

CHAPTER V

CONCLUSION

5.1 Conclusion

The design of the Trengalek travel guidebook as an educational medium for 18-25 years old was carried out as an effort to introduce the potential of regional tourism through an attractive and communicative visual approach. Based on the results of the research and design process that has been carried out, it can be concluded that travel guidebook media is able to be a more effective means of delivering travel guide information for the younger generation because it combines elements of figures, narratives, and education in an interesting medium.

This design concept is realized through three main characters, namely Bendi, Wali, and Juan who are exploring several tourist attractions in Trenggalek. The use of characters in travel guidebooks can help create closeness with readers so that tourist information can be received easily. In addition, the illustration style, color selection, and typography are designed according to the preferences of the audience aged 18-25 years in order to increase reading interest and interest in local tourism.

Through the design thinking method, the design process is carried out in stages starting from data collection, data analysis, visual concept development, to the implementation of the final design. The design results show that travel guidebook-based visual media can be an alternative to educational and tourism promotion media that not only provides information, but also builds a more interesting reading experience.

With this travel guidebook, it is hoped that the public, especially the younger generation, can get to know and be more interested in exploring the tourism potential of Trenggalek. In addition, this work is also expected to contribute to the development of illustration-based tourism educational media that is relevant to the current development of visual media.

5.2 Suggestions

Based on the results of the research and design process that has been carried out, the author suggests that the development of illustration-based tourism educational media can continue to be carried out by utilizing the development of digital technology. This illustration book can be developed into the form of digital media, such as e-books, motion graphics, or other digital media to be able to reach a wider audience and in accordance with the habits of the younger generation in accessing information.

In addition, the tourist destinations raised can also be expanded, not only in natural tourism, but also in cultural and historical tourism in Trenggalek so that the information conveyed becomes more diverse. With further development, it is hoped that travel guidebook media can become a more innovative, interesting, and relevant means of education and promotion to developments in the world of design today.