

## **THE MAKING OF E-GUIDE BOOK OF HISTORICAL TOURISM IN SIAK CITY**

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### **Abstract**

*Siak is the Regency city of Siak Sri Indrapura located in Riau Province, Indonesia. The main objective of this research is to compile an informative guidebook that explains the historical tourism of Siak. This guidebook is made to explore more about historical tourist destinations in Siak. This research uses Descriptive Method, including data collection, picture taking, and direct observation. The results of this study include the definition of Siak historical tourism objects, locations, and maps to locations regarding historical tourism in Siak, this book is made into two languages, namely Indonesian and English.*

**Keyword :** E-Guide Book, Tourism, History, Siak Sri Indrapura, Historical Places

### **1. INTRODUCTION**

Riau is one of the largest provinces on islands of Sumatra which is famous for its distinctive Malay culture that is still preserved. In addition, Riau is also famous for the richest province in Indonesia because of its abundant natural resources. Not only that, Riau province has a variety of beautiful and unique tourist attractions, both from unnatural and from nature. Tourism is an activity carried out by a person or group of people to visit a certain place with the aim of having fun. No wonder Riau is often visited by tourists for a vacation.

There are 10 regencies, 2 municipalities, and 169 sub-districts in Riau province. Almost all areas in Riau province have very interesting, unique, and exotic tourist destinations. And even there are some tourist attractions in Riau that are less popular and there are still many who do not know because of its location is less known by tourists. One area that is less known by tourists is the city of Siak Sri Indrapura.

Siak Sri Indrapura is a city that is famous for its many attractions and historical tourism attractions. There are several tourism destinations in Siak Sri Indrapura include Siak Palace, Kerapatan Tinggi Hall, Syahabuddin Great Mosque, Koto Tinggi Tomb, Holland Tangsi building, Raja Kecik Tomb, Datuk Pesisir Tomb, and The Green Pond (Kolam Hijau) which is still sturdy today, and many more. Some tourists often visit somewhere beautiful and unique, they also like to see historical tourism attraction and destination. Although there are a lot of tourist attractions mentioned above, there are still some places that are rarely visited by tourists due to lack of promotion and information about these tourist attractions.

Therefore, to introduce the historical tourism in Siak City need to be made media campaign in order to promote more all areas both inside and outside the region. One way to introduce this historical tourist spot is by creating an e-guide book.

A guidebook is a book of information about a place designed for use by visitors or tourists. This E-Guide Book was interesting to be written because no one has made it in English. This guidebook is expected to help and facilitate the tourists as developed two languages, Indonesian and English. So foreign tourists or local in tourists can read this guide book easily when they want to find information about historical tourism in Siak city. Based on the back end above, this research focus to make E-Guide Book of historical tourism in Siak Sri Indrapura.

## **2. LITERATURE REVIEW**

### **2.1 Tourism**

- a. In the law No. 10 year 2009 in Nafila, O. "tourism is a travel activity carried out by a person or group of people by visiting a certain place for the purpose of recreation, personal development, or studying the uniqueness of a tourist attraction visited in a temporary time".
- b. According to Schulalard, (2019) in Wibowo, L. A. pariwisata is a collection of activities, particularly those that have a connection to economic activities that are continuously in communication with tourists in a certain city, region, or country.
- c. According to K. Krapf, (2018) in Wibowo, L. A. tourism is the totality of the symptoms triggered by individuals traveling and settling foreigners and the provision of temporary places, in the sense that it is not permanent and does not obtain results from the activities carried out by foreigners.

### **2.2 Promotion**

- a. According Armstrong, (2012) in Carsana, Y & Kevin, D. promotion is promoting a product involves communicating the product's features to a targeted audience and encouraging them to purchase it. Fandy, (2009) says "Promotion is one of the most important factors in the success of a program to share information about a particular product.
- b. Fandy, (2009) says "Promotion is one of the most important factors in the success of a program to share information about a particular product.
- b. Meanwhile, Hermawan (2012) in Hedynata, M.. L & Radianto , W. E. defines promoting is one of the top priorities in customer satisfaction because it encourages customers to buy more products that help them accomplish their goals.

### **2.3 E- Guide Book**

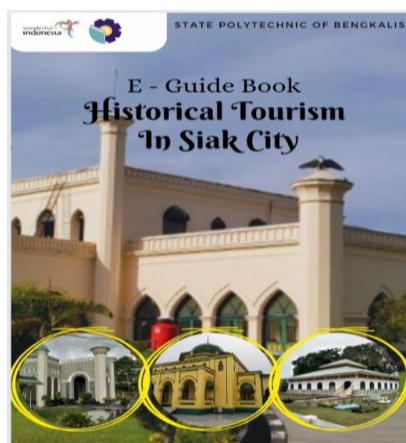
- a. According to Abdul Hakim Sudarnoto (2006: 44)in Noor, A. A, a book or manual is a collection of many different kinds of information that is presented in an organized and useful way, especially in a particular field like the physics handbook. A manual book, on the other hand, contains instructions for carrying out a task while remaining focused.
- b. Hakim Sudharnoto (2006) in Sanuaka, A. A and dkk, defines a "manual book" as a work that serves as a guide, manual, or instruction manual for learning something new.
- c. According to Priyanto in Rayo, K. M. S & H, textbooks can support the creation of student centered learning (SCL) programs, where the learning paradigm in schools focuses more on students as learning subjects and teachers only act as facilitators. One of the textbooks is the electronic school book (BSE).

### **3. METHOD**

This research uses a descriptive method, according to Arikunto (2010: 234), descriptive method is method conducting research is recommended to collect information about the state of existing symptoms, namely the occurrence of symptoms during the study.

### **4. RESULT AND DISCUSSION**

The results of this study are in the form of an E-Guide Book about historical tourism in Siak. This E-Guide Book is written in two languages, namely English and Indonesian, in this book there are ten historical tourist attractions in Siak along with pictures and explanations.



**Figure 1.5 The Front Book Cover Design**



Figure 1.6 Cover Design

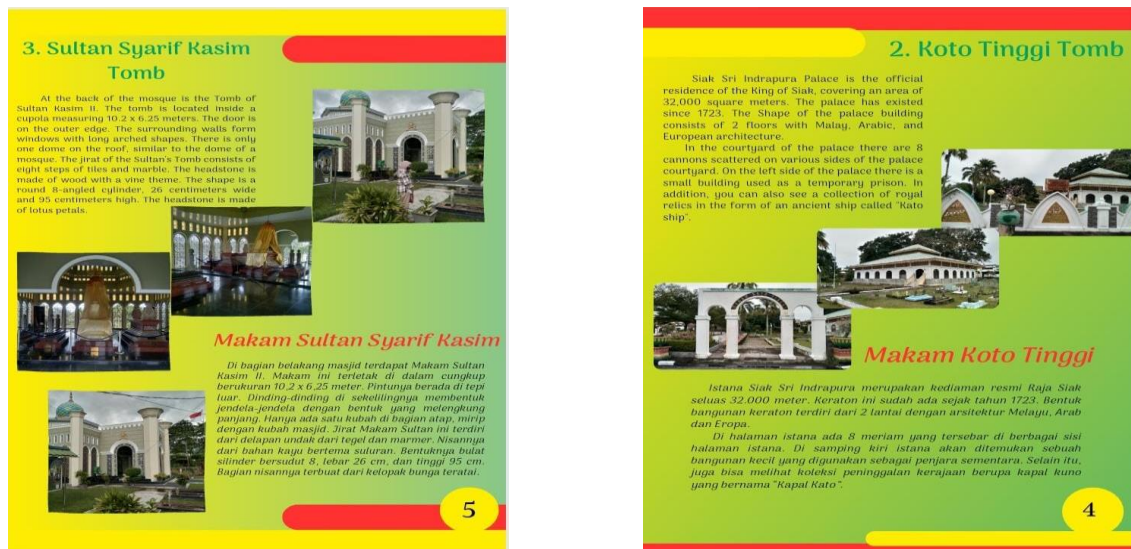


Figure 1.7 Design the Book Content

## 5. CONCLUSION AND SUGGESTION

This research aims to explain the process of making an E-Guide Book for Historical Tourism of Siak City. There are several processes in making this product such as data collection, image capture, and the process of creating book content. The making of the E-Guide Book of Historical Tourism in the city of Siak uses a manual process, starting from data collection, taking pictures, direct observation, and interviews with local people or tour

guards, this guidebook is made in two languages, namely Indonesian and English. This book is suggested that the E-Guide Book can be used by the general public, especially for foreigners, who want to know more about historical tourism in Siak. And the tourism office can utilise this bilingual book to be promoted easily.

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