

## **THE MAKING OF TEAVELOGUE OF TOURIST OBJECTS IN WEST SUMATRA**

Dwi Al Vandy<sup>1</sup> A.Malik, M.Ed. TESL<sup>2</sup>  
Jurusan Bahasa Politeknik Negeri Bengkalis  
[mhdvandyid@gmail.com](mailto:mhdvandyid@gmail.com)<sup>1</sup> [a.malik@polbeng.ac.id](mailto:a.malik@polbeng.ac.id)<sup>2</sup>

### **Abstract**

*This study aims to determine to make a travelogue about the profile of tourist objects in West Sumatra. it hoped that the travelogue could help promote tourist objects of West Sumatra to the foreigners. this study used method of descriptive research which is this type of research provides a detailed and accurate picture of the characteristics and behaviors of a particular population or subject. This study used 2 data collection technique. They are direct observation and study of literature. The result of this study is the printed travelogue and e-travelogue. The problem of the study was the pictures that has been taken became blurry because of reducing the quality by the time.*

**Keywords:** *e-Travelogue, Promotion, Research, Tourism, Travelogue, West Sumatra*

### **1. INTRODUCTION**

Wonderful Indonesia is a branding and marketing campaign launched by the Indonesian government to promote the country's diverse and captivating tourism destinations. This campaign aims to showcase Indonesia's natural beauty, rich cultural heritage, and unique attractions to both domestic and international travelers. It's an initiative designed to position Indonesia as a premier tourist destination and to boost the country's tourism industry.

In essence, "Wonderful Indonesia" serves as an invitation to explore the incredible diversity and beauty of Indonesia. It invites travelers to embark on a journey to discover the wonders of this Southeast Asian nation, whether it's through nature, culture, adventure, or relaxation.

Sumatra Barat, also known as West Sumatra, is a province located on the western part of the island of Sumatra, Indonesia. It is known for its rich culture, stunning natural landscapes, and unique traditions.

West Sumatra is part of the "Wonderful Indonesia" campaign, which aims to promote the country's tourism destinations, including its cultural and natural attractions.

Visiting West Sumatra offers a unique opportunity to immerse oneself in the rich cultural traditions of the Minangkabau people, explore breathtaking landscapes, enjoy outdoor activities, and savor delicious local cuisine. It's a destination that caters to both nature enthusiasts and those interested in cultural experiences.

In summary, creating a travelogue about tourist objects in West Sumatra was interesting because it enables you to share the region's unique culture, natural beauty, and adventure opportunities with a global audience. It can inspire others to explore this captivating destination while also contributing to the promotion and preservation of West Sumatra's treasures.

## **2. LITERATURE REVIEW**

### **2.1 Writing**

- a. According to Maryam (2022) Writing has a special position in language teaching meanwhile its accomplishment includes preparation and awareness of other three language skills. It seems crucial students set an objective for their writing, plan it sensibly, consider its design and rational arrangement. This paper reviews writing-related theories applicable in academic context. To this end some related sources have been reviewed. The findings highlighted that writing skills need mastering of other aspects, such as cognitive, metacognitive and collaborative skills. Besides, teachers' awareness of different writing theories merits further attention in educational context.

### **2.2 Travel writing**

- a. According to Topler Jasna (2020) The field of Travel Writing is significant, not only as its own discourse, a tourism trend and a tool of branding and embedding attractions and/or destinations, but also as a tool of teaching and learning a foreign language, which, along with upgrading specific language knowledge, encourages curiosity, research, creativity, reflection and self-development.
- b. Moreover, Seed David (2022) University of Liverpool the analysis of travel writing has now moved well beyond a 'transparent' discussion that blurs the distinction between physical movement and its written record. As Sara Mills has shown in her classic study *Discourses of Difference*, travel texts follow a number of discursive strategies that vary according to gender.

### **2.3 Travelogue**

- a. Davey (2022) since travel is often about exploring the unknown and unexpected in an iterative and reflexive process. For this reason, a finished itinerary is not necessary as it can unfold indiscriminately based on whatever comes your way, as the journey and research progress.
- b. According to Messer (2017) states that Travel is not always about diversion. Sometimes it can transform us. For an artist, like our good friend and collaborator, the journey can be measured in greater and more profound ways than distance..

## **3. METHOD**

The method of this study is descriptive research. According to Sirisilla Shrutika (2023) descriptive research is a powerful tool used by scientists and researchers to gather information about a particular group or phenomenon. This type of research provides a detailed and

accurate picture of the characteristics and behaviors of a particular population or subject. By observing and collecting data on a given topic, descriptive research helps researchers gain a deeper understanding of a specific issue and provides valuable insights that can inform future studies.

## 4. RESULT AND DISCUSSION

The process design of the Travelogue has been made step by step. However, the design of this travelogue was made with full informational detail, This travelogue contains 32 pages of information about west Sumatra, tourist objects, history,

### 4.1 Front Cover

The front cover is the main page readers see upon first at a Travelogue. It shown the travelogue's page with its name, logo, alongside map of West Sumatra.



Figure 4. 1 The Front Cover of Travelogue

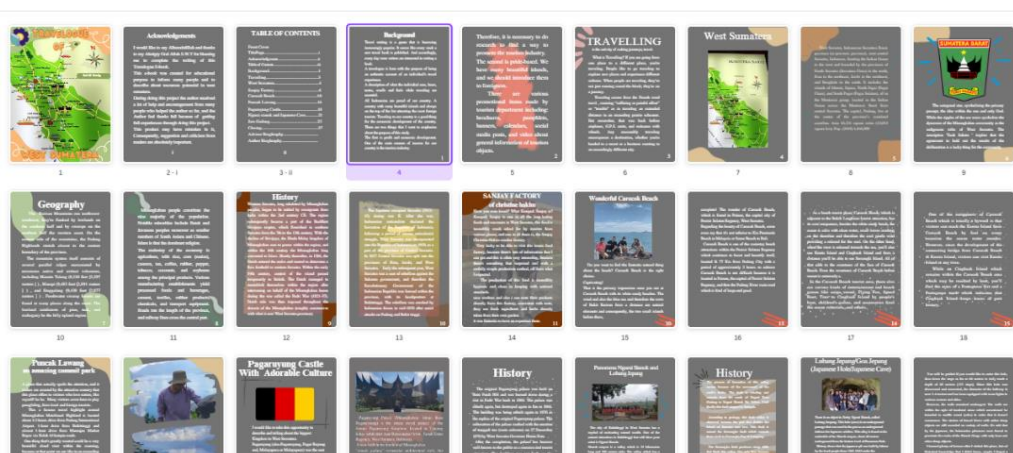


Figure 4. 2 The Page Detail of Travelogue

#### **4.2 Pages detail of travelogue**

The pages detail refers to a specific page displaying a list of 11 West Sumatra tourist objects, along with their pictures and the description of each places in English.

### **5. CONCLUSION AND SUGGESTION**

This study focused to explain the process of making Travelogue of Tourist Objects in West Sumatra. There were several processes that had been conducted in making this product started from collecting data and providing materials, writing the narration, and editing process. The making of Travelogue of West Sumatra was using manual process. It started from collecting data by taken photos and asking information to tour guide about the tourist objects in west sumatra.

The website was suggested for public use, particularly by foreigners, to explore the world of Malay traditional food in Riau Province. and the government could utilize the bilingual website to promote Riau's cultural heritage globally.

### **6. REFERENCES**

- Anthonia (2019) The study assesses the impact of promotion on the profitability of the Nigeria Bottling Company Plc, Enugu Plant. from marketing, sales and accounting/finance departments of the company. Retrieved on 15th July 2023.
- Maryam (2022) Writing has a special position in language teaching meanwhile its accomplishment includes preparation and awareness of other three language skills. Retrieved on 16th July 2023.
- Davey (2022) since travel is often about exploring the unknown and unexpected in an iterative and reflexive process. Retrieved on 15th July 2023.
- Daniel J. Boorstin (1962) in the Image, saw the mid-century as a time of transition from travel to tourism which he explains as follows: 'Sometime after the middle of the nineteenth century, as 'English Travel Writing from Pilgrimages to Postcolonial Explorations, trans.
- Komala Irene (2021) on her travelogue, describing about her hometown Jakarta in "city tour Jakarta". retrieved on 16th July 2023. From <https://www.pinktravelogue.com>.
- Laksana (2019), promotion is a communication from sellers and buyers that comes from the right information. retrieved on 14th July 2023.
- Loh Sharon, "Merapi Lava Tour, Yogyakarta" on her travelogue. From <https://sharontravelogue.com> . retrieved on 16th July 2023.
- Marshall Melissa (2017), the purpose of this Travelogue is to inform the society about many tourist objects that exist in Switzerland, this mentions few information. Retrieved on 20th July 2023
- Sara Mills (1991) shown in her classic study Discourses of Difference, travel texts follow a number of discursive strategies that vary according to gender. In her analysis of women's travel writing. Retrieved on 20th July 2023.

Seed David (2021) University of Liverpool the analysis of travel writing has now moved well beyond a 'transparent' discussion that blurs the distinction between physical movement and its written record. Retrieved on 20th July 2023.

Yee Danny (2021) one of the famous tourist destinations in Turkey, it focuses written for tourist attractions and details information about Ankara and many things that society would be able to find in Ankara. Retrieved 18th July 2023..