

FINAL ASSIGNMENT REPORT

Design of an Illustrated Travel Guide for Ampel for Domestic Tourists

Aged 18-25 Years



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VISUAL COMMUNICATION DESIGN

**FACULTY OF ARCHITECTURE AND DESIGN NATIONAL
DEVELOPMENT UNIVERSITY OF EAST JAVA "VETERAN"
SURABAYA 2025**

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CONFIRMATION PAGE
DESIGN OF AN ILLUSTRATION BOOK FOR AMPEL TOUR GUIDES FOR
DOMESTIC TOURISTS AGED 18-25 YEARS OLD

Compiled by:

RIZAL YENDRA PRATAMA

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Defended in front of the team

Tester on date: August 18, 2025

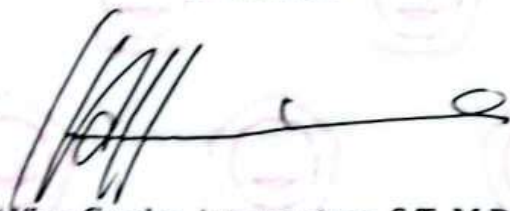
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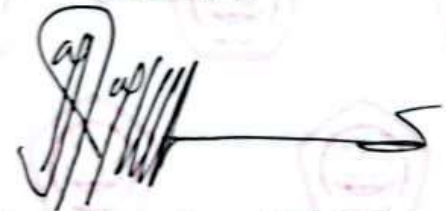
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AGREEMENT PAGE
DESIGN OF AN ILLUSTRATION BOOK FOR AMPEL TOUR GUIDES FOR
DOMESTIC TOURISTS AGED 18-25 YEARS OLD

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Declaring that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there are indications of plagiarism in this Thesis, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I made this statement actually without any coercion from anyone and to be used as it should.

Surabaya, August 18, 2025

Who makes the statement:



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ABSTRACT

The Ampel religious area in Surabaya has great potential as a cultural and spiritual tourism destination that combines historical, religious, and Arab-Javanese cultural values. However, this potential is not yet fully recognized by domestic tourists, especially the younger generation, due to the lack of attractive, integrated, and easy-to-understand information media. This study aims to design an illustrated guidebook for the iconic Ampel tourist area as a visual information medium capable of introducing the uniqueness of the area to domestic tourists aged 18–25 years. The design methodology uses a Design Thinking approach with the following stages: *empathize, define, ideate, prototype, dan implement*. Data were collected through literature studies, field observations, and questionnaires distributed to respondents who were the target audience. The design results in an illustrated book with a semi-realistic watercolor visual style chosen by the majority of respondents, as well as a layout that integrates illustrations with descriptive content about iconic places, culinary delights, souvenirs, and religious activities in the Ampel area. The final result of this design is a visual tourist guidebook that not only functions as an information medium, but also as an educational and promotional tool to increase interest in domestic tourist visits. The design of this illustrated book is expected to support the development of Ampel religious tourism and strengthen the preservation of local culture through visual media that is communicative, aesthetic, and relevant to the younger generation.

Keywords: Illustrated books, Travel guides, Religious tourism, Ampel, Visual communication design.

ABSTRAK

Kawasan religi Ampel di Surabaya memiliki potensi besar sebagai destinasi wisata budaya dan spiritual yang memadukan nilai sejarah, religi, dan budaya Arab-Jawa. Namun, potensi tersebut belum sepenuhnya dikenal luas oleh wisatawan domestik, khususnya generasi muda, akibat kurangnya media informasi yang menarik, terpadu, dan mudah dipahami. Penelitian ini bertujuan untuk merancang sebuah buku ilustrasi panduan wisata ikonik Ampel sebagai media informasi visual yang mampu memperkenalkan keunikan kawasan tersebut kepada wisatawan domestik usia 18–25 tahun. Metodologi perancangan menggunakan pendekatan Design Thinking dengan tahapan empathize, define, ideate, prototype, dan implement. Data dikumpulkan melalui studi literatur, observasi lapangan, serta penyebaran kuesioner kepada responden yang menjadi target audiens. Hasil perancangan berupa buku ilustrasi dengan gaya visual watercolor semi-realis yang dipilih mayoritas responden, serta tata letak yang mengintegrasikan ilustrasi dengan konten deskriptif mengenai tempat ikonik, kuliner, cenderamata, dan aktivitas religi di kawasan Ampel. Hasil akhir dari perancangan ini adalah sebuah buku panduan wisata visual yang tidak hanya berfungsi sebagai media informasi, tetapi juga sebagai sarana edukasi dan promosi untuk meningkatkan minat kunjungan wisatawan domestik. Perancangan buku ilustrasi ini diharapkan dapat mendukung pengembangan wisata religi Ampel serta memperkuat pelestarian budaya lokal melalui media visual yang komunikatif, estetis, dan relevan dengan generasi muda.

Kata kunci: *Buku ilustrasi, Panduan wisata, Wisata religi, Ampel, Desain komunikasi visual.*

FOREWORD

Praise be to Allah SWT for all His grace and blessings so that the author can complete the final assignment report entitled "Designing an Illustrated Guide Book for Iconic Ampel Tourism for Domestic Tourists" well. This report was compiled as one of the requirements to complete the Bachelor's (S1) study program in the Visual Communication Design Study Program, majoring in Graphic Design.

The preparation of this report would not have been possible without the support, assistance, and prayers of various parties. Therefore, the author would like to take this opportunity to express his deepest gratitude to:

1. Allah SWT for all the blessings, guidance, and facilities provided in the process of compiling this report.
2. Both parents and family who always provide prayers, encouragement, and moral and material support.
3. Dear supervisors who have patiently provided guidance, direction and valuable input in the preparation of this report.
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5. Friends who always provide support, assistance and motivation in completing this final assignment.
6. All parties who cannot be mentioned one by one, but have helped directly or indirectly in the preparation of this report.

The author fully realizes that this report is far from perfect. Therefore, he greatly appreciates constructive criticism and suggestions for future improvements. He hopes this report will be beneficial to both the author and readers, and contribute to the development of knowledge in the field of Visual Communication Design, particularly in the context of media promotion for religious tourism in Indonesia.

Surabaya, September 17, 2025

Rizal Yendra Pratama

LIST OF CONTENTS

FINAL ASSIGNMENT REPORT	
CONFIRMATION PAGE	i
AGREEMENT PAGE	ii
ABSTRACT.....	iii
ABSTRACT.....	iv
ORIGINALITY STATEMENT.....	v
FOREWORD	we
LIST OF CONTENTS	vii
LIST OF FIGURES	ix
LIST OF TABLES.....	xi
VALIDITY SHEET	xii
ADVERTISING WORDS	xiii
CHAPTER 1 INTRODUCTION	1
1.1 Background of the Problem	1
1.2 Identification of problems.....	5
1.3 Problem Formulation	5
1.4 Limitation of the Problem.....	6
1.5 Purpose of Planning	6
1.6 Benefits of Planning Outcomes	6
1.7 Planning Framework	7
CHAPTER 2 THEORETICAL BASIS & EXISTING STUDIES	8
2.1 Operational Definition of Title	8
2.2 Theoretical basis	9
2.3 Existing Study.....	27
2.4 Comparator	28
CHAPTER 3 DESIGN METHODOLOGY.....	30
3.1 Design Method.....	30
3.2 Planning Objects	33
3.3 Data Collection Techniques.....	34

3.4 Data Analysis Techniques.....	36
3.5 Analysis <i>Consumer Insight</i>	46
3.6 Analysis <i>Consumer Journey</i>	46
3.7 Thesis Data.....	48
CHAPTER 4 DESIGN CONCEPT	50
4.1 Concept Formulation	50
4.2 Verbal Concept	52
4.3 Visual Concept.....	53
4.4 Media Concept.....	58
4.5 Design Planning	65
4.6 Production Cost Budget	87
CHAPTER 5	89
5.1 Conclusion	89
5.2 Suggestions	89
BIBLIOGRAPHY	91
APPENDIX.....	93

LIST OF FIGURES

Picture 1. 1 Planning Framework	7
Figure 2.1 Illustration of iconic places in Surabaya	15
Figure 2.2 Illustration map of the city of Rome in Italy	15
Figure 2.3 Illustration of Culture and Traditions in West Java.....	16
Figure 2.4 Religious tourism at the Al-Anwar Grand Mosque.....	22
Figure 2.5 Religious Tourism in Indonesia Sunan Ampel Mosque.....	23
Figure 2.6 Wali Sanga Pilgrimage Religious Tourism Guidebook	27
Figure 2.7 Belitung Nature of Paradise Book.....	28
Gambar 3.1 Design thinking framework	30
Figure 3.2 Table of questionnaire results.....	37
Figure 3.3 Table of questionnaire results.....	37
Figure 3.4 Table of questionnaire results.....	38
Figure 3.5 Table of questionnaire results.....	38
Figure 3.6 Table of questionnaire results.....	39
Figure 3.7 Table of questionnaire results.....	39
Figure 3.8 Table of questionnaire results.....	40
Figure 3.9 Table of questionnaire results.....	40
Figure 3.10 Table of questionnaire results.....	41
Figure 3.11 Table of questionnaire results.....	41
Figure 3.12 Table of questionnaire results.....	42
Figure 3.13 Table of questionnaire results.....	42
Figure 3.14 Observation of the Ampel Mosque area	43
Figure 3.15 Observation of the Ampel Mosque area	43
Figure 3.16 Observation of the Ampel Mosque area	44
Figure 3.17 photo with Mr. Mustajab	45
Figure 3.18 Audience Photo	46
Figure 4.1 Keyword Flow	49
Figure 4.2 Image Style Reference.....	52
Figure 4.3 Typographic Reference	53
Figure 4.4 Typographic Reference	54
Figure 4.5 Colors of Ampel Traditional Market.....	55

Figure 4.6 Color Palette Reference	56
Figure 4.7 Layout reference	56
Figure 4.8 Pagination Layout of the Book “Jelajah Ampel”	62
Figure 4.9 Alternative Image Styles	64
Figure 4.10 Alternative Drawing Styles and Their References	64
Figure 4.11 Alternative Drawing Styles and Their References	65
Figure 4.12 Questionnaire Results Table	65
Figure 4.13 Illustration in the Book Before Coloring	66
Figure 4.14 Illustration in the Book After Coloring	67
Figure 4.15 Alternative Cover Designs	68
Figure 4.16 Alternative Cover Designs	68
Figure 4.17 Alternative Cover Designs	69
Figure 4.18 Table of questionnaire results	69
Figure 4.19 Selected Cover Designs	70
Figure 4.20 Alternative Title Designs	71
Figure 4.21 Questionnaire Results Table	71
Figure 4.22 Selected Title Design	72
Figure 4.23 Illustration Assets from the Book “Jelajah Ampel”	76
Figure 4.24 Layout Stage in Adobe Illustrator	77
Figure 4.25 Final Result of the Book "Jelajah Ampel"	80
Figure 4.26 Key Chain Supporting Media	80
Figure 4.27 Sticker Pack Supporting Media	81
Figure 4.28 Tumbler Supporting Media	81
Figure 4.29 Totebag Supporting Media	82
Figure 4.30 T-shirt Supporting Media	82
Figure 4.31 Supporting Media for Sandals	83
Figure 4.32 Pin Support Media	83
Figure 4.33 Hand Fan Supporting Media	84
Figure 4.34 Exhibition Booth Photo	85

LIST OF TABLES

Tabel 3.1 Interview Results	45
Tabel 3.2 Audience Activities.....	47
Tabel 4.1 Main Media Production Costs	88
Tabel 4.2 Supporting Media Production Costs	88