

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Tourism is one of the key sectors driving Indonesia's national development. The growth of tourism boosts local revenue, the local economy, and social well being, though it can have both positive and negative effects (Husna, 2022) . The immense potential of Indonesia's natural beauty, wealth, and diversity, both in terms of its natural landscapes and cultural heritage, gives tourism a vital role due to its strong appeal . One such destination is the Derawan Islands, located in Berau Regency, East Kalimantan. This region consists of several islands, each with unique characteristics and distinct tourist attractions. From the white-sand beaches of Derawan Island to the sea turtle conservation efforts on Sangalaki Island, the Derawan Islands are a paradise for marine tourism enthusiasts.

The Derawan Islands, designated under Government Regulation No. 50 of 2011 as a National Strategic Tourism Area (KSPN) among 88 other listed areas, position these four islands as a potential marine tourism destination to be developed as a national and international tourism icon. As shown in Figure 1.1, Derawan Island is featured on the 2022 edition of the Rp20,000 banknote, making it one of the symbols of Indonesia's marine wealth



Figure 1.1. Banknote: 20,000 Indonesian Rupiah, 2022 Issue  
(Source: Bank Indonesia, 2022)

According to the Berau Regency Department of Culture and Tourism (DISBUDPAR) 2024 and statistical data reported by visitberau.id (Figure 1.2), visitor numbers to the Derawan Islands show a positive trend, particularly following the peak of the COVID-19 pandemic. In 2022, a total of 397,054 visitors were recorded, with 283 of them being

international tourists. This figure represents an increase of 180.83 percent compared to the previous year. This surge in visits has generated economic benefits for the local community, particularly for businesses in the food and beverage, lodging, and souvenir sectors. However, based on survey data collected from 90 respondents, 53.3% found it difficult and 12.2% found it very difficult to find clear and comprehensive information, indicating that the majority of tourists face challenges in obtaining information about the Derawan Islands. This lack of clarity hinders tourists' travel decisions. This suggests that the increase in tourist numbers has not been accompanied by sufficient information resources to meet tourists' needs and inform their decisions.

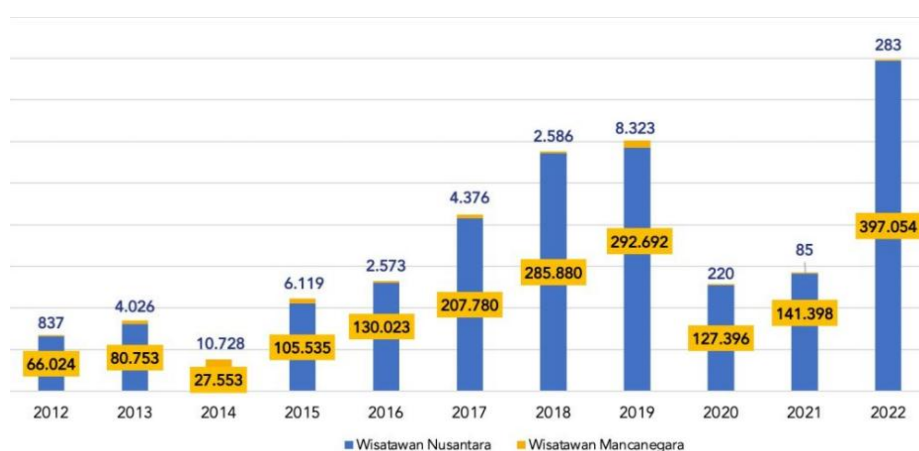


Figure 1.2. Statistics on Tourist Visits to the Derawan Islands  
(Source: visitberau.id, 2023)

These findings are supported by the results of an interview with Ms. M.M. Ita Dewanti S., SE, M.E (Coordinator of the Adyatama Tourism & Creative Economy Division, Junior Expert at the Berau Culture and Tourism Office), who stated that cultural information, such as the origin story of the Derawan Islands name is still largely conveyed orally, from person to person, so it is known only as an informal story and lacks comprehensive written documentation. This phenomenon highlights a gap between the destination's potential and the public's perception of it. Most people recognize the Derawan Islands solely as a tourist destination but are unaware of its culture, how to reach it, available transportation options, or what activities are available there. The information available on the internet and social media remains scattered and unstructured, which can hinder travelers especially those of working age from planning efficient and well-organized trips.

Based on observations in the Derawan Islands, this destination offers tourism activities, facilities, and cost ranges that are more relevant to travelers who have sufficient

income and the freedom to make travel decisions, such as travelers in their early working years. According to (Ismayanti, 2021) , the 24–30 age group consists of young adult travelers who possess responsibilities, financial capability, and an interest in exploring tourist destinations. Consequently, this group seeks not only visually appealing destinations but also requires clear information regarding activities, accessibility, and experiences before finalizing their travel plans. The lack of comprehensive tourism information results in inadequate planning and limits vacation time. This indicates a gap between the needs of early-career travelers and the availability of tourism information in the Derawan Islands

Therefore, there is a need for media capable of conveying information comprehensively and engagingly, while effectively building the destination's image. Visual travel guides are one such medium with great potential for conveying tourism information through immersive visuals. According to Kardana & Sendra (2024) , natural beauty cannot be adequately conveyed through photos or brief descriptions alone. A destination's appeal is largely determined by how its narrative and visuals stimulate the imagination and evoke emotions in potential travelers. Travel guides aim to provide information and are published using practical formats and presentation techniques regarding tourist attractions and facilities in the region or city being discussed (Listyo W, 2018) . Thus, travel guides have the ability to present information in a structured manner

Even in the digital age, books retain a distinct personal value as a storytelling medium. Research by Hidayat (2017) indicates that illustrative media, such as travel legend books, can build a destination's image through imaginative visual approaches that resonate emotionally with readers, making this medium a powerful alternative in strategies for introducing tourist destinations. Travel books designed with visual elements serve not only as travel guides but also as narrative media that build the image and appeal of a destination. Through an imaginative and narrative visual approach, illustrations can convey the characteristics of a tourist destination in a communicative and engaging manner. However, to date, no illustrative visual media has been found, particularly one that specifically highlights the Derawan Islands as its main subject. This indicates a gap in the development of tourism promotion media for Berau.

The potential for increased visitor numbers, along with the need for structured and visual informational media, makes the design of a visual travel guide a strategic, appropriate, and relevant step. According to Inskeep ( , as cited Butarbutar, 2021) , tourism products are generally influenced by three main components: the tourist attraction itself,

the facilities available at the destination, and accessibility to the destination. Therefore, this book will be designed not only as a travel guide but also as a medium to enhance the destination's appeal by consistently building a visual identity for Derawan. Illustrations, typography, and layout will be used to create a reading experience.

The background outlined above informs the design proposition that if information about the Derawan Islands can be presented in a structured manner through media with visually appealing and communicative visuals, then tourists' understanding of the destination's characteristics, travel access, and local cultural values can be enhanced. This aligns with research conducted by (Hidayat, 2017) in the design of their tourism guidebook, which successfully enhanced the destination's image through an illustrative visual approach. This illustrative medium is considered effective in conveying local character and places in a communicative and informative manner, making it an alternative medium for the tourism sector. Therefore, there is a need for informational media capable of conveying tourism attractions comprehensively, such as a visual travel guidebook that combines illustrations, typography, and layout to build the image of the Derawan Islands as a marine destination in East Kalimantan.

Overall, this background indicates that the Derawan Islands possess extraordinary tourism potential, yet this has not been supported by adequate informational and promotional media. This gap can be addressed through the design of a visual travel guidebook that not only presents travel information but also builds the destination's image and identity holistically. With an aesthetic and communicative visual communication design approach, this book is expected to strengthen Derawan's image at both the national and international levels, while also meeting tourists' needs for structured, inspiring, and sustainable informational media.

## **1.2. Problem Identification**

Based on the background explanation and analysis provided, the following problems have been identified:

1. There is a gap between the available information and the number of tourist visits; while the number of tourists visiting the Derawan Islands increased to 397,054 in 2022 (Berau Regency Tourism and Culture Office, 2024), this has not been accompanied by corresponding information. The information is perceived as unstructured, and 65.5% of respondents found it difficult to locate.

2. The image of the Derawan Islands has not yet been firmly established among the general public, due to the lack of comprehensive documentation of local knowledge regarding the Derawan Islands such as cultural stories that are still passed down orally and have not been fully documented (interview with M.M. Ita Dewanti S., SE, M.E., DISBUDPAR Berau Regency).
3. The presentation of tourism information is not yet structured to meet tourists' needs. Based on observations, the Derawan Islands are better suited for tourists aged 24–30 due to facilities and costs that require financial capability. However, due to limited vacation time, the lack of comprehensive tourism information results in inadequate trip planning and a limited vacation experience.
4. There are currently no illustrative visual media specifically highlighting the Derawan Islands as the main subject, whether as a travel guide or as a tool for enhancing the destination's image. Fareza Himawan L.W. (2018) states in his research that travel books have the ability to present information in a structured manner and offer an immersive experience through illustrations, typography, and layout.

### **1.3. Problem Statement**

Based on the background explanation and analysis provided, the problem can be identified as follows:

“How can an informative visual travel guidebook be designed to enhance the tourism appeal of the Derawan Islands using illustration techniques?”

### **1.4. Scope of the Problem**

To narrow the scope of the discussion, the problem scope for this design is as follows:

1. The designed medium is a visual travel guidebook using an illustrative approach
2. This design focuses on Derawan Island as the main gateway to the Derawan Islands, taking into account the interconnection of tourism information between islands such as Maratua, Kakaban, and Sangalaki.
3. This travel guidebook will explain the uniqueness and attractions of each island, transportation access including travel routes, and local stories such as the origin of the name Derawan Islands.

4. The book's content features illustrations as the primary visual element, supported by typography and *layout*

### **1.5. Design Objectives**

The objectives of designing the Derawan Islands Travel Guide are as follows:

1. To provide a structured and easy-to-understand source of information on tourism in the Derawan Islands.
2. To document and introduce local knowledge so that the cultural image of the Derawan Islands is strengthened.
3. To present comprehensive tourism information tailored to travelers' needs when planning their trips
4. To design an illustrative visual medium in the form of a travel guidebook that presents information clearly and engagingly.

### **1.6. Benefits of the Design**

The benefits of designing this Derawan Islands Travel Guidebook are as follows:

1. Providing a structured and easy-to-understand tourism information medium, thereby making it easier for tourists to plan their trips.
2. Serving as a means of documenting local knowledge that can strengthen the cultural image of the Derawan Islands among the general public.
3. Providing convenience in planning travel through the presentation of comprehensive and structured information tailored to tourists' needs.
4. Presenting the travel guide in an attractive, visual, and illustrative format, thereby enhancing the destination's appeal and the traveler's experience.

## 1.7. Design Framework

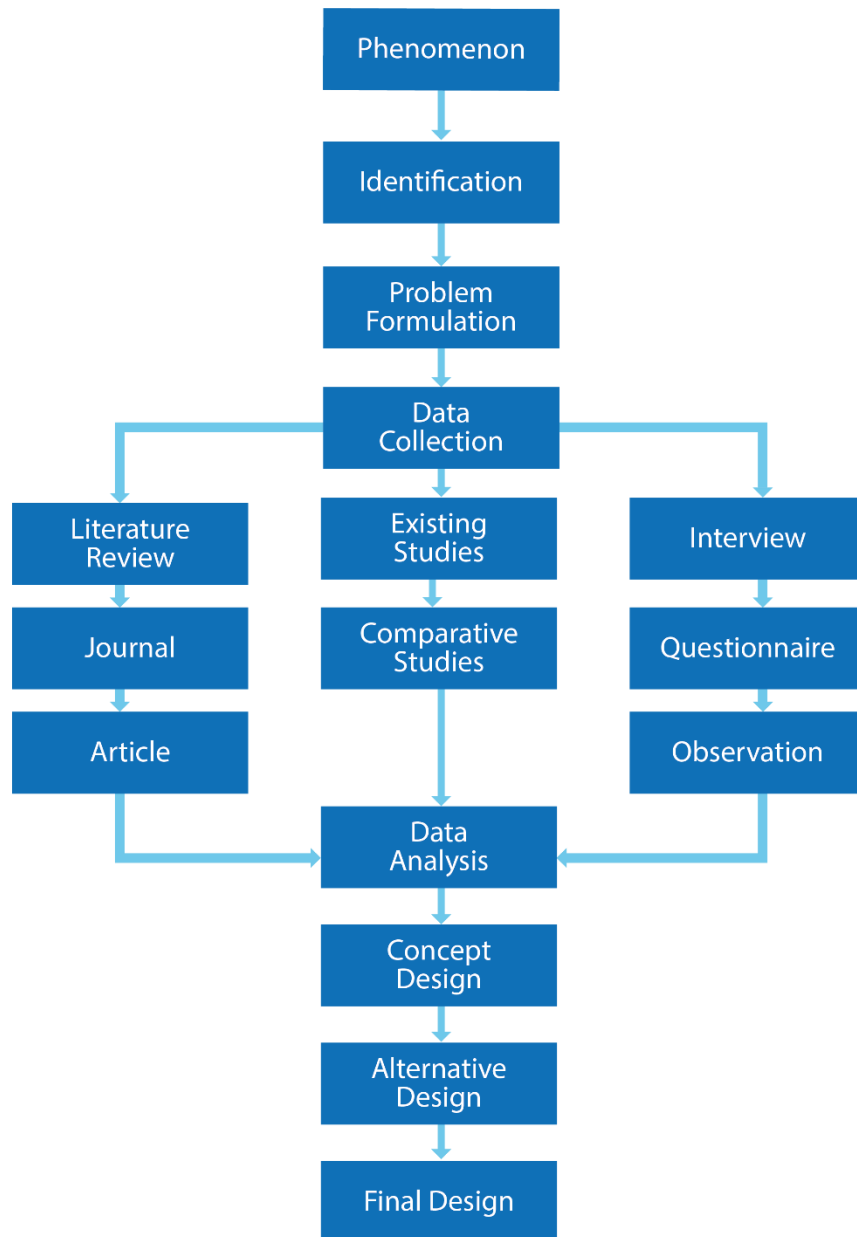


Figure 1.3 Design Framework  
(Source: Personal Documentation, 2025)