

# Design of Photography Book Tour Guide in Pulau Bintan

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**Abstract.** Natural tourist attraction such as beach, waterfall, and mountain is one of the many places visited during the holidays or at certain times, not only natural tourist attraction but also artificial attraction such as zoo and culinary place. One of the most potential areas for tourism is Pulau Bintan, located in Kepulauan Riau Province. It has a lot magnificent places to visit, but many people do not know about its magnificent due to lack of knowledge and information media. Through observation method, interview and literature study, shown that guidebooks with photography-based is needed in order to guide and expose the magnificent of tourist attraction as well as provide information about tourist attractions in Pulau Bintan. This book contains information, photograph, and other information of tourist destinations in Pulau Bintan also quotes about traveling and blank notes for readers. With this photography-based guide book, the authors hope it can help expose the magnificent of the tourist attraction as well as provide information on the tourist attractions for domestic and foreign tourists, considering tourism is one of the country's foreign exchange.

**Keywords:** Book photography, Pulau Bintan, guide book, tourist attraction

## 1 Introduction

Tourist attractions is one of the many places visited during the holidays or at certain times. Lots of types of tourist attractions in Indonesia, from natural attractions such as beaches, waterfalls, mountains, gardens to artificial and culinary tours though. One of the most potential areas for tourism is Bintan, Kepulauan Riau. Bintan Island is an island located in Riau province which has a lot of natural potential. This district has a number of opportunities in the field of tourism, climate and exotic natural conditions into a special attraction for foreign tourists. For example, Lagoi Beach has a sea and beach view that has attracted more than 40,000 foreign tourists [1]. Beside of its beach, Kabupaten Riau also has many natural attractions such as Danau Biru, Mangrove Forest, Gunung Bintan, and Bintan Waterfall. There are also culinary attractions that surrounded by coastal and rich of seafood made Pulau Bintan famous for food or culinary such as Gonggong, Brain-brain, Laksa, Shellfish, and many more. A lot of people doesn't know about magnificent of Kepulauan Riau due to lack of public knowledge and information media that inform and show the beauty of this island. One of the tourist information media is a tourist guide book. Equipped with photography-

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based guides then this media can help expose the beauty of tourist attractions and provide information about the sights. Books have many health benefits, reading books has many health benefits such as increasing memory capacity of the brain, increasing knowledge, preventing Alzheimer's, lowering stress levels [2]. In addition to having many health benefits, reading physical books also has its own sensation for the reader because of the size and weight of the book, the typical smell on the paper used, as well as the sensation of turning pages on the book [3]. Photography is an interesting thing, especially if the resulting image can represent and tell visually well about the object being photographed. This means that photography plays an important role in documenting a moment and visually represent an object, causing a sense of curiosity and curiosity that ultimately raises the curiosity to visit the place or object listed on the photo. With this photography-based travel guide book about Bintan tourism object, the authors hope this book can be one of the media information that can increase the public knowledge of the potential tourist objects in Bintan Island so as to attract the attention of domestic tourists to visit and make Kabupaten Bintan become one of their tourist destinations.

## **2 Literature Review**

Books are the first form of mass media that provides many benefits in many ways that contain information through written sheets [4]. Photography is one element of graphic design. Functions the same as pictures, paintings, or decorative ornaments, which provide decoration or illustration. As an element, photos can be the main focus of a graphic design. Nevertheless, self-contained images in messaging are extremely limited. At a minimum, it is accompanied by a text element to reinforce the message to be conveyed [5]. Tourism is a temporary transit of human beings with the aim of getting out of routine jobs, out of their place of residence. Tourism is an activity involved by people who travel through [6]. In the design of this travel guide photography book, the author uses the theory of Visual Communication Design such as layout, color, and typography. Layout is an arrangement of elements that make up meaningful messages. Physically the layout is a design that indicates where the ad components such as title, subtitle, illustration, and body copy are placed for more effective communication [7]. Color is an effective means of communication to express messages, ideas, or ideas without the use of writing or language [8]. Typography is the science of choosing and arranging letters according to the arrangements in the space available to create an impression, so that readers get comfort when reading [9].

## **3 Methods**

### **- Literature review**

The author collects data from various research results, reference books, reports, journals, as well as information obtained from the internet that has a relationship with the needs of making this report.

### **- Observation**

The author went directly to the six attractions in the district of Bintan Trikora Beach, Lagoi Beach, Sakera Beach, Blue Lake, Mount Bintan and Mini Zoo Kijang. In addition to beach tourism in this district also there are other natural attractions such as Blue Lake, Mangrove Forest, Bintan Mountain, and Bintan Waterfall. Not only that culinary tour was no less tempting, with the area surrounded by coastal, and rich in seafood, make Bintan Island famous for food or culinary seafood such as Gonggong, Brain-brain, Laksa, Shellfish, and many more.

### **- Interview**

To get the desired data, the authors conducted interviews with the Tourism Department and photography experts.

- Matrix Analysis

The author collects visual object data and compares it to each other.

## 4 Result and Discussion

Here are the results of data collection and analysis summarized in the table below.

**Table 1.** Results of Data Collection

Observation	The author has made observations to several tourist destinations in Bintan Island including Trikora Beach, Lagoi Beach, Sakera Beach, Blue Lake. Average tourist attractions are more crowded by tourists on weekends or holidays from morning to evening.
Interview	From the results of interviews conducted Kabupaten Bintan is very potential in the field of tourism such as natural attractions, marine tourism, to culinary. The potential of interesting tourism to visit are sea tourism, cultural tourism, religious tourism, shopping and culinary tour. For the most attracted tourists is marine tourism.
Questionnaire	Data from the question above shows most respondents know about Bintan Island although they have never visited it and they want to visit is nature and marine tourism because according to them Bintan Island is one of the interesting tourist destinations to visit. And some respondents answered the tourist guide book based on photography is important for tourists.
Matrix Analysis	Based on the comparison matrix analysis of three books, In and Around Jogja's book is more complete and more interesting than the other two books because its layout is easy to read and easy to understand and the use of visual elements that are not too excessive.

Therefore, based on the method results, Author designed the photograph-book divided into four concepts:

- The message concept

Based on the analysis and data that has been done through interviews, observations, questionnaires and matrix analysis, this final project aims to further increase the Bintan Island tourism destination which is very potential, because although many people have heard about Bintan Island but still few domestic tourists which makes Bintan Island as their tourist destination. This is because the lack of information and media that contains about tourism in the island of Bintan. This book was created with the aim of providing information about tourist destinations in Bintan Island so it is expected to attract tourists. The target of communication from Bintan Bintan tourism photography book is all people ranging from age 17 - 26 years. This book will be titled "Bintan: The Hidden Paradise". This title is taken with the intention of providing information to the community that in a small province in Kepulauan Riau, there is a very potential island of tourism that many people outside of Kepulauan Riau do not know about it.

- Creative concept

Based on the results of the analysis that has been done, still not many people who come from outside the province of Kepulauan Riau who know the potential of tourism on the island of Bintan. So, this book will be made with illustrations in the form of photography, with the use of manuscript grid to facilitate the reader, simple not too much use of visual elements for the reader to remain focused on existing information and photography and in accordance with the target of the age of 17 - 26 which tend to lifestyle modern. On the last page of the book is a note sheet where travelers can use it when needed, and the book will use a cover inside which contains a map of Bintan Island. The language to be used in this book is Bahasa Indonesia. This book will also discuss about the short history of Bintan Island. In addition, the book will also be supplemented with cost estimation information to be spent on certain tourist destinations.

- Media concepts

The media concept on the book, which is 14.8 x 21 cm (portrait), uses 100 grams Art Paper and 210 grams art paper, 90 pages of page content and is bound by perfect binding / soft cover method. In addition to the book there are several sections, namely the opening page that contains the french page, the page table of contents, and the introductory page. Then there are some pages that are the title of chapters of each sight.

- Visual concept

The illustrations to be used in the book are illustrations of photography and pictures. With simple styling, modern, and elegant. This style is chosen according to the target audience. Illustrations on the book will describe each of the tourist destinations in Pulau bintan as the main purpose of this book. The use of typography used in the book will use sans serif and serif typeface. Sans serif typeface is chosen because it has a dynamic, simple, and clear readability when applied to the book. While serif type is chosen to create an impression of elegance. Fonts used are Whortle, Prata and Source Sans Pro.

As for the colors used are black for the font color, white as background and color illustration follow the color of the photo by using grid manuscript layout and grid exploration because it has the impression, dynamic modern, minimalist so that makes it easier in determining the flow of reading.

## 5 Final Design

Here is the final design of photography book tour guide in Pulau Bintan:

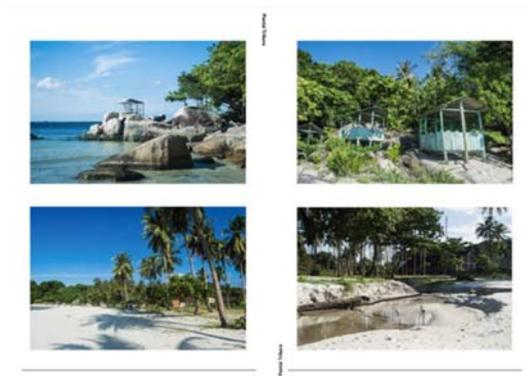


**Fig. 1.** Front Cover

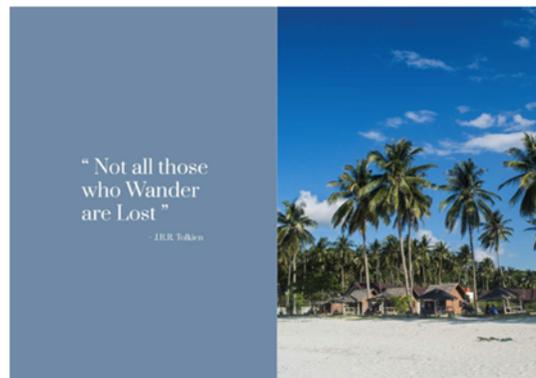
Source: Personal Documentation 2017



**Fig. 2.** Layout for Opening Each Object  
Source: Personal Documentation 2017



**Fig. 3.** Layout for Photography  
Source: Personal Documentation 2017



**Fig. 4.** Layout for Page in The End of Each Object  
Source: Personal Documentation 2017

**6 Conclusion**

Magnificent of Pulau Bintan will be known by many people if information media is available. Therefore, this travel guide photography book can provide information about nature tourism

in Bintan Island to tourists. This book contains of information about tourist attraction, hotel, café, map, hospital, and car rent, so tourists will not get lost as long as they visit Pulau Bintan.

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