

Promotion of Harau Valley Tourism in Limapuluh Kota Regency, West Sumatera

Miftaahul Goldie Nuzulhaq¹⁾, Dwi Mutia Sari²⁾

^{1,2)} Department of Fine Arts, Faculty of Languages and Arts, Universitas Negeri Padang, Indonesia

*Corresponding Author

Email: miftaahulgoldie18@gmail.com

How to cite: Nurulhaq, M. G. & Sari, D. M. (2024). Promotion of Harau Valley Tourism in Limapuluh Kota Regency, West Sumatra. *Fine Arts, Vol 8 Issue 2*, Pages. 41- 47. <https://doi.org/10.24114/sr.v8i2.64846>

ABSTRACT

Harau Valley is a tourist attraction located in West Sumatra, which is known for its spectacular nature, towering steep cliffs, charming waterfalls, and the diversity of flora and fauna located in its area. However, despite having great tourism potential, the use of technology to support tourism in the Harau Valley area is still relatively minimal. Therefore, a promotional innovation is needed by using e-catalog media as a tour guide that can provide complete, accurate, and up-to-date information about the Harau Valley. This promotion will not only provide guidance on tourist attractions in the Harau Valley but also information about accessibility, facilities, tourist activities, and local culture that can be enjoyed by tourists. This method will examine a problem with logic and avoid designing with illogical thinking. This strategy can help the design to get data according to the purpose of the work. The result of this design is in the form of a prototype design e-catalog in the form of a mobile web that provides various kinds of information about tourist spots, events, lodgings, activities, which can later be carried out in the Harau Valley area.

KEYWORDS

E-Catalog, Tourism, Glassbox, Promotion, Harau Valley

This is an open access article under the CC-BY-SA license



INTRODUCTION

Tourism is one of the important sectors that can encourage economic growth in a region. Tourism is a travel activity carried out by a person or a group of people by visiting certain places for recreational purposes, personal development, or learning the uniqueness of tourist attractions visited for a period of time while tourist attractions are places that are the center of attraction and can provide satisfaction, especially for visitors (Harahap, 2018).

Fifty Cities Regency, located in West Sumatra Province, has a very rich and diverse natural tourism potential, one of which is the Harau Valley. The Harau Valley is known for its spectacular natural beauty, with towering steep cliffs, charming waterfalls, and a diversity of flora and fauna. However, despite having great tourism potential, the use of technology to support tourism in the Harau Valley area is still relatively minimal (Investment and One-Stop Integrated Services Office. 2017).

Along with the development of information technology, the use of digital media in tourism promotion and guides has become very important. E-catalog is a form of digital application that can provide complete and interesting information about tourist destinations. With e-catalogs, information about tourist destinations can be presented more interactively and easily accessible to tourists. This is expected to increase tourist interest in visiting the Harau Valley and its surroundings.

However, until now, there has been no promotion with special e-catalog media that presents a comprehensive Harau Valley tour guide. The information available is often scattered and poorly organized, making it difficult for tourists to plan their visit. In addition, the information is often not updated regularly, so it does not provide an accurate picture of the current condition of tourist destinations.

Therefore, a promotional innovation is needed by using e-catalog media as a tour guide that can provide complete, accurate, and up-to-date information about the Harau Valley. This promotion will not only provide guidance on tourist attractions in the Harau Valley, but also information about accessibility, facilities, tourist activities, and local culture that can be enjoyed by tourists.

METHOD

In this design, a rational and objective *glassbox design method will be used*, this method will research a problem with logic and avoid designing with illogical thinking (Dana, 2022). This strategy can help the design to get data according to the purpose of the work. The *glassbox* method makes the design process into clearer stages, for example, according to Graham Wallas said that there are four stages in carrying out the design process, namely *preparation, incubation, illumination and verification* (Broadbent 1973) which are as follows:

1. Preparation

Where there are conscious business activities to accumulate knowledge (data), divide discussion areas and collect problems. The preparation stage is the first stage that is carried out, this stage is useful for collecting data that will be used in the process of working and analyzing existing problems (Al Faruqi, 2023). In this stage, the designer will collect data related to the design of the Harau Valley tourism promotion, in Limapuluh Kota Regency. The author collected two categories of data, namely primary data, namely observations, interviews and also documents that will be carried out in the Harau Valley, Limapuluh Kota Regency. And then there is secondary data, namely literature studies obtained from books, journals and the Internet.

2. Incubation

The Incubation Stage is a stage to prepare yourself by thinking about sketching out the idea to be made. This idea that has been thought out will later be used during design design. In the incubation stage, designers prepare themselves both mentally and physically so that they can focus on collecting ideas that will later be used in design (Reza, 2023).

3. Illumination

At this stage, the idea of the idea that will be developed by the designer is born, and the design that has been developed will later be used in the last stage (Verification). In this Lumination stage, the designer will finally be able to give birth to his new idea, and make the idea into a mature idea and will later be realized.

4. Verification

It is the stage where the resulting idea undergoes development, the Verification Stage is the stage where the idea that has been previously conceived is developed through the evaluation method (Ramadhan, 2024). In this stage, the designer will finish and detail the ideas that have been made previously so that a promotion of Harau Valley tourism in Limapuluh Kota Regency, West Sumatra will be created.

RESULT AND DISCUSSION

Preparation

In the design of the e-catalog, the author raised the Harau Valley as the main object that the author will use in this design. The author collected data through observations and interviews conducted in the Harau Valley. In the observation stage and interviews with tourists and local residents of the Harau Valley, the author found several problems, namely tourists who come to the Harau Valley area are often centered on one tourist destination, this is due to the many hidden tourist destinations in the Harau Valley and the lack of information media about these tourist destinations.

In addition to collecting information through observation and interviews, the author also collects information using documentation methods by directly diving into these tourist locations and also literature studies through the internet and journals.

The design of this e-catalog is targeted at tourists of all ages, but some destinations are more recommended for teenagers to adults because access to destinations is still considered extreme. Geographically, this design is more targeted at prospective tourists from West Sumatra and its surroundings, but it also does not rule out the possibility for prospective tourists who come from far

43

- Visual Messages

In the visual e-catalog of Harau Valley tourism promotion in Limapuluh Kota Regency, West Sumatra, the author will design an e-catalog using keywords that the author has found before. The design will later be carried out by providing colors that can give a cool effect to the user such as green or blue, taking into account the use of the right white space in the layout so that it will not make the user feel crowded or have minimal movement space. Typography will use more sans serif types that have a good and clear level of readability by considering the hierarchy of the typography so that the information provided can be more easily digested by the user.

- Rough Sketch

Rough sketches are the initial stage that the author does in designing e-catalog designs. The following is a rough sketch that the author has designed and will be applied to the final design later.

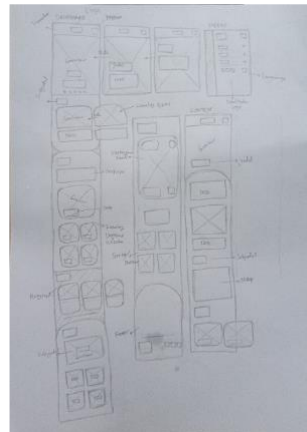


Figure 2. Rough Sketch

- Layout



Figure 3. Layout

- Comprehensive Layout



Figure 4. Comprehensive Layout

- Final Design

The next stage is the creation of a comprehensive design that will be the main medium of Harau Valley tourism promotion. The main media produced from this design is an e-catalog in the form of a *mobile web*. The taking of *mobile web* as a medium from e-catalogs is due to access that is quite easy to get, ease of carrying, and also information that can later be *updated in real time*.



Figure 5. Final Design

Verification

Verification is the last stage in the glassbox design method, in this stage the author will conduct prototype tests to the target audience. This process is carried out so that the author can evaluate the work that the author has designed and can be refined to suit the initial purpose of the design itself.

This verification process is aimed at prospective users who have hobbies according to the theme that the author has raised. This verification process is carried out by the author through a Google Form in the form of a link that the author distributes through social media.

Some of the questions that the author asked the target audience of the Harau Valley tourism promotion e-catalog are:

- Text formats, such as headings and paragraphs, along with buttons make it easier for users to scan information
- The content is well-structured so that it does not confuse the user
- The information provided is clear and complete
- This work can make me interested in visiting the Harau Valley
- Design and overall work

Table 1. Feasibility test results

Indicator Valuation	Rating Points				
	Very Less	Less	Enough	Good	Very Good
User Friendly					18
Informative				3	15
Engagement & Persuasion			2	5	9
Overall Scale				3	15

The results of this Verification will be summed and described into a score with the following formula:

$$Index (\%) = \frac{Total\ score}{Highest\ score} \times 100$$

Source : Heldi (2024)

By using the formula above, the results of the feasibility test will be obtained, which is 95.8%, where the results can be included in the very good category.

CONCLUSIONS

Based on the results of the design and research of the use of e-catalog media in the form of mobile web in promoting Harau Valley tourism, it has been proven to increase the interest of prospective tourists to visit the Harau Valley. Prospective tourists can also find out about interesting locations that they can visit when visiting the Harau Valley.

Prospective tourists can also get recommendations regarding events held in the Harau Valley, recommendations for homestays at low prices but guaranteed quality, recommendations for activities that can be done in the Harau Valley, and many more things available in the Harau Valley Tourism e-catalog. This is evidenced by the response from both designers and the general public to the prototype that has been designed.

REFERENCES

- Al Faruqi, N. R., & Sari, D. M. (2023). Interface Design Webiste "Syne" West Sumatra Creative Industry Portal. *TRADISIGN: Journal of Design and Cultural Literature*, 2(1), 7-11.
- Alim, B., & Chandra, E. (2023). Rebranding of Mentai MSMEs through Visual Identity Design. *Gorga: Journal of Fine Arts*, 12(1), 174-181.
- Azizah, E. R. N., & Islam, M. A. (2024). Packaging Design as a Promotional Media for Nirwana Batik Products in Bejijong Tourism Village, Mojokerto Regency. *BARIK-Journal of S1 Visual Communication Design*, 6(2), 52-65.
- Broadbent, G. (1973). *Design in Architecture: Architecture and Human Science*. New York: John Wiley and Sons.
- Dana, J. F., & Afriwan, H. (2022). Visual Characteristics of Inderapura in Rakik Lokan Mommy Business Packaging. *DEKAVE: Journal of Visual Communication Design*, 12(1), 54-64.
- One-Stop Investment and Integrated Services Office. 2017. *Investment Opportunities in the Harau Valley Tourism Area*. Field
- Harahap, M. (2018). Visitors' responses to the facilities of the Batu Serombou House tourist attraction in Rokanhulu Regency. *Journal of Organization and Management* 5 (1), 1-8.
- Heldi, H., Hendra, A., Yofita, S., & Azis, A. C. K. (2024). UNP LOGO DESIGN AS A RESPONSIVE UNIVERSITY TO EARTHQUAKE AND TSUNAMI NATURAL DISASTERS: UNP LOGO DESIGN AS A UNIVERSITY THAT IS RESPONSIVE TO EARTHQUAKE AND TSUNAMI NATURAL DISASTERS. *Arty: Journal of Fine Arts*,

13(1), 1-10.

Ramadhan, R. (2024). Norbit Band Merchandise Promotion. Journal of Research on Art, Design and Media, 3(1), 261-268.

Reza, M. F. A. (2023). E-Catalogue Brand "Minor Moral". TRADISIGN: Journal of Design and Cultural Literature, 2(1), 12-18.