

The Making of e-Profile Book of Folks Games of Meranti Regency

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Abstract

Meranti Regency is one of the regencies in Riau province with Selatpanjang as the capital. The main objective of this final project is to find out how are the processes of the Making of E-Profile Book of Folk Games of Meranti Regency. The method used in this research is descriptive method. There are several stages in making this profile book such as data collection, photo search, editing and uploading this profile book. The results of this study consist of 33 pages containing an overview of the Meranti Regency district, an overview of traditional games, a table of contents, explanations, procedures for playing, tools and materials, moral values of each game, about the author and pictures from the five games. This e-profile book is expected to be one of the information media regarding traditional games in Meranti Regency. This e-profile book is presented bilingual, namely Indonesian and English. The result of evaluation showed that this e-profile book can be used to help tourists, the Meranti Regency Tourism Office, local communities and especially the international community to get information about folk games in Meranti Regency.

Keywords : e-Profile, Book, Folk, Games, Meranti

1. INTRODUCTION

Meranti Regency is one of the regencies located in Riau Province, with the capital of Selatpanjang. Meranti Regency is a Regency on the East Coast with great potential to develop from the tourism sector especially in the field of culture.

The people of Meranti Regency are a mixed society dominated by Malay, Javanese, Minangnese, and Chinese ethnic groups whose majority of the population adheres to Islam and Buddhism. Therefore, when visiting the Meranti Regency, visitors will be presented with old buildings in the shape and pattern of China. In addition, there are also various other ethnic groups with various cultures.

Meranti Regency is a cultural unique area. There are several forms of culture in the Meranti Regency, including traditional houses, traditional clothes, traditional weapons, traditional dances, traditional musical instruments, the main language, and also traditional games. Traditional games are the result of community culture that is still preserved until now. The game is a relic of the ancestors that is carried out voluntarily by using the language and characteristics of the area.

Meranti Regency is one of the areas that preserves traditional games. Traditional games are not simply played as entertainment. Traditional games have a special meaning of tradition and origin associated with each of their cultures. In fact, traditional games are made into an annual festival as a form of preserving cultural assets. Traditional games are hardly ever found today, especially in Riau. Furthermore, children and teenagers have been affected by technology.

Based on the data and information above, the product which was made to complete this final task is "The Making of e-Profile Book of Folks Games of Meranti Regency". The author took this title because, there is no profile book about traditional games in the Meranti Regency in English and Bahasa. More ever, as an effort to continue to maintain and introduce these traditional games and the meaning contained therein. Then, aims to remind us that the development of advanced technology does not forget the joy of the typical game of the Malay

community in the Meranti Regency. And also, tries to keep the game as a very valuable local wisdom and must be preserved.

2. LITERATURE REVIEW

2.1 e-Book

- a. According to Suwarno (2011), he states that e-books are electronic versions of books. While books generally consist of a collection of papers containing text or images, e-books contain digital information which can also be in the form of text or images.
- b. According to Wijayanto (2013), “tourism is a temporary journey from one place to another, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions”.
- c. According to Danesi (2008), e-books are books that have the appearance of traditional books are stored in digital content. Usually, digital books can be update directly from bookstore or website that provides digital book sales services.

2.2 Tourism

- a. According to the Ministry of Human Rights (2009), tourism is a variety of tourism activities that are supported by various facilities and services provided by the community, businessmen, governments, and local governments.
- b. According to Wijayanto (2013), “tourism is a temporary journey from one place to another, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions”.
- c. According to Meyers (2009), tourism is a travel activity that is carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but only to fulfill curiosity, spend leisure time or vacation, and others.

2.3 Promotion

- a. According to Kotler and Armstrong (2014), “promotion is a process by which companies create value for customers and build strong relationships with customers with the aim of capturing customer value in return”.
- b. Meanwhile, According to Lupiyoadi (2013), promotion activities are things that companies do to communicate the benefits of products and as a tool to influence consumers in purchasing activities or using services according to their needs.
- c. According to Tjiptono (2015), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company’s brands and products.

2.4 Writing

- a. According to Suparno and Yunus (2003), writing activities involve several elements, namely the writer as the messenger, the content of the writing, the channel or media, and the reader.
- b. Meanwhile, according to Tarigan (2013) explain that “writing is the limitation or explanation of graphic symbols that resulting in a language that can be understood by someone”.
- c. According to Gie (2002), writing is termed "composing," which is the whole series of activities of a person to express ideas and convey them through written language to the reader community to be understood.

2.5 Folks Games

- a. Waspada (2014), Folk games are a recreational activity that not only aims to entertain itself, but also as a tool to maintain relationships and social comfort.
- b. Meanwhile, according to Linggar (2010), Traditional games part of the types of sports that appear based on the games of each tribe in Indonesia.

- c. Ardiwinata (2006), what is called “a traditional games” are if it has main requirements, that is in the form of “sports” and “traditional”, and both in tradition that has developed for several generations, as well as something related to cultural traditions.

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 e-profile book of folk games as a form of promotion about traditional games in Meranti Regency.

4. RESULT AND DISCUSSION

The results of this study are in the form of an e-Profile Book of Folk Games of Meranti Regency. This profile book provides information about folk games in the Meranti Regency. This product can also assist the government in promoting regional assets to local and foreign communities. Because of this book, this profile is made in two languages, namely Indonesian and English. This profile book contains definition, how to play, tools, materials as well as moral values contained in the five folk games. This profile book consists of a front cover, contents and back cover.

4.1 Front Cover e-Profile Book

The front cover contains photo, title of the book, the logo of Meranti Island, State Polytechnic of Bengkalis and Wonderful Indonesia.



Figure 1. The Figure of Front Cover book

4.2 Page 1-6

Page 1- 6 Explained about the Acknowledgement, Highlight of Meranti Island, Highlight of Folks Games.



Figure 2. The Figure of Acknowledgment Content

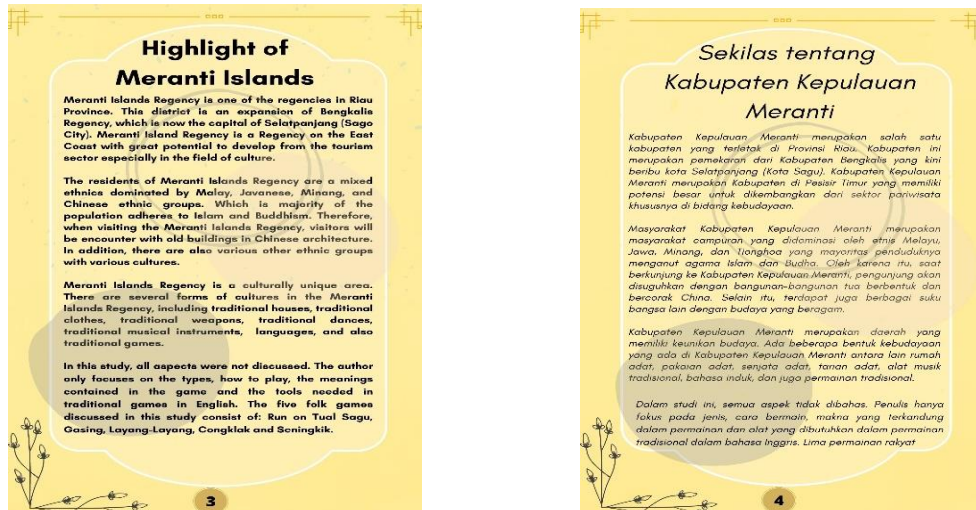


Figure 3. The Figure of Highlight of Meranti Island

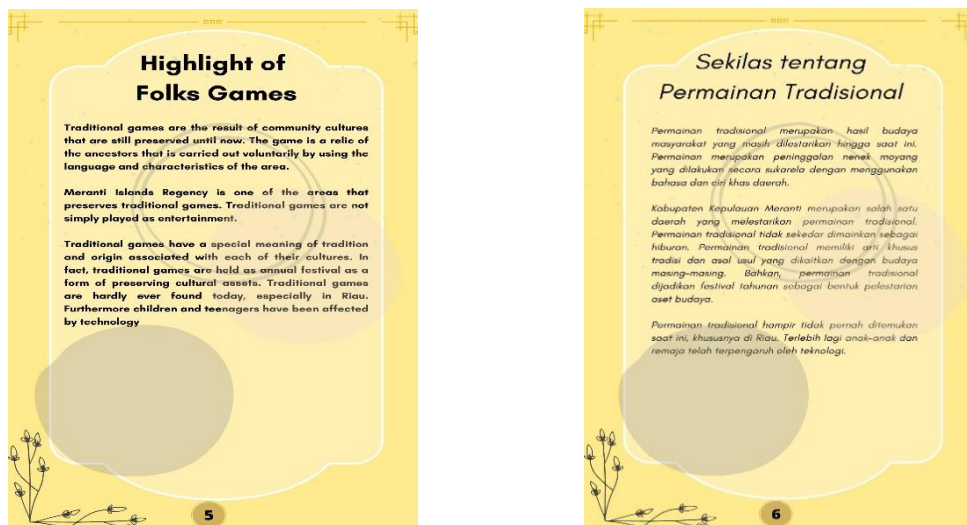


Figure 4. The Figure of Highlight of Folk Games

4.3 Back Cover

Back cover page displays the slogan characteristic of the Tourism Office of Meranti regency, contained of putting Logo Wonderful Indonesia, State Polytechnic of Bengkalis and Meranti Regency.



Figure 5. The Figure of Back Cover

5. CONCLUSION AND SUGGESTION

The purpose of this research was to create a bilingual e-profile book of folk games of Meranti Regency. The resulting product is a profile book in two languages, namely English and Bahasa.

There were several processes carried out in making the product, the first was making a profile book which requires several processes, including data collection, translation and product design. Then, the process of making profile books into album-like sheets using the Flip app. The last stage carried out was product evaluation, which aims to get opinions regarding shortcomings and suggestions for this profile book. The results of the evaluation greatly appreciated the existence of this book. However, there are shortcomings such as errors in grammatical writing and then about design products.

The resulting product was a profile book consisting of 33 pages including covers and photos. This profile book contains a preface, a glimpse of the Meranti Islands regency, a glimpse of folk games, explanations, procedures, tools and materials as well as moral values contained in the five games and about the author. There are obstacles in the process of working on this product, namely the difficulty of getting documentation of these folk games.

The author's suggestion this electronic profile book it can become a medium of information needed by the outside community regarding folk games in Meranti Regency

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