

Making Bilingual Tourist Attraction Cards and Creating an Instagram Account as Promotional Media of Tourism at Bengkalis Regency

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Abstract

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

Keywords : Promotion, Bengkalis Regency, Tourist attraction cards, Social Media Instagram

1. INTRODUCTION

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

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

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

However, there are still a few promotional tourism accounts in Bengkalis on

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

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

2. LITERATURE REVIEW

2.1 Writing

- a. Suastika (2018) stated that writing is a thought process that involves expressing ideas, thoughts, and feelings in written form so that readers can understand them.
- b. Simarmata (2019) stated that writing can be defined as the expression of one's thoughts, ideas, and feelings through written language.
- c. According to Ati and Widiyanto (2020), writing is the act of putting ideas, opinions, thoughts, and feelings into words. If the language is organized, systematic, simple, and understandable, the contents of the expression will be comprehended by readers.

2.2 Promotion

- a. According to Agustina (2021), promotion is a form of marketing communication. Marketing communication is a type of marketing activity that aims to inform, persuade, or remind the target market of the company and its products so that they will accept, purchase, and be loyal to the products.
- b. Sjafirah et al. (2018) stated that tourism promotion is related to communication and publication activities to build a positive perception of tourist destinations and attractions. Through tourism promotion, it is possible to spread information about a tourist destination's potential and create an impression of its attractions through a variety of techniques and media.
- c. Vedrian et al. (2022) stated that promotion is an important element of an organization's marketing strategy when it comes to both product and service marketing. Promotional activities are meant to provide a medium for producers to inform consumers.

2.3 Tourism

- a. Utama (2017) The terms "*pari*" (which means entire, all, or all) and "*wisata*", which implies travel, are two Sanskrit words that are the origin of the English word "tourism".
- b. Tourism is all activities related to tourism that are multidimensional and multidisciplinary, arise due to the needs of each person and country, and also interact with tourists and local communities, fellow tourists, the government, local governments, and entrepreneurs, Article 1, Section (3) Law of the Republic of Indonesia Number 10 regarding Tourism.
- c. Furthermore, Setyabudi (2017) stated that each area has different types of tourism depending on the conditions and situation of the development of the tourism industry in that area.

2.4 Card

- a. According to Jannah and Hasmawati (2017), a card is an image medium in the form of cards containing images and words, where the images can be original or taken from pre-existing images or photos.
- b. Anggraeni et al. (2019) stated that the card's layout features text beneath an image at the top and a picture at the bottom.
- c. According to Mulyani (2017), the card has a number of benefits, such as being relatively inexpensive, easy to find in the area, simple to arrange and use, and light in weight due to the material.

2.5 Social Media

- a. Rafiq (2020) stated that social media is a platform or online medium where users can easily share and participate.
- b. Prajarini (2020) explained that social media refers to a website or online tool that allows users to make profiles, invite, accept, and follow friends, as well as interact, share, and network.
- c. According to Sitompul et al. (2021), social media makes it simple for people to engage with one another without restrictions on distance, time, or cost. There are terms to describe the characteristics of the media.

3. METHOD

This study was classified as a descriptive method. According to Sugiyono (2007), the descriptive method is a method that aims to describe or give an overview of the object without analyzing and making general conclusions and putting forward ways of presenting data. In line with that, this study describes the processes of making tourist attraction cards and creating an Instagram account as promotional media of tourism at Bengkalis Regency.

4. RESULT AND DISCUSSION

The result of the study was tourist attraction cards and a promotional Instagram account of tourism in Bengkalis Regency as a tool to promote tourism and attract tourists to visit Bengkalis Regency. These products were made in two languages, namely *Bahasa* and English, and contained information about tourism objects in Bengkalis Regency.

4.1 Tourist Attraction Cards

Tourist attraction cards contain the photo, title of tourism objects, logo of the Department of Tourism, Culture, Youth, and Sports, the QR code of the Instagram post from the @bengkalistourism account, location, and a short description of the tourism object.



Figure 1. The Figure of Sample Nature Tourist Attraction Card



Figure 2. The Figure of Sample Agriculture Tourist attraction Card



Figure 3. The Figure of Sample Historical Tourist attraction Card



Figure 4. The Figure of Sample Educational Tourist attraction Card



Figure 5. The Figure of Sample Man-made Tourist Attraction Card

4.2 Promotional Instagram Account

The promotional Instagram account of tourism objects in Bengkalis Regency contains photos and captions of tourism objects.



Figure 6. The Figure of Promotional Instagram Account

5. CONCLUSION AND SUGGESTION

The purpose of this study was to make bilingual tourist attraction cards and a promotional Instagram account for tourism in Bengkalis Regency. The Result of the products was tourist attraction cards and social media Instagram account displays in two languages, namely Bahasa and English.

There were several processes involved in the making of the products. The first was a promotional Instagram account and involved several processes such as collecting data, making captions, making QR codes, designing content for Instagram, and posting content on Instagram. And the last was to make tourist attraction cards, which required a number of processes, including collecting data, making descriptions, making QR codes, and designing tourist attraction cards.

The products contain the content of tourism objects in Bengkalis Regency and include twenty eight tourism objects from nature tourism, agricultural tourism, educational tourism, historical tourism, and man-made tourism. There was a problem faced during the processing of the products, namely the low quality of the tourism object photos.

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