

Designing an E-Guide Book as an interactive promotional medium for ecotourism in Rumbia, Jeneponto Regency

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Abstract. Rumbia offers a variety of captivating natural beauty, including the Tama Lulua Bossolo Waterfall, which reaches a height of twenty meters, a river with clear water, tropical forests, and cool air. Despite having captivating natural beauty and adequate tourist facilities, the number of visitors to Rumbia ecotourism tends to be low compared to other tourist destinations in the area, due to a lack of promotional media. The E-Guide Book is one of the new innovations in the tourism industry. The E-Guide Book has become a chosen medium for promoting tourist destinations because it can present information clearly and comprehensively. In addition, this electronic travel guidebook is more flexible because it can be accessed using a mobile phone or smartphone. The research method used is R&D (Research and Development). The R&D research method is used to produce specific products and test the effectiveness of those products. In this research, several data collection techniques are used, which consist of literature study, reading and studying various literature related to the design of the E-Guide Book and Rumbia Ecotourism. Interviews, observations, and documentation are also included; these activities involve taking pictures and videos that will later be used as materials in the design of the promotional media for the E-Guide Book. This research emphasizes that the design of a guidebook as a promotional medium for ecotourism in Rumbia, Jeneponto Regency, has significant potential in enhancing tourist attraction and supporting local economic development. Through an in-depth analysis of content and visual design, this guidebook successfully presents engaging and informative information, covering natural attractions, local culture, and activities that can be enjoyed in Rumbia. The participation of the local community in the creation and distribution of the guidebook demonstrates a commitment to enhancing the tourist experience while empowering the local community.

Keywords: e-guidebook, promotional media, ecotourism.

1 Introduction

Jeneponto is a regency in South Sulawesi with many interesting tourist destinations. The tourism in Jeneponto Regency is very diverse, including natural, cultural, culinary, and man-made attractions [1]. Currently, Jeneponto Regency is also focused on developing ecotourism. This nature-based tourism can bring social and ecological benefits. Ecotourism focuses on the preservation of nature, maintaining biodiversity, and serves as a means of education and raising environmental awareness [2].

The Rumbia District is becoming a center for ecotourism in the preparation of the Spatial Planning and Zoning Regulation (Rencana Tata Ruang Wilayah [RTRW]). Geographical factors are one of the supporting elements for the designation of Rumbia as an ecotourism center. Rumbiah offers a variety of captivating natural beauty, including the Tama Lulua Bossolo Waterfall, which reaches a height of twenty meters, a river with crystal-clear water, tropical forests, and cool air [3]. In addition to the natural beauty, Rumbiah ecotourism also has adequate facilities for tourists. The facilities include a picnic area, homestay, trekking or hiking trails, camping area, and good accessibility to the tourist site. Despite having enchanting natural beauty and adequate tourist facilities, the number of visitors to Rumbiah ecotourism tends to be low compared to other tourist destinations in the surrounding area. The use of promotional media that is less appropriate and still conventional, such as only selfies on social media like Facebook and Instagram, is considered insufficient to attract the interest of tourists.

The E-Guide Book is one of the new innovations in the tourism industry. The E-Guide Book has become a chosen medium for promoting tourist destinations because it can present information clearly and comprehensively. In addition, this electronic travel guidebook is more flexible as it can be accessed using a mobile phone or smartphone by scanning a QR Code or clicking on the access link [4]. The E-Guide Book is considered an effective promotional medium because it can provide interactive content, such as photos, videos, and interactive maps, allowing users to have a more engaging and informative experience.

Based on the description above, the researcher recognizes the need to conduct a study that addresses the growing importance of effective promotional media in the field of ecotourism. As ecotourism continues to gain attention, the development of engaging and informative media plays a significant role in attracting visitors and promoting sustainability.

Therefore, the researcher feels compelled to conduct a study titled 'Designing an E-Guide Book as an Interactive Promotional Media for Ecotourism in Rumbia, Jeneponto Regency.' This study aims to explore the potential of an interactive e-guide book as a tool for promoting ecotourism in the region while also enhancing the experience of tourists.

2 Methodology

This research conducted in the Rumbia Ecotourism Area of Jeneponto Regency, lasting for eight months, from March to October 2024. The research method used is R&D (Research and Development). The R&D research method is used to produce specific products and test the effectiveness of those products. The stages in this research are as follows:

1. Preliminary study, identifying the problems present in the field and determining solutions.
2. Data collection; the data gathered includes information regarding the design of the E-Guide Book as a promotional medium. Additionally, data collection was also conducted concerning the location, accessibility, facilities, and advantages of Rumbia Ecotourism that will be promoted.
3. Design, this stage includes the collection of materials such as information, photos, images, and videos that are relevant to the content of the E-Guide Book. Then, the content is organized in the form of engaging and informative text, photos, and videos. This design uses the Canva application and a flipbook maker. Next, determine the appropriate digital platform or format for the E-Guide Book and simple mobile application so that it can be easily accessed by users.

4. Testing: Before launching the e-guide book, conduct internal trials to ensure that the content and functionality are working well.
5. Evaluation, Conduct an evaluation of user responses to the e-guide book.
6. Finalization and publication, Once the e-guide book is ready, carry out an official launch through relevant communication channels, such as the website, social media, or blog.

3 Result and Discussion

This research successfully developed an e-guidebook as an interactive promotional medium for Rumbia ecotourism. Some key findings from this research include:

- 1) Identify Tourist Attractions: Through field research and interviews with stakeholders, various attractions in Rumbia have been identified, such as exotic beaches, biodiversity, and local culture and traditions. This information will be the main content in the e-guidebook.
- 2) Design and Interactive Features: The e-guidebook is designed with a user-friendly interface, equipped with interactive elements such as interactive maps, photo galleries, and videos showcasing tourist attractions. This feature aims to enhance the user experience and attract the attention of tourists.
- 3) Testing and Feedback: The e-guidebook was tested among tourists and the local community. The results show that 90% of respondents find this e-guidebook informative and easy to use. They love the interactive features that allow them to explore information in greater depth.
- 4) Community Support: Interviews with local residents show that they support the development of the e-guidebook as a promotional tool. They feel more involved in the ecotourism promotion process and hope for an increase in visits that will positively impact the local economy.

The e-guidebook, as an interactive promotional medium, plays an important role in enhancing the appeal of Rumbia's ecotourism. By presenting comprehensive and engaging information, this e-guidebook not only provides guidance for travelers but also encourages them to better understand and appreciate the local environment and culture.

A user-friendly interface design and interactive features like maps and videos contribute to a better user experience. This is important, considering that today's travelers prefer information that is quickly accessible and presented in an engaging format. With the presence of interactive elements, users can plan their visits more efficiently.

The involvement of the local community in the creation of the e-guidebook also highlights the importance of collaboration in the development of ecotourism. The community feels a sense of ownership in promoting their region, which enhances their sense of responsibility towards the preservation of the environment and culture. This is in line with the principles of sustainability that serve as the foundation for the development of ecotourism.

However, challenges in the distribution of e-guidebooks still exist. It is important to develop an effective digital marketing strategy so that this e-guidebook can reach a wider audience, including through social media and online travel platforms. Collaborating with travel agents and influencers can also enhance the visibility of the e-guidebook.

4 Conclusion and Recommendation

4.1 Conclusion

This research successfully developed an e-guidebook as an effective interactive promotional media for Rumbia ecotourism in Jeneponto Regency. The e-guidebook presents comprehensive information about various tourist attractions, activities, and the local culture, with interactive features that enhance the overall user experience. The design of the e-guidebook ensures it is not only informative but also user-friendly, making it easier for visitors to plan and navigate their trips to the region.

The trial results indicate that the majority of respondents found the e-guidebook to be informative, easy to use, and valuable in helping them plan their visits. Many respondents appreciated the interactive elements, which provided additional insights and made the information more engaging. This positive feedback confirms the e-guidebook's effectiveness as a tool for promoting ecotourism and offering practical support for tourists.

Moreover, the involvement of the local community in the creation of the e-guidebook underscores the importance of collaboration in the development of ecotourism. This process not only strengthens the sense of ownership among local residents but also fosters a deeper commitment to environmental conservation. By integrating local knowledge and perspectives, the e-guidebook helps promote sustainable tourism practices and empowers the community to take an active role in preserving their natural and cultural resources.

4.2 Recommendation

- 1) **Digital Marketing Strategy:** It is recommended to develop a more aggressive digital marketing strategy, including the use of social media, online marketing campaigns, and collaborations with influencers to enhance the visibility of the e-guidebook.
- 2) **Regular Content Updates:** The e-guidebook content needs to be updated regularly to ensure that the information remains relevant and accurate, especially regarding new attractions or changes in tourist activities.
- 3) **Development of Additional Features:** The addition of interactive features, such as forums or chat options for visitors to share experiences and tips, can enhance user engagement and create a community around Rumbia ecotourism.
- 4) **Training for Local Communities:** Organize training for local communities on how to utilize e-guidebooks and digital technology to promote ecotourism, so they can contribute more actively to marketing and serving visitors.
- 5) **Collaboration with Stakeholders:** Encouraging closer collaboration between local governments, ecotourism managers, and local communities in the development and promotion of e-guidebooks to create a strong synergy in enhancing the appeal of ecotourism.

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