

CHAPTER I

INTRODUCTION

1.1 Background

Trenggalek is one of the districts located in the southern part of East Java. This district has an area of about 1,261 square kilometers. The area consists of mountains, forests, and beaches. Based on an interview with Mr. Supriyadi Bambang as the Head of Tourism Marketing of Trenggalek Regency, Trenggalek Regency there is a 95 km coastline in the southern part. Therefore, Trenggalek Regency has natural wealth that has the potential to become a tourist attraction.

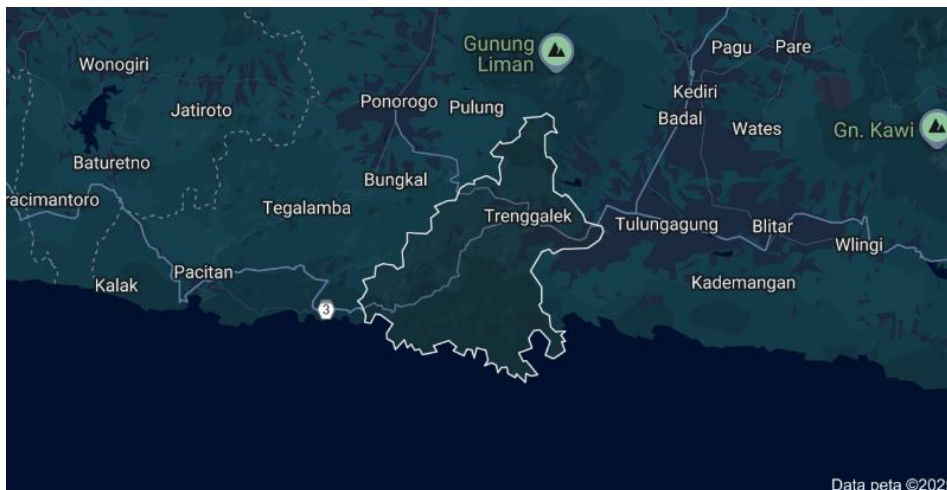


Figure 1.1 Geographical Location of Trenggalek Regency

(Source: <https://maps.app.goo.gl/foZk3EDDSR8DgPJr7>)

Trenggalek Regency as one of the districts located on the southern coast of East Java represents the diversity of tourism through its amazing natural destinations, including Mutiara Beach with its white sand, Pelang Beach with its waterfalls, and Kuyon Beach with rice fields mixed with sea views. In addition to the beach, there are other natural attractions, such as Coban Rambat, Putri Maron, Lowo Cave, and many other interesting natural destinations. Based on the Head of the Trenggalek Tourism and Culture Office as reported by detik.com, tourist visits to Trenggalek will increase by 1,114,461 in 2024 when compared to the previous year which amounted to 991,171 tourists. Tourism that is the main support for tourist visits, including Prigi Beach, Karanggongso White Sand Beach, and Mutiara Beach. Although the number of tourists has increased, the target of realizing Regional Original Revenue in the tourism sector has not been achieved. This is supported by the 2024 Trenggalek tourist destination visit data on the satudata.trenggalekkab.go.id website, that Mutiara Beach and Karanggongso Beach have the

highest number of visits than other tours. This tourism potential can be a boost to the local economy if promoted properly, but the main challenge lies in the lack of awareness of people outside Trenggalek Regency.



Figure 1.2 Mutiara Beach Trenggalek

(Source: <https://www.detik.com/jatim/wisata/d-7500227/serunya-pelesir-di-pasir-putih-pantai-mutiara-trenggalek>)

Although rich in potential, the phenomenon of the lack of knowledge of people outside Trenggalek about tourist destinations in this area is still a major problem, especially from big cities such as Surabaya. Based on the questionnaire that was distributed in September 2025 through social media Whatsapp, Facebook, and Instagram, and filled out by 92 respondents outside Trenggalek Regency, there were 95.7% of respondents who knew Trenggalek Regency and 4.3% of respondents did not know Trenggalek Regency. In addition, there are several questions about tourism knowledge in Trenggalek Regency, including Prigi Beach, Konang Beach, Pelang Beach, Guo Lowo, Cengkong Mangrove, Ngampiran Beach, Damas Beach, Dilem Wilis, Coban Rambat, and Kili-Kili Park. Of the 92 respondents, there were 78.3% of respondents who did not know Konang Beach and 21.7% of respondents did. 64.1% of respondents did not know about Lowo Cave and 35.9% of respondents did. As many as 78.3% of respondents did not know about Cengkong Mangrove and 21.7% of respondents did. 90.2% of respondents did not know Ngampiran Beach and 9.8% of respondents did. 88% of respondents did not know Coban Rambat and 12% of respondents did. 82.6% of respondents did not know Dilem Wilis and 17% of respondents did. From some of the questions given, there are still many respondents who do not know the tourist attractions in Trenggalek Regency, even though they already know Trenggalek Regency.

This is due to factors that affect the public's ignorance about Trenggalek tourism, namely the accessibility of Trenggalek tourism which is still inadequate. This is supported by a

statement from Mr. Supriyadi as the Head of Marketing of the Trenggalek Regency Tourism Office, "Accessibility in the form of Trenggalek's affordability from public transportation to tourist destinations that are still limited, such as airports and train stations. In addition, the accessibility of Trenggalek tourism information is still limited. This affects tourist visits". The lack of interesting literature on Trenggalek is another factor that causes interest in reading to decline (Mardiyyah, 2021).

Therefore, the introduction to tourism in Trenggalek Regency is aimed at the general public, especially the age of 18-25 years or called the younger generation. According to Arnett, the age of 18-25 years or can be called emerging adulthood is a transition period from late adolescence to early adulthood (Ramadhani et al., 2025). Arnett revealed that 18-25 year olds tend to build social relationships, explore identity, seek experiences including going on tourist trips (Ramadhani et al., 2025). According to Hudono, tourists aged 18-24 years known as emerging adulthood are the most tourists who do the most tourism (Ramadhani et al., 2025). Based on the questionnaire distributed, most of the respondents went on a tourist trip to clear their minds, relieve stress, and relieve fatigue. According to Ismayanti, the age range of 18-25 years includes young tourists who have similar characteristics in traveling, one of which is doing tourism activities in groups and liking challenges (Sari et al., 2018).

Based on an interview on September 30, 2025 with Mr. Supriyadi as the Head of Tourism Marketing of Trenggalek Regency, Trenggalek Regency tourism is very suitable for 18-25 years old. This is due to the topography of Trenggalek Regency, which is mostly in the form of highlands and sea. In addition, 18-25 year olds are attracted to nature tourism that is challenging or can boost adrenaline. This is corroborated by the opinions of Beard and Ragheb in Anjani et al. (2025), that natural tourism is often done because it wants to find social interaction and challenges. In addition, based on the questionnaire that has been distributed to respondents aged 18-25 years, 94.8% of the 57 respondents like tourism and 98.6% are interested in nature tourism. From the results of the questionnaire, 18-25 year olds are interested in tourism, especially natural tourism.

There was a previous design with a similar topic that discussed tourism in Trenggalek Regency by Dwi Desiva Setia Salma in 2025. The research focuses on beaches in Trenggalek Regency, such as Prigi Beach, Simbaronce Beach, Mutiara Beach, Konang Beach, Pelang Beach, White Sand Beach, Kili-Kili Park, Gemawing Beach, and Kuyon Beach. The research also focuses on photography of beaches in Trenggalek Regency. The media output used in the study was in the form of a photography visual book. Based on the existing design, this design

has a novelty value in terms of the topics raised. This design takes several tourism that do not only focus on beach tourism, but tourism that has the potential to be better known by the wider community, such as cave tourism, waterfall tourism, plantation tourism, and other tourism. In addition, this design has another novelty in the media output used, namely travel guidebook.

Based on the content, illustration books are divided into several types, one of which is a guidebook. A *guidebook* serves to direct a person in doing something, starting from culture, history, and tourist attractions. According to Effendy, the guidebook contains various information, guides, and various explanations that serve as guidelines for readers to gain a thorough understanding (Ashari, 2018). A travel guidebook can influence a person's travel decision because it describes the character of a destination and explains things that are worth seeing and experiencing in that place. According to Trimurti, travel guidebooks play a role in shaping the image of a destination, which can then affect the perception and level of satisfaction of tourists (Nauval et al., 2025). Based on research conducted by Marsa et al. (2024), Books are in demand by most respondents aged 18-25. Books will make readers feel bored if there is only writing. Therefore, additional interesting illustrations are needed to introduce tourism in Trenggalek Regency.

Illustrations in books are useful for explaining a poem, writing, story or other information in the hope that the information will be easier to digest. This is also supported by a questionnaire that has been distributed to 66 respondents aged 18-25 years in September 2025 regarding the interest in illustration book media as an introduction to tourism. There were 98.3% of respondents who were interested in illustration books that were used as a medium for tourism introduction. Illustrations have different types of styles, so the style used must pay attention to the interests of the target audience. Based on the results of the questionnaire, 55.3% of the 92 respondents had an interest in the cartoon illustration style. This cartoon illustration style has thick outlines and thinner detail lines. In addition, this style of illustration has the characteristics of curved lines and simple coloring.

Based on the explanation of the background and the phenomenon of the problem above, it can be concluded that the topic of problems about tourism in Trenggalek Regency is important to discuss. Therefore, the researcher provided a solution in the form of a design entitled *Designing the Trenggalek Tourism Travel Guidebook as Education for Ages 18-25 Years*. With this illustration book, it is hoped that this media will be effective in conveying information and introducing tourism in Trenggalek Regency to people outside Trenggalek Regency.

1.2 Problem Identification

The following is an identification of the problems obtained in this study:

- a. Lack of knowledge of people outside Trenggalek about tourism in Trenggalek Regency with a percentage of 70.6% of 92 respondents.
- b. Limited access to information on several tours in Trenggalek Regency as shown by the results of interviews with the Trenggalek Regency Tourism and Culture Office, as well as observations through online media websites.
- c. The lack of interesting media for Trenggalek tourism introduction for 18-25 year olds. This is shown by interviews with target audiences who prefer content that has a lot of illustrations than text. Meanwhile, the majority of media that discuss Trenggalek tourism are in the form of articles that have a lot of text.

1.3 Problem Formulation

How to design a *travel guidebook* as Trenggalek tourism education for 18-25 years old?

1.4 Problem Limitation

To maintain the focus of this research, the limitations of the problem are set as follows:

- a. Geographical Scope
In this geographical scope, the main focus is on natural tourism in Trenggalek Regency, such as Blado Beach, Ngampiran Beach, Dilem Wilis, Coban Rambat, Lowo Cave, and Cengkong Beach.
- b. Target Audience
The target audience in this design focuses on 18-25 years old who live outside Trenggalek Regency.
- c. Media Planning
The media designed is limited to travel guidebook-based illustration books as the main means of education.

1.5 Design Objectives

- a. Increasing the awareness of people outside Trenggalek Regency towards tourism in Trenggalek Regency
- b. Increasing access to information to people outside Trenggalek about tourism in Trenggalek Regency.

- c. Designing an illustration book in the form of *a travel guidebook* as one of the interesting tourism education media in Trenggalek Regency for the young generation aged 18-25 years.

1.6 Benefit of the Design Outcome

a. Theoretical Benefits

1. Adding references in the field of Visual Communication Design about the application of illustration as a medium of tourism introduction, especially for the younger generation which can be cited in Visual Communication Design journals or academic seminars.
2. Developing previous research with a storytelling approach for local tourism.

b. Practical Benefits

1. For Young Generation 18-25 years old
Inspiring interesting and educational adventures, encouraging sustainable tourism exploration and appreciation of East Java's natural diversity.
2. For the Local People of Trenggalek
Increasing local revenue through the tourism sector and job creation, such as local tour guides.
3. For Visual Communication Design Students
Provide students with opportunities to explore and express a wide range of design skills.

1.7 Design Framework

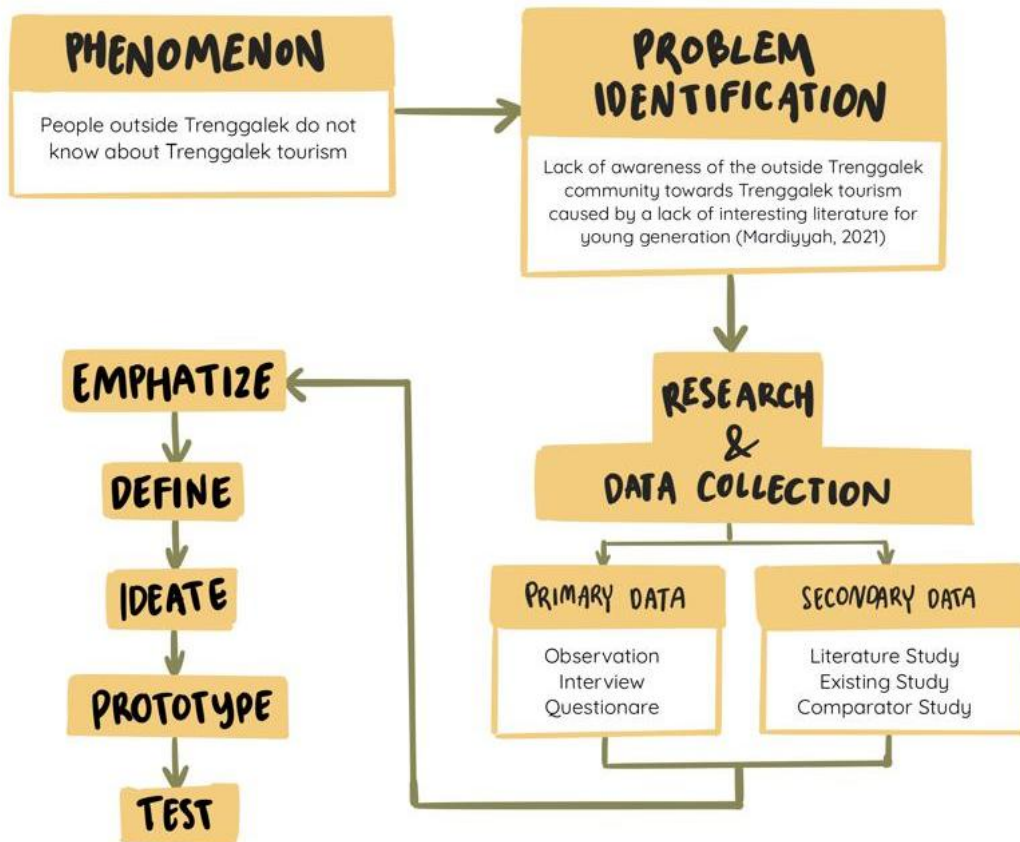


Figure 1.3 Planning Framework Chart

(Source: Personal Document)