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to Promote Banyumas Local Tourism Village
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SUMMARY

This job training report is written to discuss tourism in Banyumas, especially its tourism villages. There are 21 tourism villages in Banyumas, but only a few have characteristics and are considered developing tourism villages. This report aims to inform the implementation of the internship and how to create a booklet to promote tourism villages in Banyumas. This booklet includes Cikakak, Pekunden, Kalisalak, Kemitug Lor, and Karang Tengah.

This job training report uses several methods: observation, interviews, documentation, and direct practice. Observations were made to observe existing documents and field conditions of tourism villages in Banyumas. Meanwhile, interviews were conducted to obtain information from the person in charge of tourism villages in Banyumas. Based on the interviews, several problems were found, including the need for better communication between tourism authorities in Banyumas and the lack of adequate information publication. Therefore, the solution is to strive for better communication and provide complete information about tourism in Banyumas. In the process, a number of information and documentation on tourism villages, including favorite destinations, were obtained. The information and documentation were then processed in the form of narratives and supporting images that were poured into a layout in such a way as a product development stage. The method used is the hands-on method, which is carried out in four stages: defining, designing, developing, and implementing.

During the process of making the product, several obstacles were encountered, such as unpredictable weather constraints, limited time for taking documentation, and a lack of supporting information. The above problems were solved by bringing additional equipment to overcome unpredictable weather, looking for additional documentation sources on the internet, and conducting interviews with people who work in the fields.

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RINGKASAN

Laporan praktik kerja lapangan ini ditulis untuk membahas tentang pariwisata di Banyumas, khususnya desa-desa wisatanya. Terdapat 21 desa wisata di Banyumas, namun hanya beberapa yang memiliki ciri khas dan dianggap sebagai desa wisata yang sedang berkembang. Laporan ini bertujuan untuk menginformasikan pelaksanaan kerja magang dan cara membuat booklet untuk mempromosikan desa wisata di Banyumas. Booklet ini mencakup Cikakak, Pekunden, Kalisalak, Kemutug Lor, dan Karang Tengah.

Laporan praktik kerja ini menggunakan beberapa metode yaitu observasi, wawancara, dokumentasi, dan praktik langsung. Observasi dilakukan untuk mengamati dokumen-dokumen yang ada dan kondisi lapangan desa-desa wisata di Banyumas. Sementara itu, wawancara dilakukan untuk mendapatkan informasi dari penanggung jawab desa wisata di Banyumas. Berdasarkan hasil wawancara, ditemukan beberapa permasalahan, antara lain perlunya komunikasi yang lebih baik antar otoritas pariwisata di Banyumas dan kurangnya publikasi informasi yang memadai. Dalam prosesnya, diperoleh sejumlah informasi dan dokumentasi mengenai desa-desa wisata, termasuk destinasi favorit. Informasi dan dokumentasi tersebut kemudian diolah dalam bentuk narasi dan gambar pendukung yang dituangkan ke dalam sebuah layout sedemikian rupa sebagai tahap pengembangan produk. Metode yang digunakan adalah metode hands-on, yang dilakukan dalam empat tahap: pendefinisian, perancangan, pengembangan, dan implementasi.

Selama proses pembuatan produk, ditemui beberapa kendala, seperti kendala cuaca yang tidak dapat diprediksi, keterbatasan waktu pengambilan dokumentasi, dan kurangnya informasi pendukung. Permasalahan di atas diselesaikan dengan membawa peralatan tambahan untuk mengatasi cuaca yang tidak menentu, mencari sumber dokumentasi tambahan di internet, dan melakukan wawancara dengan orang yang bekerja di bidangnya.