

CHAPTER V

CONCLUSION

5.1. Conclusion

The design of this visual guidebook for the Derawan Islands was undertaken in response to the lack of structured and communicative tourism information media regarding tourism in the Derawan Islands, Berau, East Kalimantan. Based on the results of observations, interviews, questionnaires, and data analysis, it was found that many tourists still face difficulties in understanding information regarding destinations, travel access, and local culture in the Derawan Islands. Therefore, a visual travel guidebook was chosen as an effective medium to convey tourism information in a more engaging, informative, and easy-to-understand manner through the use of illustrations, typography, and layout.

Through this design process, a visual travel guidebook was produced containing information on the main destinations in the Derawan Islands, including Derawan Island, Maratua, Kakaban, and Sangalaki. The book is designed to present information on tourist activities, travel access, and destination details, packaged with semi-decorative cartoon-style illustrations featuring marine tourism visuals to create a more interactive and enjoyable reading experience.

Based on the above, this visual guidebook is expected to help tourists understand information about the Derawan Islands more clearly and in a structured manner. Additionally, the book is intended to strengthen the image of the Derawan Islands as a marine tourism destination renowned for its natural beauty and distinctive local culture, while also serving as a visual medium that enhances the appeal of East Kalimantan's tourism sector.

5.2. Recommendations

The design of the Derawan Islands visual guidebook is a final product that is not yet perfect and can still be developed. It is recommended that in the next phase, broader and more in-depth information on tourist destinations be added. Additionally, the book's content can be enhanced by including QR codes at each tourist destination that link directly to *Google Maps*, allowing tourists to easily access travel routes practically via digital

devices. The addition of original photographs on several destination pages can serve as visual supplements to reinforce and provide readers with a more realistic picture of the tourist destinations.