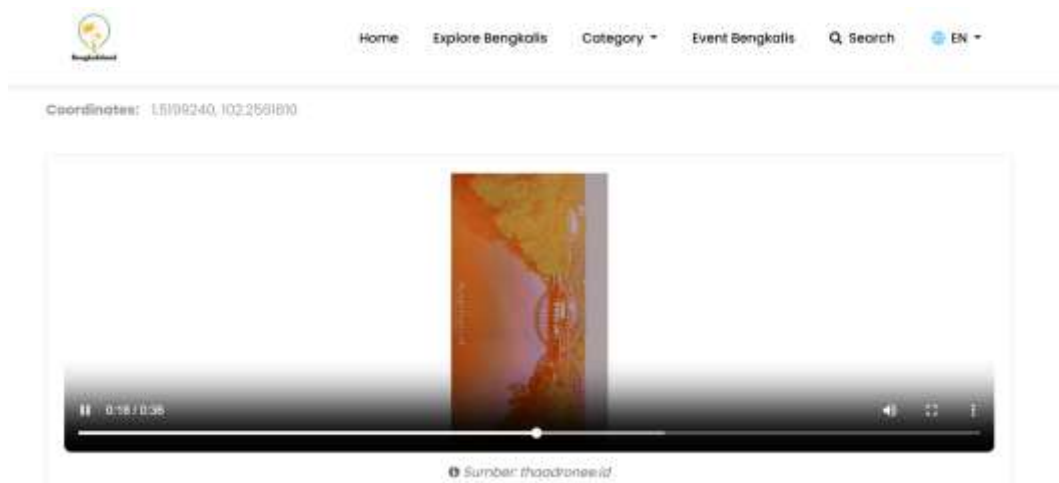


## Location on Map

Find Mentayan Agrotourism location easily











Harattonica Waterpark Duri emerges as a refreshing oasis in the heart of Bengkulu Regency, offering delightful water play experiences for the entire family. As one of Riau's newest waterparks, built and inaugurated on August 26, 2018, Harattonica proudly holds the distinction of being the largest and only waterpark in Bengkulu Regency. Strategically located on Jalan Stadion Ujung, Air Jamban, Mandau District, this modern destination has become a favorite for locals and tourists seeking to unwind from daily routines with complete and quality water facilities. As one of the leading waterparks in Bengkulu, Harattonica serves as an ideal choice for spending quality time with family while enjoying the refreshing waters in Riau's tropical climate. Its easily accessible location and consistent daily operating hours make it a practical and comfortable tourism destination. This summer, not only



### Location on Map

Find Harattonica Water Park Duri location easily



