

FINAL PROJECT

DESIGN OF A VISUAL TOURIST GUIDEBOOK FOR THE DERAWAN ISLANDS TO ENHANCE TOURIST ATTRACTIVENESS

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



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2025/2026**

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**DESIGN OF A VISUAL GUIDEBOOK FOR THE DERAWAN ISLANDS TO
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ABSTRACT

The Derawan Islands in Berau Regency, East Kalimantan, are a marine tourism destination with significant potential due to their natural marine beauty and have been designated as a National Strategic Tourism Area (KSPN) under Government Regulation No. 50 of 2011. However, based on the results of observations, interviews, and questionnaires, many tourists still face difficulties in obtaining structured tourism information about the destinations in the Derawan Islands. This situation highlights the need for a tourism information medium capable of presenting information in a communicative and engaging manner so that tourists can more easily understand the existing tourism potential.

This study employs the ADDIE method with a qualitative and quantitative approach through observation, interviews, documentation, literature review, and the distribution of questionnaires to the target audience. Additionally, analyses of consumer insights, the consumer journey, existing studies, and data synthesis were conducted to formulate verbal, visual, and media concepts aligned with tourists' needs. The research results indicate that the target audience is more interested in visual media that is informative, features engaging illustrations, and is easy to understand as a travel guide.

The design outcome is a visual travel guidebook titled "Sea Paradise Journey to Derawan Islands," which contains information on major tourist destinations such as Derawan Island, Maratua, Kakaban, and Sangalaki, complete with tourist activities, transportation access, and supplementary travel information. The book is designed using semi-decorative cartoon-style illustrations, along with balanced typography and layout, to create a more interactive and engaging reading experience for readers.

This visual travel guidebook is expected to serve as a tourism information medium that helps tourists understand the Derawan Islands more clearly and systematically. In addition to serving as an information medium, the book is also expected to strengthen the image of the Derawan Islands as a premier marine tourism destination in East Kalimantan and support the region's tourism appeal through a more engaging and communicative visual approach.

Keywords: Visual Book, Travel Guide, Illustrations, Derawan Islands, Marine Tourism

STATEMENT OF FREE PLAGIARISM

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Declare that this Final Project academic document does not contain any portions of other academic works that have been submitted to obtain an academic degree at a Higher Education Institution, and also does not contain works or opinions written or published by other individuals or institutions, except those explicitly cited in this document and fully listed in the bibliography.

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I hereby make this statement in good faith, without coercion from anyone, and for use as intended.

Surabaya, 20 May 2026

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FOREWORD

With praise and gratitude to Allah SWT for all His mercy, blessings, and guidance, the project “Design of a Visual Guidebook for Derawan Islands Tourism to Enhance Tourist Attractions” has proceeded smoothly. This design aims to present a communicative and engaging tourism information medium through an illustrative approach, so that tourists can more easily understand the tourism information available in the Derawan Islands. It is hoped that this design will help strengthen the image of the Derawan Islands as a premier marine tourism destination in East Kalimantan.

The author would like to thank all parties who have provided assistance, support, and prayers throughout this design process, enabling its successful completion. From the bottom of my heart, I would like to express my gratitude to:

1. Allah SWT and the Prophet Muhammad SAW, who have always been a source of strength, peace, and guidance throughout the design process.
2. Abi Noorhasani, S.T., M.T., and Umi Yulita Handayani, S.T., who have consistently provided love, moral and financial support, as well as unceasing prayers for the author’s smooth progress and success.
3. Ms. Masnuna, S.T., M.Sn., as the academic advisor, who has provided guidance, feedback, and motivation throughout the process of this design project.
4. Ms. Aninditya Daniar, S.Sn., M.Sn., and Mr. Aditya Rahman Yani, S.T., M.Med.Kom., as examiners who have provided constructive feedback for this design
5. The Berau Regency Department of Culture and Tourism (DISBUDPAR), which assisted in providing various tourism-related information about the Derawan Islands.
6. The lecturers of the Visual Communication Design Department at UPN “Veteran” East Java, who have shared their knowledge, experience, and insights throughout the academic program.
7. Friends and the community of Berau Regency, who were willing to spare their time and assist the author as sources for the design of the Derawan Islands visual book.

8. Amilah Zahra, who has always been by my side, listened to my complaints, and provided support, encouragement, and motivation to the author throughout the process of completing this final project.
9. Author's mates from Horble Horr, who were always there to offer help, encouragement, entertainment, and moments of laughter throughout my academic studies and the completion of this final project. Thank you for your companionship and support, which made this long process feel lighter and more enjoyable.
10. My fellow comrades Klab Hore and Horcane, who have been a place to share stories, laughter, and experiences throughout my time in college and the completion of this final project.
11. My peers in the mentoring program who have helped one another, exchanged information, offered encouragement, and accompanied me through the process of completing this final project until its completion.
12. My companions in DKV 22 peers, who have been part of my journey throughout my studies.
13. As well as all parties involved whom the author cannot name individually throughout this design process

The author acknowledges that this project still has various shortcomings and imperfections, both in the writing and the design outcomes. Therefore, constructive criticism and suggestions are greatly appreciated as learning materials for the author in the future. In closing, the author hopes that this visual guidebook design will be beneficial to readers and help introduce the Derawan Islands to the wider public.

Surabaya, 20 May 2026

Muhammad Ihsan Kamil

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