

FINAL PROJECT
DESIGNING THE TRENGGALEK TOURISM TRAVEL GUIDEBOOK
AS AN EDUCATIONAL MEDIUM FOR 18-25 YEARS OLD

To Fullfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By :

Faliq Firashan

NPM 22052010053

Supervisor I :

Aninditya Daniar, S.Sn., M.Sn.

NIP. 19941124 202406 2002

Supervisor II :

Alfian Candra Ayuswantana, S.T., M.Ds.

NIP. 19880505 201903 1018

STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
2025/2026

APPROVAL PAGE

DESIGNING THE TRENGGALEK TOURISM TRAVEL GUIDEBOOK AS AN
EDUCATIONAL MEDIUM FOR 18-25 YEARS OLD

Compiled by:

FALIQ FIRASHAN

22052010053

Has been maintained in front of the Examination Team

On: April, 22 2026

Supervisor I



Aninditya Daniar, S.Sn., M.Sn.

NIP. 19941124 202406 2002

Supervisor II



Alfian Candra Ayuswantana, S.T., M.Ds.

NIP. 19880505 201903 1018

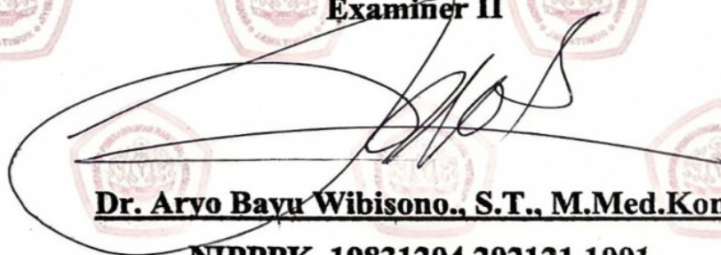
Examiner I



Dr. Aris Sutejo, S.Sn., M.Sn.

NIP. 19851106 201903 1002

Examiner II



Dr. Aryo Bayu Wibisono., S.T., M.Med.Kom.

NIPPPK. 19831204 202121 1001

This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1) degree

Dean of the Faculty of Architecture and Design



Ibnu Sholichin, S.T., M.T.

NIPPPK. 19710916 202121 1004

AGREEMENT PAGE

**DESIGNING THE TRENGGALEK TOURISM TRAVEL GUIDEBOOK AS AN
EDUCATIONAL MEDIUM FOR 18-25 YEARS OLD**

**Compiled by:
FALIQ FIRASHAN
22052010053**

Has been maintained in front of the Examination Team

On: April, 22 2026

Supervisor I

Supervisor II

**Aninditya Daniar, S.Sn., M.Sn.
NIP. 19941124 202406 2002**

**Alfian Candra Ayuswantana, S.T., M.Ds.
NIP. 19880505 201903 1018**

**This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1) degree**

Head of the Visual Communication Design Study Program

Masnuna, S.T., M.Sn.

NIPPPK. 19840512 202121 2004

STATEMENT OF FREE PLAGIARISM

The undersigned:

Name : Faliq Firashan
Student ID Number (NPM) : 22052010053
Program : Bachelor's (S-1)
Study Program : Visual Communication Design
Faculty : Architecture and Design

Hereby declare that this Final Project document does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution, and also does not contain any works or opinions that have ever been written or published by other individuals/institutions, except those that are properly cited in writing within this document and fully listed in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If, in the future, any indication of plagiarism is found in this Final Project, I am willing to accept sanctions in accordance with the prevailing laws and regulations.

This statement is made truthfully without any coercion from any party and is to be used as appropriate.

Surabaya, 22 April 2026

Who Made the Statement



Faliq Firashan

NPM 22052010053

ABSTRACT

Trenggalek is one of the regions in the southern part of East Java that has high potential for natural tourism, such as beaches, waterfalls, and caves. However, this potential has not been widely recognized by people outside the region, especially among young generations. The low level of awareness among tourists from outside Trenggalek is influenced by limited access to information and the lack of engaging promotional media. Therefore, more creative and communicative introductory media are needed to attract the attention of people aged 18–25 toward Trenggalek's natural tourism.

The design method used in this study is Design Thinking, which consists of the stages of empathize, define, ideate, prototype, and test. Data were collected through field observations, interviews with the Trenggalek Tourism Office, and the distribution of questionnaires to respondents aged 18–25. Data analysis was conducted using qualitative and quantitative approaches to identify audience needs and the factors influencing their decisions in choosing tourist destinations.

The results of the study indicate that the main factor influencing tourists' decisions in choosing a destination is natural beauty and scenery (92.4%), followed by accessibility and transportation costs (78.8%), and adventure experience (33.3%). Based on these findings, the design concept focuses on creating an illustrated tourism book of Trenggalek that combines visual storytelling elements with informative content about its natural attractions. This medium is designed to attract young audiences through an expressive illustration approach and inspiring travel narratives.

The conclusion of this study is that an illustrated book can serve as an effective medium for introducing Trenggalek's tourism potential to the wider public, particularly young people. Through an engaging visual approach and exploration-based content presentation, this illustrated book is expected to increase interest in traveling while strengthening the positive image of Trenggalek Regency as a natural tourism destination that is beautiful, affordable, and rich in adventurous experiences.

Keywords: Travel Guidebook, Trenggalek Tourism, Emerging Adulthood, Educational Media

FOREWORD

Praise be to Allah SWT for all His blessings and gifts so that the final project report with the title “Designing the Trenggalek Travel Guidebook as an Educational Medium for 18-25 Years Old” can be resolved well. This report was prepared as one of the requirements for completing the study in the Visual Communication Design study program of the Universitas Pembangunan Nasional “Veteran” Jawa Timur.

In the process of compiling the report and designing this work, the author is very grateful to the many parties who have provided assistance, support, and guidance. Therefore, the author would like to thank to:

1. Allah SWT for all the blessings and guidance given.
2. The author's parents and older sister who always provide prayers, support, and motivation from the beginning of the study until the completion of the Final Project.
3. Myself who has fought and survived until the end of the Final Project design process.
4. Mrs. Aninditya Daniar, S.Sn., M.Sn. as the main supervisor for her direction, guidance, and support during the Final Project.
5. Mr. Alfian Candra Ayuswantana, S.T., M.Ds. as the accompanying supervisor for direction, guidance, and support during the Final Project.
6. Mr. Dr. Aris Sutejo, S.Sn., M.Sn. and Mr. Dr. Aryo Bayu Wibisono., S.T., M.Med.kom. as an examiner for his feedback and direction.
7. All lecturers of the Visual Communication Design Study Program at UPN “Veteran” Jawa Timur who have provided guidance and knowledge during the lecture period.
8. Mr. Bambang Supriyadi as the Head of Marketing of the Trenggalek Tourism and Culture Office, and Mr. Dandy Danuastra as an expert resource person for his time and knowledge.
9. Brothers Alvin Arindra Hilmi, Fabel Khanero Zevanda, and Sister Azzah Karimah as resource persons for the target audience for their time and willingness.
10. Brother Pijar Bintang Tutuko, Jauhar Hanzel Wicaksono, Sisters Hanung Sekar Larasati, Febriyanti Putri Ruspandi, as writer's best friend who always helps when he is in difficulty, provides encouragement and support, and always accompanies the writer from the beginning of the lecture to the work on the Final Project.
11. All friends of the class of 2022 DKV UPN "Veteran" Jawa Timur who always provide encouragement and support.

12. As well as all parties who cannot be named one by one who are involved in this design.

The author realizes that this design still has flaws. Therefore, constructive criticism and suggestions are highly expected for the improvement of this work and report in the future. Hopefully this report can provide benefits and make learning for the author himself and the readers of this design.

Surabaya, 22 April 2026



Faliq Firashan

TABLE OF CONTENTS

APPROVAL PAGE	ii
AGREEMENT PAGE	iii
STATEMENT OF FREE PLAGIARISM	iv
ABSTRACT	v
FOREWORD	vi
TABLE OF CONTENTS	viii
LIST OF FIGURES	xi
LIST OF TABLES	xiv
LIST OF APPENDIX	xv
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Identification	5
1.3 Problem Formulation	5
1.4 Problem Limitation.....	5
1.5 Design Objectives	5
1.6 Benefit of the Design Outcome	6
1.7 Design Framework.....	7
CHAPTER II LITERATURE REVIEW AND EXISTING STUDIES	8
2.1 Operational Definition of Title	8
2.1.1 Designing.....	8
2.1.2 Travel Guidebook.....	8
2.1.3 Educational Media	8
2.1.4 Trenggalek Tourism	8
2.1.5 Trenggalek Regency	9
2.1.6 Age 18-25 Years	9
2.2 Theoretical Foundations	9
2.2.1 Tourism.....	9
2.2.2 Illustration Books	12
2.2.3 Illustration.....	14
2.2.4 Layout in Illustration Books	22

2.2.5	Typography in Illustration Books.....	26
2.2.6	Colors in Illustration Books.....	28
2.2.7	Age 18-25 Years.....	33
2.2.8	Book Tiering.....	34
2.2.9	Theoretical Framework.....	36
2.3	Stakeholder	37
2.3.1	Profile of the Trenggalek Tourism and Culture Office	37
2.3.2	Vision and Mission of the Trenggalek Tourism and Culture Office.....	37
2.3.3	Organizational Structure of the Trenggalek Tourism and Culture Office.....	37
2.3.4	Duties and Functions of the Trenggalek Tourism and Culture Office	38
2.4	Existing Studies	39
2.5	Comparative Studies.....	41
CHAPTER III DESIGN METHODOLOGY		47
3.1	Metode Perancangan.....	47
3.2	Design Objects.....	49
3.3	Data Collection Techniques.....	49
3.3.1	Primary Data.....	49
3.3.2	Secondary Data.....	53
3.3.3	Target Audience	54
3.4	Data Analysis Techniques	54
3.4.1	Observation Data Analysis	54
3.4.2	Interview Data Analysis	61
3.4.3	Questionnaire Data Analysis	68
3.4.4	5W+1H Analysis	71
3.4.5	Analisis Consumer Journey dan Point of Contact.....	74
3.4.6	Consumer Insight Analysis.....	76
3.5	Data Synthesis	77
3.6	Unique Selling Proposition (USP).....	78
CHAPTER IV CONCEPT AND IMPLEMENTATION DESIGN		79
4.1	Concept Formulation	79
4.1.1	Keyword	79
4.1.2	Keyword Description.....	80
4.1.3	Verbal Concepts	80

4.1.4	Visual Concept	90
4.1.5	Media Concept.....	94
4.2	Proses Perancangan Desain	98
4.2.1	Brainstorming	98
4.2.2	Rough Design	98
4.2.3	Comprehensive Design.....	102
4.2.4	Design Validation	107
4.2.5	Final Design.....	108
4.3	Design Implementation.....	111
4.3.1	Main Media	111
4.3.2	Supporting Media	112
4.4	Draft Project Budget	116
CHAPTER V CONCLUSION.....		118
5.1	Conclusion	118
5.2	Suggestions	118
BIBLIOGRAPHY.....		120
APPENDIX		123

LIST OF FIGURES

Figure 1.1 Geographical Location of Trenggalek Regency.....	1
Figure 1.2 Mutiara Beach Trenggalek.....	2
Figure 1.3 Planning Framework Chart	7
Figure 2.1 Naturalist Illustration	16
Figure 2.2 Decorative Illustration.....	16
Figure 2.3 Cartoon Illustration	17
Figure 2.4 Caricature Illustration.....	17
Figure 2.5 Illustrated Stories.....	18
Figure 2.6 Book Illustration.....	18
Figure 2.7 Imaginary Illustration.....	19
Figure 2.8 Vector Illustration	21
Figure 2.9 Bitmap Illustration	22
Figure 2.10 Principle of Balance	23
Figure 2.11 Principle of Rhythm	23
Figure 2.12 Principle of Emphasis	24
Figure 2.13 Principle of Proportion.....	24
Figure 2.14 Principle of Contrast	25
Figure 2.15 Principle of Unity	25
Figure 2.16 Grid System.....	26
Figure 2.17 Serif Typeface	27
Figure 2.18 Sans-serif Typeface	27
Figure 2.19 Decorative Typeface	28
Figure 2.20 Primary Color.....	29
Figure 2.21 Secondary Color.....	29
Figure 2.22 Intermediate Color	30
Figure 2.23 Tertiary Color.....	30
Figure 2.24 Quarter Color.....	30
Figure 2.25 Cool and Warm Color	32
Figure 2.26 Symbol of the Skilled Reader	34
Figure 2.27 Theoretical Framework	36
Figure 2.28 Tourism and Culture Office of Trenggalek Regency.....	37

Figure 2.29	Organizational Structure Chart of the Trenggalek Tourism and Culture Office..	38
Figure 2.30	Illustration Book “Perjalanan Wisata Alam di Samarinda”	39
Figure 2.31	Graphic Novel “Off The Record 2”	41
Figure 2.32	Comic “Mencari Kopi Flores”	44
Figure 3.1	Tourism Observation Documentation	49
Figure 3.2	Tourism Office Interview Documentation	50
Figure 3.3	Documentation of Local Citizen Interview	51
Figure 3.4	Student Target Audience Interview Documentation	52
Figure 3.5	Target Audience Interview Documentation	52
Figure 3.6	Questionnaire Documentation	53
Figure 3.7	Blado Beach Observation	55
Figure 3.8	Observation of Ngampiran Beach	56
Figure 3.9	Dilem Wilis Observation	57
Figure 3.10	Coban Rambat Observation	57
Figure 3.11	Lowo Cave Observation	58
Figure 3.12	Cengkong Beach Observation	59
Figure 3.13	Illustration Book Observation	60
Figure 3.14	Online Media Observation	60
Figure 3.15	Interview with the Tourism Department	61
Figure 3.16	Interview with Local Residents of Mas Riza Coffee Shop Owner	64
Figure 3.17	Student Target Audience Interviews	65
Figure 3.18	Worker Target Audience Interview	67
Figure 4.1	Keyword	79
Figure 4.2	Derek Laufman Cartoon Illustration Style	91
Figure 4.3	Retro Color Pallette	91
Figure 4.4	Quicksand Typeface	92
Figure 4.5	Full Spread, Single Page, and Spot Illustration	92
Figure 4.6	Tourist’s Outfit	93
Figure 4.7	Reference for Trenggalek Natural Tourism Background Design	93
Figure 4.8	Book Divider Reference	94
Figure 4.9	Sticker Pack Reference	95
Figure 4.10	Keychain Reference	95
Figure 4.11	Drinking Bottle Reference	96

Figure 4.12 Cap Reference	96
Figure 4.13 T-Shirt Reference	97
Figure 4.14 Totebag Reference.....	97
Figure 4.15 Ziplock Reference	98
Figure 4.16 Mindmap Character Design and Background Design.....	98
Figure 4.17 Bendi's Moodboard and Sketch	99
Figure 4.18 Wali's Moodboard and Sketch.....	99
Figure 4.19 Juan's Moodboard and Sketch	100
Figure 4.20 Book Title Sketch.....	100
Figure 4.21 Book Cover Sketch.....	101
Figure 4.22 Sketch of the Book Contents	102
Figure 4.23 Comprehensive Bendi Character Design	103
Figure 4.24 Comprehensive Wali Character Design	104
Figure 4.25 Comprehensive Juan Character Design.....	104
Figure 4.26 Comprehensive Title Typography Design	105
Figure 4.27 Comprehensive Book Cover Design.....	106
Figure 4.28 Comprehensive Book Content Design	106
Figure 4.29 Evaluation of Bendi's Character Design	108
Figure 4.30 Evaluation of Wali's Character Design	109
Figure 4.31 Evaluation of Juan's Character Design.....	110
Figure 4.32 Book Title Design Evaluation	110
Figure 4.33 Book Cover Design Evaluation.....	111
Figure 4.34 Main Media Implementation.....	112
Figure 4.35 Book Divider	112
Figure 4.36 Drinking Bottle.....	113
Figure 4.37 T-Shirt	113
Figure 4.38 Cap	114
Figure 4.39 Totebag.....	114
Figure 4.40 Kiss Cut and Die Cut stickers	115
Figure 4.41 Acrylic Keychain	115
Figure 4.41 Ziplock	116

LIST OF TABLES

Table 2.1 Illustration Book Analysis “Perjalanan Wisata Alam di Samarinda”	40
Table 2.2 Book Analysis “Off The Record 2”	42
Table 2.3 Comic Analysis “Mencari Kopi Flores”	45
Table 3.1 Consumer Journey at Blado Beach	74
Table 3.2 Consumer Journey at Ngampiran Beach	75
Table 3.3 Consumer Journey di Goa Lowo	75
Table 3.4 Consumer Journey at Cengkong Beach.....	75
Table 3.5 Consumer Journey at Dilem Wilis.....	75
Table 3.6 Consumer Journey at Coban Rambat	76
Table 4.1 Page Pagination	83
Table 4.2 Draft Project Budget	116

LIST OF APPENDIX

Appendix 1 Interview Transcript.....	123
Appendix 2 Questionare Documentation.....	143
Appendix 3 Observation Documentation	148
Appendix 4 Expert and Stakeholder Validation Documentation	152
Appendix 5 Proposal Seminar Assistance Sheet.....	153
Appendix 6 Proposal Seminar Revision Sheet.....	154
Appendix 7 K1 Assistance Sheet	155
Appendix 8 K1 Revision Sheet	156
Appendix 9 Exhibition Booth Documentation	157