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English Students' Preference for Making Digital Media to Promote Local Tourism

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Abstract: Vocational education provides practical education in order to develop students' specific industry skills. Specifically for English study program, it deals with the industries of hospitality, translation, tourism, etc. To accomplish study in English study program in a vocational college, every student is demanded to make a final project related to a certain industry. Based on the database of English students' final project proposal titles in academic year 2022/2023 at Politeknik Negeri Bengkalis, the topic related to tourism industry—making digital media to promote local tourism had been chosen most by the students. They had proposed to make a particular digital medium to promote tourism in a particular place. Considering this fact, within a descriptive qualitative method, this study aimed to describe the students' preference for making digital media to promote local tourism, elucidate the digital media they would make, and elaborate their rationales behind planning to make the media. The research subjects were 9 fifth semester English students at Politeknik Negeri Bengkalis whose final project proposal titles were about making digital media to promote local tourism. The sources of data were the students' final project proposals and interview. This study revealed that the students preferred making digital media to traditional media since digital media were considered more effective to promote local tourism. The digital media they would make were e-guidebook, tourism card, Instagram account, cinematic video, e-profile book, e-book, and website. They chose to make these media because these media would provide interesting display and content, and could be easily accessed by many people. All in all, people today, including students, have adapted to the changing world where things in every aspect of life have shifted to digital forms.

Keywords: English students, digital media, local tourism, and final project proposals

1. Introduction

Vocational education is a provision of education before students beginning their working lives and it prepares them for it [3]. Vocational education provides practical education in order to develop students' specific industry skills. Specifically for English study program, the practical education deals with the industries of hospitality, translation, tourism, etc.

To accomplish study in English study program in a vocational college, every student is demanded to make a final project related to a certain industry. Their ideas/plans for the final project are presented through final project proposal seminar. Based on the database of English students' final project proposal titles in academic year 2022/2023 at Politeknik Negeri Bengkalis, the researchers had found that most students' final project proposal titles were related to tourism industry, particularly making certain digital media to promote local tourism.

Indonesia is well known for its culture, diversity, and tourism objects [2]. There are some tourism categories, as follows [4]:

Table 1. Categories of tourism

Adventure Tourism may include active holidays, such as winter sports which are commonly associated with rural sites. Mountain resorts have often been developed to attract winter sports enthusiasts.

Culinary tourism or food tourism involves the exploration of food. This aspect of a destination may be considered as a vital component of the tourism experience. Very often, tourists will dine in local restaurants when they are on holiday. Various types of restaurant fall into several industry classifications based upon menu style, preparation methods and pricing. Additionally, how the food is served to the customer helps to determine this classification.

Cultural Tourism (or culture tourism) is concerned with the traveller's engagement with a country or region's culture. Tourists travel to learn about the lifestyle of other people. They may be interested in their history, art, architecture, religion(s), and other elements that helped them shape their way of life.

Ecotourism is a form of tourism that is related to the responsible tourism to natural areas. Its focus is on the conservation of the environment, including flora and fauna. At the same time, it is intended to improve the well-being of the local people as it characterised by its low-impact, small-scale tourism (rather than mass tourism, which is more commercial).

Educational Tourism: This may involve those tourists who travel to a destination for educational purposes. Very often, many students pursue specialised courses to learn foreign language(s) in tourist destinations.

Health Tourism may be offered by resorts and spas. They may be based in rural, seaside or urban areas.

Medical tourism involves those people who are travelling to obtain medical treatment in a different country. In the past, this term may have referred to those who travelled from less-developed countries to major medical centres that may be situated in highly developed countries (for treatments which may be unavailable in the tourists' home country).

MICE: Meetings, incentives, conferences and exhibitions (or meetings, incentives, conferences, and Events) is a type of business tourism involving large groups of travellers who are brought together for a particular purpose. Their itineraries are usually planned well in advance.

Religious tourism is a type of tourism, where tourists may travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes.

Rural Tourism includes lakes and mountain tourism, but may also comprise countryside touring, agri-tourism products, such as farm holidays, fruit picking, gardens, visits and stays in rural retreats, river and canal holidays, wild life parks and national parks, et cetera;

Seaside Tourism includes seaside resorts, natural beaches, rental of boats and jet ski, fishing itineraries, coastal footpaths, scuba diving, et cetera;

Sports tourism refers to travel which involves either observing or participating in sporting events.

Urban Tourism includes visits to cities, towns, capitals and the like.

Wine tourism refers to tourism that is related to wine tasting, consumption or purchase of wine. Wine tourism can consist of visits to wineries, vineyards and restaurants that are usually known for their unique vintages, as well as for their organised wine tours, wine festivals or other special events.

Adopted from Camilleri [4]

The tourism above needs to be maintained and sustained. "The concept of sustainable tourism as an indicator of the tourism industry's success has been applied by almost all countries making tourism a vital sector globally, including Indonesia" [7]. However, there are still many cities/villages in Indonesia of which local tourism is under-exposed. Therefore, the local tourism needs to be promoted.

Local tourism can be promoted through several media, both traditional and digital media. The promotion of tourism can be done through websites, guides, blogs, social media, and commercials [5]. As it was stated previously, based on the database of English students' final project proposal titles in academic year 2022/2023 at Politeknik Negeri Bengkalis, the researchers had found that most students' final project proposal titles were related to

tourism industry, particularly making certain digital media to promote local tourism. This study aimed to describe the students' preference for making digital media to promote local tourism, elucidate the digital media they would make, and elaborate their rationales behind planning to make the media.

2. Methods

Based on the database of English students' final project proposal titles in academic year 2022/2023 at Politeknik Negeri Bengkalis, the topic of making digital media to promote local tourism had been chosen most by the students. They had proposed to make a particular digital medium to promote tourism in a particular place. Considering this fact, this study aimed to describe the students' preference for making digital media to promote local tourism, elucidate the digital media they would make, and elaborate their rationales behind planning to make the media. This study employed a descriptive qualitative design. The research subjects were 9 fifth semester English students at Politeknik Negeri Bengkalis whose final project proposal titles were about making digital media to promote local tourism. The sources of data were the students' final project proposals and interview. The data were analyzed and described in order to get comprehensible results. The description of the data was then viewed by the research subjects in order to get confirmation of validity of the results.

3. Result and Discussion

Based on the database of English students' final project proposal titles in academic year 2022/2023 at Politeknik Negeri Bengkalis, the researchers had found that most students' final project proposal titles were about making certain digital media to promote local tourism. From all the students who had final project proposal seminars, there were nine students whose' final project titles were related to making digital media to promote local tourism. They expected that, by making the media, more people would become aware of and visit local tourism objects in Indonesia, then it could contribute to boosting the local economy. The clear information about the titles can be seen in Table 1.

Table 1. English students' final project proposal titles on making certain digital media to promote local tourism

No.	Name (Pseudonym)	Title
1	BS	The Making of E-Tourism Guide Book of Historical Tourism in Bengkalis City
2	DLR	Making Bilingual Tourism Card and Social Media Instagram as a Promotional of Tourism in Bengkalis
3	IF	The Making of Cinematic Video of Tourist Attraction in Prapat Tunggal Beach
4	MNS	The Making of E-Profile Book Sultan Syarif Kasim in Bengkalis
5	MS	Religious Tourism in Dumai City on Instagram
6	N	The Making of E-Book of Historical Tourist Destination
7	RJ	The Making of Promotional Website of Paropo Village Tourist Attraction North Sumatera
8	SR	The Making of an English Profile Website of Tangsi Belanda as a Historical Tourist Destination in Siak Regency
9	YAS	A Cinematic Video of Huis Van Behauring Jail in Bengkalis

Based on Table 1, the digital media the students would make were e-guidebook, tourism card, Instagram account, cinematic video, e-profile book, e-book, and website. This study revealed that the students preferred making digital media to traditional media since digital media were considered more effective to promote local tourism. They chose to make these media because these media would provide interesting display and content, and could be easily accessed by many people. The clear description of the students' rationales behind planning to make e-guidebook, tourism card, Instagram account, cinematic video, e-profile book, e-book, and website can be seen through the excerpts of their background of the studies.

Excerpt 1.

*Most likely the people who take care of their business will stay at the hotels in Bengkalis, where a **Tourism Card** with information on tourism objects in the Bengkalis area will be placed. This will create opportunities for tourism objects in the Bengkalis area, allowing tourists to visit them while their business is being completed. Not only that, an **Instagram account** is included as a promotional media, allowing tourists to more easily see various tourism attractions in Bengkalis and obtain more complete information and photos. (DLR)*

Excerpt 2.
*This social media post utilizes an **Instagram account** that contains photographs of places as well as tourism related information that can be accessed at any time, from any location, and is more long-lasting. Instagram is one of the most popular social media platforms in the world, user from young adults until elder. (MS)*

Excerpts 1 and 2 show that the students believe that an Instagram account on local tourism can be a good promotional medium. Nowadays, the function of Instagram is not only as a medium to communicate but also as a promotional medium. It is in line with Green, et al. who explain that Instagram specializes in advertising and picture sharing [6].

Excerpt 3.
*Based on the data above, the author took the title "The Making of **e-Profile Book** Sultan Syarif Kasim Museum in Bengkalis" with the aim of re-activating this museum as a tourist place that is a means of learning for the younger generation. (MNS)*

Excerpt 4.
*The product that will be made to complete this final project proposal is an **e-guidebook** of historical buildings in Bengkalis city. With this product, it is hoped that it can help the Tourism Office provide a means to promote the region and make it easier for visitors or tourists to find interesting historical buildings references in Bengkalis city. (BS)*

Excerpt 5.
*Hopefully this information can develop from within and outside the region. And can also be used as a reference for those who need the same information. Based on the background, this research is focused on making of **e-book** "Historical Tourist Destinations Rumah Datuk Laksamana Raja Di Laut in Bukit Batu". (N)*

Based on Excerpts 3, 4 and 5, the students perceive that e-book (or e-profile book or e-guidebook) can be a means to promote local tourism. Visitors can be helped by the information and explanation of the local tourism. It can also be used as a reference for those who need the information. Then, it can develop the local tourism and the region itself.

Excerpt 6.
*In this study, I used the **website** as a medium to introduce the tourist attraction because the use of the website as a promotional medium is more effective for reaching various groups of people. The website can be easily accessed by anyone as long as it is connected to the internet network. (RJ)*

Excerpt 7.
*Because the **website** is more useful and can save costs. Promotion will also reach the public more quickly and effectively through the website. (SR)*

Excerpts 6 and 7 demonstrate that the students argue that website is an innovation in science and technology. They believe that website can be used as a promotional medium which is effective for reaching various groups of people. The information in the website can be a reference for tourists looking for tourism attractions and can be a reading material for any readers visiting the website. This is supported by the result of study conducted by ALsarayreh et al. that tourism promotion using the website could spread information about local tourism and the offers [1].

Excerpt 8.
***Cinematic video** has several advantages in promotion because of the combination of visuals and audio, and they function well in conveying messages that attract the attention of the audience. (IF)*

Excerpt 9.
*This study with the title "A **Cinematic Video** of Huis Van Behauring Jail in Bengkalis" was chosen as a media to introduce the Huis Van Behauring Jail through cinematic videos. (YAS)*

Based on Excerpts 8 and 9, the students perceive that one of the ways to promote tourist attractions is through cinematic video. Cinematic video can be used to introduce a tourist attraction. It is an audio-visual medium which can convey messages and attract audience's attention.

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Additionally, the researchers interviewed some of the students to get further information on how the media would be like. They would make the media in English. Some would do dubbing. In order to get the information about the local tourism, they would do observation, interview and literature study.

I will make the e-profile book of Sultan Syarif Kasim museum in English. It consists of 14 pages containing about Bengkalis, about museum, historical museum, etc. (MNS)

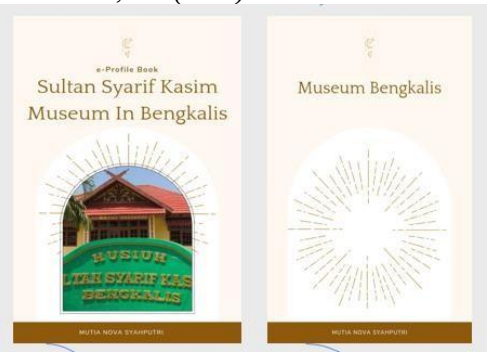

Figure 1. Product design (e-profile book by MNS)
Source: Final project proposal (MNS)

The cinematic video of Huis Van Behauring Jail that I will make is about 7 minutes long. I provide cinematography of Bengkalis Port, Huis Van Behauring Jail, etc. I will also provide Malay instrument and do dubbing in English. (YAS)

No	Minute	Explanation	Story Board
1.	00:00-00:59	Ext: Location: Bengkalis Port-Bengkalis Malay Intrument Cinematography of Bengkalis Port	
2.	01:00-02:20	Ext: Location: Around Bengkalis Malay Instument + Dubbing History of Bengkalis	
3.	02:21-03:10	Ext: Location: In front of object Instrument Cinematography of Huis Van Behauring Jail	
4.	03:11-05:45	Ext: Location: Around object Instrument + Dubbing Introduction, History	
5.	05:46-06:40	Int, Ext: Location: Huis Van Behauring Jail Instument + Dubbing What to do	
6.	06:41-07:05	Ext: Instrument + Dubbing Closing	

Figure 2. Product design (cinematic video by YAS)
Source: Final project proposal (YAS)

Using the Instagram account, I will make promotional posts and, in each post, there is a photo of religious tourism in Dumai and the caption like description and facts in English. (MS)

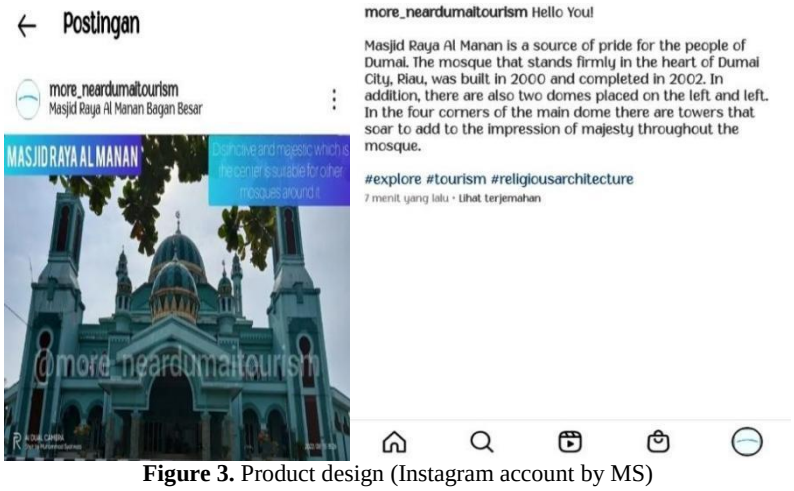

Figure 3. Product design (Instagram account by MS)
Source: Final project proposal (MS)

4. Conclusions

The English students in this study preferred making digital media to traditional media since digital media were considered more effective to promote local tourism. The digital media they would make were e-guidebook, tourism card, Instagram account, cinematic video, e-profile book, e-book, and website. They chose to make these media because these media would provide interesting display and content, and could be easily accessed by many people. All in all, people today, including students, have adapted to the changing world where things in every aspect of life has shifted to digital forms. The results of this study can provide insights for the readers that digital media such as e-guidebook, tourism card, Instagram account, cinematic video, e-profile book, e-book, and website can be used to promote local tourism in Indonesia. It is hoped that more people will become aware of and visit many interesting local tourism objects in Indonesia, then it can contribute to boosting the local economy.

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