The Making of Promotional Website of Paropo Village Tourist Attraction North Sumatera

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Abstract

Paropo is one of the villages located in Silahisabungan district, Dairi Regency, North Sumatera. The tourism potential must be managed and developed optimally to improve the welfare of the local community. There are still many tourist attractions that do not have their own websites, both in Indonesia and in English, one of which is this Paropo Village. Create a website that contains information about the tourist attractions of Paropo Village with the aim of educating and inspiring prospective tourists from abroad and explaining them in English. Descriptive qualitative. This study was focussed to explain the process of making promotional website of Paropo village. The result of this product is a promotional website for Paropo village. Product was made with two languages, Indonesia and English. There are several proccesses that have been carried out in making this product, started from collecting data through interviews, observations, and literature reviews. The result of this product is a Paropo Village tourist attraction promotion website.

Keywords : Tourism, Paropo, Attraction, Promotional, Website

1. INTRODUCTION

Tourism is one of a important economic sectors in various countries, including Indonesia. Indonesia is well known for its paradise world, which has a millions of natural views, a variety of customs and cultures, and ancestral heritage that make it a place of study as well as a place of vacation.

North Sumatra is one of the provinces in Indonesia located on the island of Sumatra, which is also one of the largest provinces in Indonesia. North Sumatra has tourism potential that should not be underestimated, with the diversity of tourist charms such as natural, cultural, historical, and typical culinary tourism that maked this province on a list that must be visited by tourists.

One of the must-visit tourist attractions in this province is Paropo Village. Paropo is one of the villages located in Silahisabungan district, Dairi Regency. Paropo is also one of the villages on the shores of Lake Toba. This village holds the best view of Lake Toba from another angle. From this village, you can clearly see the mountains and plateaus surrounding Lake Toba, camping around the shores of Lake Toba, fishing and explore the surrounding hills and you can follow the onion cut attraction. This village has great potential for tourists to visit.

The tourism potential must be managed and developed optimally to improve the welfare of the local community. One of the ways that can be done to develop it is by introducing or promoting the tourist attraction to the world.

Many media can be used to promote tourism, such as television, social media, banners, posters, brochures, websites, and newspapers or magazines. In this study, I used the website as a media to introduce the tourist attraction because the use of the website as a promotional media is more effective for reaching various groups of people. The website can be easily accessed by anyone as long as it is connected to the internet network. Currently, the website has been widely used as a media for tourism promotion in Indonesia. However, there

are still many tourist attractions that have great potential to be visited that have not received good management by the local government or the tourism manager itself.

Not much effort has been made to introduce and develop the tourist attraction. So that, these tourist attractions are not well known to people outside the local and foreign people. There are still many tourist attractions that do not have their own websites, both in Indonesia and in English, one of which is this Paropo Village. In this study, I will create website in two language, that is Indonesia and English, so that this village is better known by the wider community, not only Indonesian citizens but also foreign people. Those are some of the reasons why this destination and media were chosen as subjects to complete the final project.

2. LITERATURE REVIEW

2.1 Tourism

a. Schulalard (1910) the term "tourism" is used to describe a wide range of pursuits, notably those involving the entry, confinement, and departure of foreigners from a city, area, or country.
b. The definition of tourism, according to Kraft (1942) is the sum of symptoms brought on by travel, the lodging of strangers, and the supply of temporary housing, provided that the habitation does not lead a sedentary lifestyle and does not temporary activities.
c. According to Meyers (2009), tourism is the practice of traveling temporarily from one's place of origin to a location, with the justification that one is not doing so to live there or earn a living but rather for leisure, entertainment, and other purposes.

2.2 Writing

a. In the opinion of Nurgiyantoro (2001), he said that "writing is the activity of expressing ideas through the medium of language". As a creative and productive activity, writing requires the use of vocabulary, writing, and linguistic structure. Writing ability is the capacity to communicate ideas, thoughts, or feelings to another through written language. Writing is the process of putting thoughts, feelings, or ideas into language symbols.
b. Tarigan (2008) states that writing is one of the effective and expressive language abilities used to communicate with others when face-to-face interaction is not possible.
c. Meanwhile, according to Suparno (2009), the definition of writing skills are defined as an activity that involves communicating with others by using written language as a tool or media. Based on this idea, it can be claimed that writing is an indirect type of communication that transfers thoughts or sentiments by employing symbols in language structure, graphology, and vocabulary that can be understood as what the symbols mean.

2.3 Writing for Media

a. According to Jaiwardhan (2004), writing for media is a writing course that gives the chance to study craft and technique, explore creativity as a writer, gain insight into the industry of writers, and develop ability to adapt to various types of professional writing.
b. Writing in media will several develop skills such as how to write for a variety of media, think critically, make editorial decisions, conduct research, use IT and work in a team.
c. Carroll (2010) states that writing for digital media is a writing aimed at an online audience consisting of graphical, multimedia, hypertextual and interactive elements published on a website or personal blog.
d. According to Garrand (2006), writing for multimedia involves performing a complex structure of interactive media and writing for video, audio, animation, and online applications will result in writing with strong interactive content. Most importantly,

the author must have a through understanding of the users of each programand how their activity affects your content.

2.4 Website

a. According to Bekti (2015), he conclude that a website is a collection of pages that are used to show written information, still or moving images, animations, sounds, or a mix of all of them, both static and dynamic, to create a network of interconnected buildings.
b. Rahmadi (2013), states that "a website (better known as a site) is a number of web pages that have interrelated topics, sometimes accompanied by files of images, videos, or other types of files."
c. Therefore, according to Gregory (2000), a website is a collection of other that each include multiple pages, or what are known as interconnected homepages, and all the files are connected to one another.

3. METHOD

This form of research was desciptive research. According to Arikunto (2013), "Descriptive research is research intended to investigate circumstances, conditions, or other things already mentioned, the results of which are presented in the form of research reports."

4. RESULT AND DISCUSSION

The result of this product is a Paropo Village tourism promotion website that includes Village Profiles, Tourist Attractions, Tourist Activities, Accommodation and Route Location that can be traveled by tourists. This website is a medium that can provide information about the tourism in Paropo Village to prospective tourists and this website can also help introduce the beauty of this village to the world, not only Indonesia but also abroad, because this website is made in two languages, Bahasa Indonesia and English.

Link of the Product: visit-paropo.finalproject.id or sites.google.com/view/visit-paropo

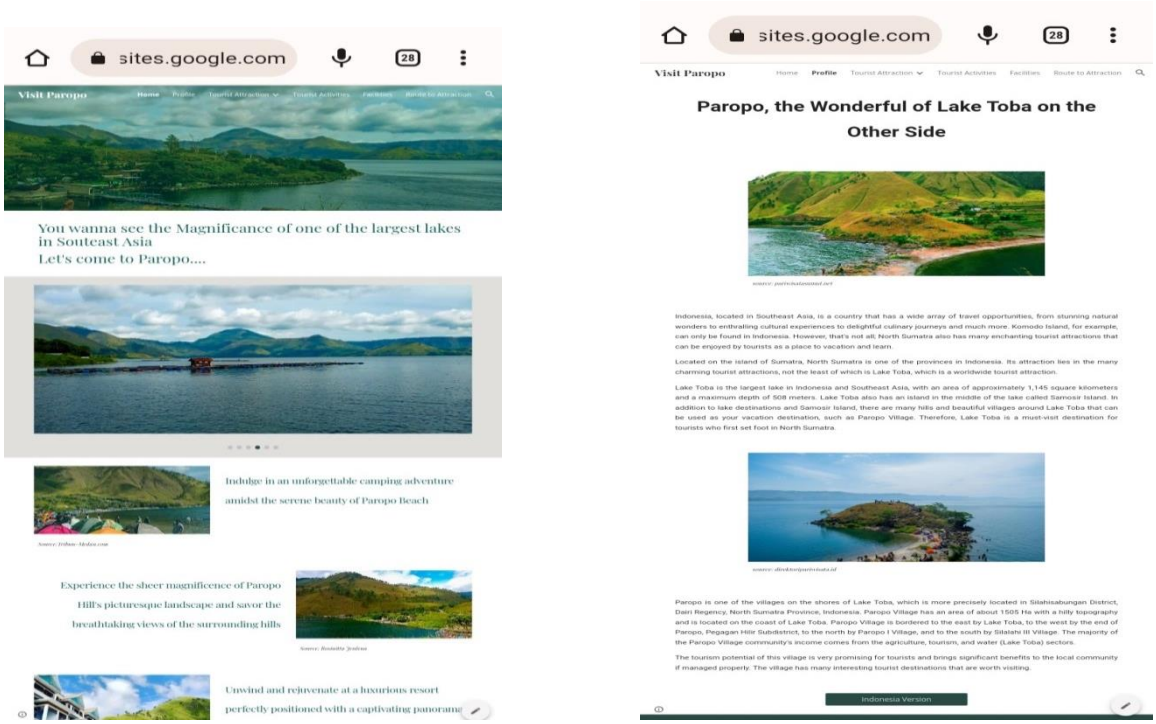


Figure 1. Result of the product; Home and Profile Menu

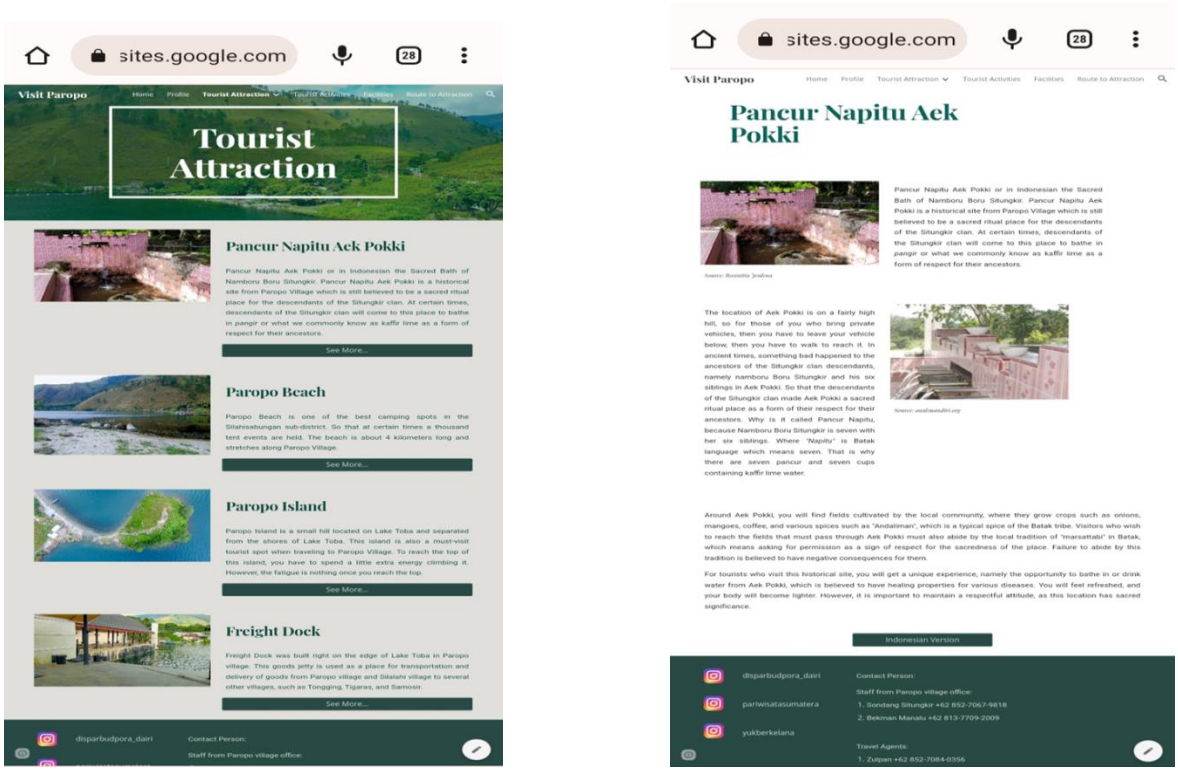


Figure 2. Result of the product; Tourist Attraction Menu and Pancur Napitu Sub Menu

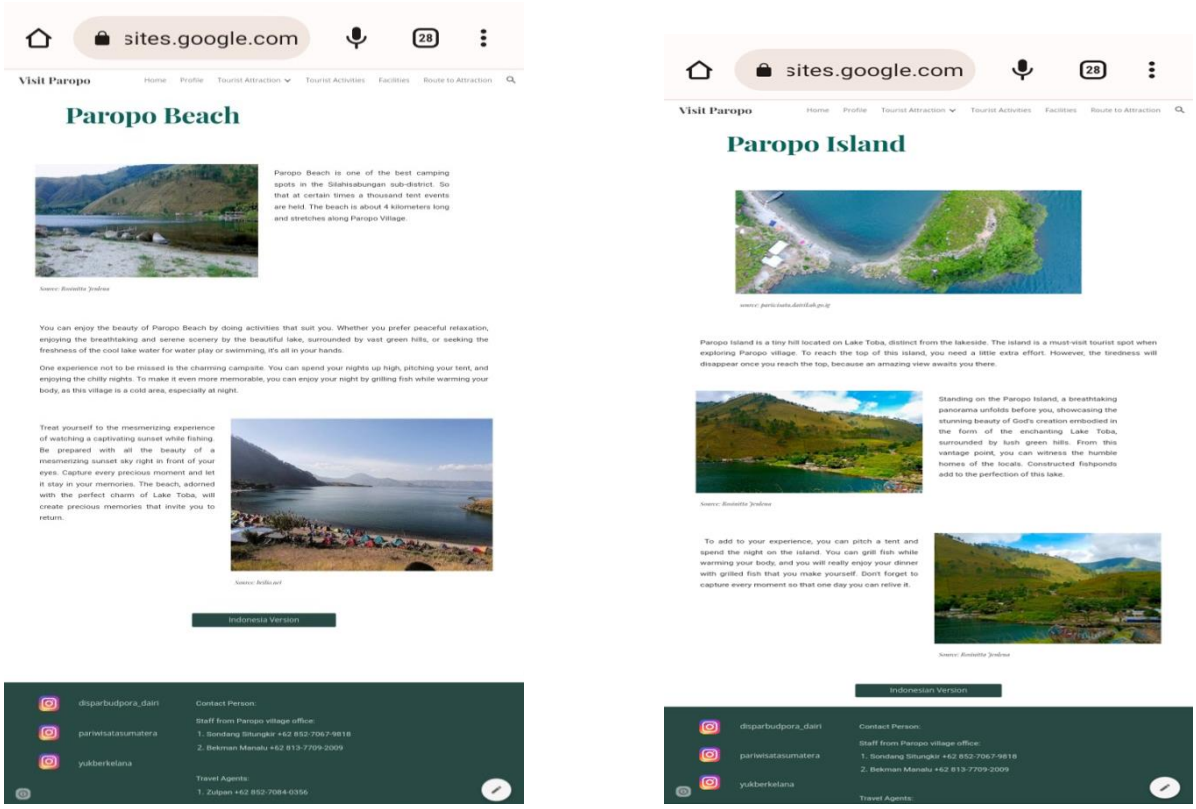


Figure 3. Result of the product; Paropo Beach and Paropo Island Sub Menu

5. CONCLUSION AND SUGGESTION

This study was focussed to explain the process of making promotional website of Paropo village. The result of this product is a promotional website for Paropo village. Product was made with two languages, Indonesia and English. There are several proccesses that have been carried out in making this product. Starting with collecting data through interviews, observations, and literature reviews. Then create a menu design for the website, create and translate scripts or content that will be included in the website, and enter the content that has been made into the website menu that has been designed.

It is suggested this website to provide information, education, and references for students and also help the tourist and tourism management to get and promote all about Paropo village.

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