

ABSTRACT

HISTORICAL TOURISM GUIDEBOOK DESIGN OF BARUS, WEST COAST OF NORTH SUMATERA

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Barus, west coast of North Sumatera, is one of historical places in Indonesia. This town was a place where Islam first entered Indonesia in the 7th century, shown by the graves of Islamic scholars and other ancient objects founded. Unfortunately, these ancient objects are not well-known due to the lack of information. Therefore, it takes a guidebook that contains elements of photography, and infographics in order to inform the graves of Islamic scholars and other ancient objects that was founded in Barus. The design is conducted by interview, questionnaire, literature study, observation, and documentation methods to determine how to make an attractive and informative tourist guidebook. The result is to be achieved for this travel book that includes photography, infographics, includes ornament design on each page. The ornament is a combination of three elements, shape of ornaments thombstones, ornaments tombstones and ornaments batik from South Tapanuli. Therefore, the travel guide book can give interesting information to public, and can be a reference travel to increase public knowledge about the historical place in Barus.

Keywords: Guidebook, History Tourism, Barus