

**GO INTERNATIONAL: AN ECO-FRIENDLY BILINGUAL ITO COMIC  
INTEGRATED APPLICATION PROMOTING SUMATRA TOURISM**

**SKRIPSI**

*Submitted in partial fulfillment of the requirements*

*for the degree of Sarjana Pendidikan (S.Pd)*

*English Education Program*

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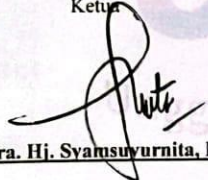
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Dengan ini menyatakan bahwa skripsi saya yang berjudul "An Eco-Friendly Bilingual Ito Comic Integrated Application Promoting Sumatra Tourism Education Program." adalah benar bersifat asli (Original), bukan hasil menyadur karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

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## ABSTRACT

**Mutasya Biha. 1902050087. Go International: An Eco-Friendly Bilingual Ito Comic Integrated Application Promoting Sumatra Tourism Education Program. Faculty of Teacher Training and Education. University of Muhammadiyah North Sumatra. Medan. 2023.**

This research tells about Go International: An Eco-Friendly Bilingual Ito Comic Integrated Application Promoting Sumatra Tourism by focusing on comic content that can increase foreign tourists visiting destinations in North Sumatra. Data was collected from Ito Comic which was published in 2022. This comic was created by researcher and her beloved friends in Ito Comic Team. This research aims to introduce tourism in North Sumatra while empowering entrepreneurship in producing products in the form of comic books that support eco-friendly activities. This research was conducted with qualitative research. Analysis of market opportunities consisting of 86 women and 37 men with an age range of 10-30 years. Information was found that as many as 33% of respondents said they were very interested, 55% of respondents said they were interested in reading *Si Ito* comics which are made from recycled paper and equipped with comic applications circulating in the market. The result show that *Si Ito* comics can be used as a medium for promoting tourism in North Sumatra to the international. Apart from supporting eco friendly activities, *Si Ito's* comic books can be used as a medium for promoting tourism in North Sumatra by using two languages, as a form of learning media in introducing foreign languages.

Keywords : *Comic, Eco-friendly, North Sumatra Tourism, Go International.*

## ABSTRAK

**Mutasya Biha. 1902050087. ITO: Eco-Friendly Bilingual Comic Integrated Application Mendorong Pariwisata Sumatera Utara Go Internasional. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Muhammadiyah Sumatera Utara. Medan. 2023.**

Penelitian ini membahas tentang ITO: *Eco-Friendly Bilingual Comic Integrated Application Mendorong Pariwisata Sumatera Utara Go Internasional*, berfokus pada isi komik yang dapat meningkatkan kunjungan wisatawan mancanegara ke destinasi di Sumatera Utara. Data dikumpulkan dari Komik Si Ito yang terbit pada tahun 2022. Komik ini dibuat oleh peneliti dan teman-teman dari Tim Komik Si Ito. Penelitian ini bertujuan untuk memperkenalkan pariwisata di Sumatera Utara sekaligus memberdayakan kewirausahaan dalam menghasilkan produk berupa buku komik yang mendukung kegiatan ramah lingkungan. Penelitian ini dilakukan dengan penelitian kualitatif. Analisis peluang pasar terdiri dari 86 perempuan dan 37 laki-laki dengan rentang usia 10-30 tahun. Berdasarkan hasil survey pasar bahwa sebanyak 33% responden menyatakan sangat tertarik, 55% responden menyatakan tertarik membaca komik Si Ito yang berbahan dasar kertas daur ulang dan dilengkapi dengan aplikasi komik yang beredar di pasaran. Hasil penelitian menunjukkan bahwa komik Si Ito dapat digunakan sebagai media promosi

pariwisata Sumatera Utara hingga ke mancanegara. Selain mendukung kegiatan ramah lingkungan, komik Si Ito dapat digunakan sebagai media promosi pariwisata di Sumatera Utara dengan menggunakan dua bahasa, sebagai bentuk media pembelajaran dalam pengenalan bahasa asing.

*Kata Kunci : Komik, Ramah Lingkungan, Pariwisata Sumatera Utara, Go International.*

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Tourism development has long been known to be a successful strategy for the reduction of poverty, also with a promise to reduce income inequality in society (Zhang & Yang, 2023). The community frequently ignores that studies also on the growth of tourism in North Sumatra. North Sumatra, according to Deputy Governor Musa Rajekshah, has international tourism potential that can advance its economy (Widyastuti, 2021).

Moreover, the President of the Republic of Indonesia has designated Lake Toba as a super priority tourist destination, but the strategy for North Sumatra tourism promotion is still not optimal, as the number of tourists foreigners visiting North Sumatra in January 2021 will be 85.19% relatively low than in December 2020, according to the Central Statistics Agency for North Sumatra Province (BPS Sumut, 2021).

According to the Leader of the North Sumatra Regional Representative Council, Solahuddin Nasution, tourism promotion in North Sumatra still has a limited reach among foreigners because the main tourism market in North Sumatra is Malaysian foreign tourists (Sinaga, 2020). The Head of the Central Statistics Agency (BPS) of North Sumatra stated that who presented data on the increase in foreign tourist arrivals and foreign tourist visits, the visits from ASEAN countries continue to fuel the increase (Antara, 2019). The Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno hopes that these conditions will enable the tourism and

creative economy sectors in North Sumatra to operate more effectively, providing many jobs for the local community (Ministry of Creative Economy, 2022). Furthermore, data from the National Waste Management Information System (SIPSN) showed that North Sumatra is one of the ten provinces with the highest amount of waste generation in 2021, placing fifth with 1.23 million metric tons (Dihni, 2022)

Based on these problems, expertly crafted *Si Ito* Comic media was created to promote tourism in North Sumatra. This comic is produced from recycled paper, which supports the eco-friendly movement, is colorful, and utilizes stories to promote North Sumatra tourism. Two languages are utilized in the comic's content (Indonesian and English). Moreover, there are unique textile pieces of North Sumatra on the first page, in addition to a comic application with music. Researchers have developed humorous tutorials to assist readers in downloading the *Si Ito* comic application from the Google Play store. The presence of innovation in Ito's comics is one expression of the team's concern for the development of tourism in North Sumatra. *Si Ito* comics have become a powerful marketing medium and tend to adapt soft-selling style marketing, they could serve as modern promotional media for presenting North Sumatra tourism to an international audience, all while reducing paper waste (Mahmoodi, 2020).

Apart from that, comics are a great source of reading material and guide books contains story cartoon characters and illustrations designed to deliver entertainment for readers (Banilo and Pujiharti, 2021). Not only used as media promotion, comics are also often used as a media to introduce and critically, this British heritage has

also been used to generate narratives on the nature and history of Indian cartoons (Sanathanan and Balakrishnan, 2021). Public interest in Indonesia towards comics also has a wide scope quite large, as can be seen from the large number of comic imports coming to Indonesia (Putra and Yasa, 2019).

Based on the early observation toward *Si Ito* comics, the results of an online market survey that we have conducted, as many as 122 vulnerable respondents aged 10-30 years from various backgrounds and regions stated that 70 respondents liked and 40 respondents did not like comic. Then, 65 respondents said they could very well and 40 respondents can choose if comics are used as a medium to promote tourism North Sumatra to the international scene. Furthermore, 99 respondents confessed interested in reading and buying it if there is a comic that tells about beauty tourism in North Sumatra while 23 other respondents said they did not interested and do not want to buy. Then, 40 respondents were very interested and 66 respondents are interested in reading and reading it if Ito's comic innovation is made from recycled paper and equipped with comic applications circulating in Indonesia market. Also, 112 respondents would recommend Ito comics to friends those who live abroad to buy and read, while 10 other respondents chose not to recommend.

Therefore, Ito comics have great opportunities in the creative business because presents an interesting and marketable tourism story conventional and digital internationally. Not only have the opportunity profit but also one of the ways to introduce Sumatra tourism North to the world and reduce waste paper waste. From

this research, the researcher would like to show how *Si Ito* comics could be used as a medium for promoting Sumatra tourism.

### **B. Identification of Problem**

1. Tourist operations in North Sumatra have not been carried out optimally.
2. There is no efficient media promoting tourism in North Sumatra.
3. There is some tourism in North Sumatra that is unfamiliar to many tourists from all over the world.
4. Building paper waste landfills in North Sumatra through 2021.

### **C. Scope and Limitation**

Based on the background, the scope of this study is comic. Meanwhile the limitation on this study is *Si Ito* comic as media for promoting tourism in North Sumatra. *Si Ito* comics is the one of media that use for promoting tourism in North Sumatra. This comic is 32 pages long, separated into 19 sheets, and measures 16 x 20 cm. The contents of recycled paper comics support the eco-friendly movement, and the comics are designed in pictorial and full color. The *Si Ito* comic book depicts five tourist destinations in North Sumatra. On page 2 of the comics, there are typical North Sumatran fabrics, namely ulos and songket fabrics. The story's substance is available in two languages: Indonesian and English. Apart from the physical form, this comic is also accessible as such an application. Readers can apply simply by following the instructions on the third sheet of the *Si Ito* comic page. The app includes story content that would be accompanied by music from North Sumatra.



This is done to draw in readers and become a medium that can increase tourist visits to North Sumatra.

#### **D. Formulation of he Problem**

The research found the following issues based on the background is how utilizing *Si Ito* comic media get assist the government in promoting tourism in North Sumatra?

#### **E. Objective of The Study**

The objective of this study is to reveal the advantages *Si Ito* comic as media promoting of North Sumatra. This comic is produced from recycled paper, which supports the eco-friendly movement, is colorful, and utilizes stories to promote North Sumatra tourism. Two languages are utilized in the comic's content (Indonesian and English). Moreover, there are unique textile pieces of North Sumatra on the first page, in addition to a comic application with music. Researchers have developed humorous tutorials to assist readers in downloading the *Si Ito* comic application from the Google Play store. The presence of innovation in Ito's comics is one expression of the team's concern for the development of tourism in North Sumatra.

#### **F. Significant of Study**

There are two benefits which is expected in this study.

1. Theoritically

In theory, this research can be utilized as a reference source for additional investigation on comics as a media for tourism promotion in North Sumatra. In this research, there is a need to find methods to increase tourism promotion in North Sumatra through effective and interesting media. Thus, according to statistics from the North Sumatra Province Central Bureau of Statistics, the number of foreign tourists visiting North Sumatra in January 2021 decreased by 85.19% compared to December 2020. (BPS Sumut, 2021). As a consequence, this research can be used as a basis for subsequent research.

## 2. Practically

- a. *Si Ito* comic can assist the government in promoting tourism in North Sumatra to foreign visitors. This comic is produced from recycled paper, which supports the eco-friendly movement, is colorful, and utilizes stories to promote North Sumatra tourism. Two languages are utilized in the comic's content (Indonesian and English). Moreover, there are unique textile pieces of North Sumatra on the first page, in addition to a comic application with music. Researchers have developed humorous tutorials to assist readers in downloading the *Si Ito* comic application from the Google Play store.
- b. Providing the community with suggestions for new business enterprises
- c. Reading *Si Ito* comics might contribute to growing public interest in reading.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Theoretical Framework**

##### **1. Comic as Media Promotion**

Comics are a choice for carrying out digital communication activities that also include advertising on social media. The public's interest in comics is great, especially in Indonesia. The quantity of imported comics that emerged in Indonesia illustrates this. The comic featured fascinating visuals with a combination of easy-to-understand and understandable texts (Kusuma Putra & Adiyana Yasa, 2019).

Comics are classified into several categories, including comic books, comic strips, and webcomics. In a popular context, comics not only function as entertainment but promotions may also be implied in a comic story. Comic books can prove to be an effective way to get messages to the public at large, particularly among children. The use of comic books in behavior modification communication activities has actually shown positive results (Sinha et al., 2011).

Hayman and Pratt are looking for a classic, real definition of comics in terms of individually necessary and jointly sufficient conditions for the concept's correct application. David Kunzle provides the following definition of such a category in the first edition of his comprehensive history of the comic strip: A comic strip is "a sequence of separate visuals" with "a preponderance of image over text" that appears (or was intended to appear) in "a mass medium" and tells "a moral and topical tale. Kunzle's idea of the visual sequence seems to have been on the right track something along such principles is essential to nearly all current explanations

of comics; however, the other part of his definition is patently problematic (Meskin, 2007).

"X is a comic if X is a series of discrete, juxtaposed pictures that comprise a narrative, either in their own right or when combined with text," write Hayman and Pratt. Hayman and Pratt describe comics as primarily visual and sequential. Both criteria seem to be quite reasonable on first glance. Although comics may (but aren't required to) include words, it seems that they must include visuals. Additionally the pictorial condition tends to distinguish comics from similar forms of creativity such as literature, in which works must have words and may (but do not have to) include pictures. Hayman and Pratt, like Kunzle, Eisner, and McCloud, consider that comics require a sequence of pictures or images (Meskin, 2007). The goal of this study is to evaluate the efficacy of communicating with comics and to offer substitute digital promotional activities that make use of social media. The research focused on several visual comics used as promotional material on Instagram. This research uses Ngalimun's communication theory (Kusuma Putra & Adiyana Yasa, 2019).

## **2. Promoting Tourism**

Now adays, to improve the tourism sector, the government must have a marketing and promotion strategy (Poyk & Pandjaitan, 2016). One marketing strategy utilized by the Indonesian Ministry of Tourism and Creative Economy is the implementation of promotional programs called "Wonderful Indonesia" (for foreign tourists) and Pesona Indonesia (for local tourists) (Situmeang & Sugianto, 2017). Tourism thrives on the creation and marketing of fantasies (Dann, 1998).

The promotion and articulation of these fantasies are sometimes laden with contradiction (Edwards, 1996). Furthermore, to market locations, tourism representational dynamics usually depend on contrasting themes such as contemporary and conventional, or familiar and exotic (Santos, 2006).

Tourism destinations have many challenges in attracting a diverse range of tourist markets over a year, in addition to finding opportunities to reform old attractions and interact with tourists to refresh tourist interests (Pranoto, Saputra, Sadekh, Darmadi, & Yanfi, 2023). The Internet provides support and interfaces between service providers and customers, who are empowered by informed choice, education, encouragement, and facilitation, which may lead to modifications (Alvarez & Korzay, 2011). Through various aspects of development theory, tourism's contribution to economic development has shaped and continues to influence analytical studies in tourism political economy (Bianchi, 2018). Social media has been discovered to have a positive impact on tourism it provides various advantages and is still progressing through the improvement and increasing profit margins of different tourism firms (Gebreel & Shuayb, 2019).

The Various Tourism Organization (NTO) is responsible for tourism on a national level and has its own external offices. They must understand that they are not producers. They frequently fail to sell things directly to visitors and are not directly responsible for the level of services they offer, although this has implications (Middleton, 2001). The travel industry has become increasingly susceptible to more competitive, dynamic, and global challenge. According to Levine and Ianniell (2005), many global forces influence travel and tourism in the

twenty-first century: globalization as a concept has a huge impact on the global tourism industry in addition to international events such as terrorism and war. Despite terrorist attacks, battles, and natural disasters, tourism seems to be enjoying a bright future, and the globalization phenomenon will continue (Holjevac, 2003).

### **3. Sumatra Tourism**

Tourism is the subject of thorough study and evaluation at both the national and international levels. So far, tourism remains poorly conceptualized (Liburd, 2002; Demen-Meyer, 2005), and defining tourism has long been a problem for those investigating this topic (Boyer, 2011). Whether it is an issue of quantifying flows, evaluating the relevance of recurrent and new activities or identifying reasons for picking places and activities, one of the main aims is the capability to accurately define the research topic (Williams, 2004). Sumatra's tourism is currently underutilized. But

President of the Republic of Indonesia has designated Lake Toba as a super priority tourist destination, but the strategy for North Sumatra tourism promotion is still not optimal, as the number of tourists foreigners visiting North Sumatra in January 2021 will be 85.19% relatively low than in December 2020, according to the Central Statistics Agency for North Sumatra Province (BPS Sumut, 2021).

Sustainable tourism is also built on a variety of ideas, including economic sustainability, nature conservation, and socio-cultural conservation (Scheyvens & Biddulph, 2018). Sustainable tourism management is then implemented through a series of tactical steps based on these principles. The action that's also often done the aim of being present is to ensure economic viability. This stage is carried out

by ensuring the stability and strength of the tourism sector's competitiveness in a given location in order to enjoy long-term economic benefits Scheyvens and Biddulph (2018).

Indonesia, the world's largest archipelago country, stretches from Aceh in the west to Papua in the east. Indonesia's natural beauty and cultural diversity make it an attractive tourist attraction, and it is expected to attract a great deal of domestic and foreign visitors (Adi, 2014). Indonesia would be another big country that is developing its tourism sector. While still being classified as a developing country, the tourist destinations offered by Indonesia, such as its natural scenery and cultural uniqueness, have the potential to become a trend in the tourism market (Akbar, Wibowo, & Faudy, 2022). North Sumatra also has natural beauty, such as Lake Toba, which would be Toba's leading destination, and tourism focusing on the culture and history of the Batak tribe in the nearby area of Lake Toba (Sagala, 2017).

## **B. Previous Related Study**

There are a few previous studies relevant to this research that serve as references in the conduct of this analysis. The first previous study that is connected to this one is *Promoting Tourism Destinations Through Sudanese Tourists Interacting Experiences In Bandung* by Hussein Gibreel Musa, Deddy Mulyana, Atwar Bajari, Charles Julian Santos Navarro, 2020. This research focused on tourism because it is currently one of the most economically significant pillars. Developing countries are currently competing to enhance their tourism sectors through the use of newly

developed technologies and advancements. This study used a qualitative and phenomenological method to analyze how developing countries, especially Indonesia, benefit from the tourist experience and social media as a new marketing tool for promoting destinations (Musa, Mulyana, Bajari, & Navarro, 2020).

The second previous study is *Comic As Communication Media Promotion in Social Media* by Gede Lingga Ananta Kusuma Putra , Gede Pasek Putra Adnyana Yasa, 2019. Social media is one of the technological advancements that enables people to connect with others despite their location. Social media is a great publication technique for promotional comics since it allows messages to reach a wider audience. Depending on their needs, comics are one of several types of comics. The comic strip is an excellent choice for promotional reasons. Strip comics are comics with just a few panel images. The qualitative research method is utilized in this research, using an interpretative qualitative approach. Data was collected through social networking site observation, in-depth interviews, and visual analysis ( Putra & Yasa, 2019).

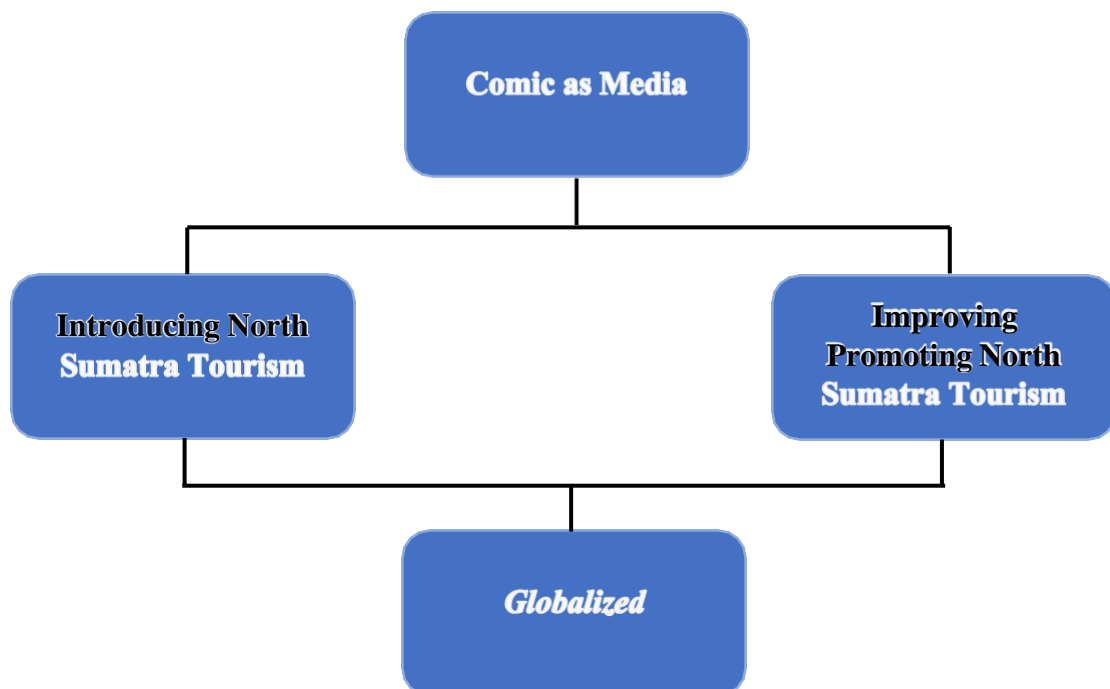
Danang Kurniawan, Herpita Wahyuni, and Arissy Jorgi Sutan 2021, *Analyzed Tourism Promotion Strategies Through Twitter Social Media: A Case Study In Yogyakarta*. This research followed a qualitative, application-based approach. This study shows that to promote tourism in Yogyakarta City, the integrated and consistent approach of Covid-19 was used. Strategy to provide information focused on attracting tourists to visit with strict compliance to health protocols to establish a new culture that aims to reduce the spread of Covid-19 by limiting capacity or



utilizing Jogja Smart Service in monitoring the number of visitors (Kurniawan, Wahyuni, & Sutan, 2021).

### C. Conceptual Framework

This study was developed because of the work of researchers. The following is the research concept:



Picture 1. Conceptual Framework

## CHAPTER III

### RESEARCH METHODOLOGY

#### **A. Method of Research**

This study was conducted using qualitative methods. Qualitative research employs a variety of methods, such as intensive interviews or in-depth analysis of historical materials, and is concerned with providing a comprehensive account of some event or unit (King et al., 1994). Although the overall goal of quantitative and qualitative research is the same to better understand the world their methodologies and focus differ significantly in certain ways (Becker, 1966).

#### **1. Production of *Si Ito* Comic**

##### **a. Pra Production**

*Si Ito* comic stories and drawings are constructed and designed by starting with story ideas gained from various literary sources, such as journals and books. After that, create comic characters, write, and translate the story into English using the results of a literature review. Next, we are using the Paint Tool SAI and Photoshop software to create *Si Ito*'s comic sketches, from the cover to the contents. Then, in the comic sketch, add color, shadows, and balloon dialogues. Utilizing Photoshop software, artists create print and digital versions of comics. Finally, register the International Serial Book Number (ISBN) of *Si Ito* comics with the Indonesian National Library.

Then, design and create *Si Ito* comic applications by discussing and designing *Si Ito* comic applications with the team and lecturers. Collect resources for developing the application, such as logos, instruments, icons, and Quick Response codes.

Following that, the team began working on application layout in Kodular, an application development software. This same flash screen, the application's start page, is then programmed. Then, on the login page, continue the coding process with the barcode scan method to enjoy the application's features. Then, besides coding the page with useful series, consumers are able to find the series they want to read. Whereupon, enter the code for the main part or contents of the comic and music player feature, followed by all of the comics and instruments in the main part of the app. According to (Andita and Desyandri, 2019), music has an influence, specifically on intellectual development and the ability to create a relaxing and pleasant atmosphere. The researcher then test the application to make sure that everything runs properly. If all goes well, the process is completed by uploading the application to the Google Play store.

#### **b. Production**

The researcher's first steps were to develop a recycled paper rework and an Ito comic app. When the recycled paper is ready, process it before printing the Ito comics that have been laid out on recycled paper. Then, in Ito's printed comics, attach pieces of ulos cloth and songket typical of Sumatra North. If Ito's comic is already in print, it is entered into the application for the digital version after going through the production process.

#### **c. Pasca Production**

At this stage, the researcher double-checked the Ito comic prints. Then, make sure that each of the printed and digital versions of Ito's comics is of good quality. Ito's comics will be ready for sale after all their submissions have been approved.

#### **d. Marketing and Publication**

Ito's comics are promoted and sold in two ways: physically and online. Offline operations include putting advertisements in print media, setting up booths at tourism exhibits or expos, distributing flyers at seminars and international workshops, and distributing them to local bookstores. Meanwhile, online marketing through social media platforms such as YouTube, WhatsApp, Telegram, and Line Ito comics are available on online marketplaces such as Shopee, Tokopedia, and Bukalapak. After that, as a media partner, participate in event tourism and virtual international. In addition, we want to use Facebook and Instagram AdSense to advertise Ito comics. Finally, the researcher discussing to evaluate business management, the quality of Ito comics that have been marketed, marketing strategy, and the suitability of comic sales targets.

#### **e. Questionnaire of Responses**

According to the results of an online market survey that we conducted, as many as 122 vulnerable respondents aged 10-30 years from various backgrounds and regions stated that 70 respondents liked and 40 respondents did not like comics. Then, 65 respondents said they could very well, and 40 said they could choose if comics are used as a medium to promote tourism in North Sumatra on the international level.

### **B. Source of Data**

Data for qualitative research can be obtained from a variety of sources, including documentation, interviews, observation, audiovisual recordings, and physical

artifacts (Creswell, 2012). The information for this research was gathered from participants and sources. The primary information is gathered from deep conversations with consumers who read Comic *Si Ito*, as well as additional information from observations in Sumatra Tourism. The researcher will make reports to search for improvements in Sumatra tourism before and after *Si Ito* Comics.

### **C. Research Instruments**

The researcher utilized observation are *Si Ito* Comic, notes, cellphone, tape recorders, dictionaries, and reference books in this research to find out that *Si Ito*'s comic is appropriate for use as a medium for North Sumatra tourism promotion.

### **D. Technique of Data Analysis**

Data analysis was obtained from consumer reactions to interviews conducted by researchers. The data was analyzed to determine if *Si Ito*'s comics had the potential to increase tourism in North Sumatra. "Data analysis in qualitative research is a process of categorization, description, and synthesis," (Wiersma, 1991). Data reduction is crucial for the description and interpretation of the phenomenon under study." In short, data analysis is the systematic process of assessing the collected data. The researcher uses descriptive and qualitative analysis to analyze the data. Based on those statements, the researcher divides the activity of data analysis into three sections: data analysis in the field, data analysis in the research facility, and data analysis in the workplace. The last stage of the process is its conclusion.

- a. The data is collected by the writer through surveys and interviews. The writer then decides to recognize and focus on the data by referring to the formulation of the research problem.
- b. After selecting the data, the writer arranges it into appropriate sentences.
- c. After the presentation of data, a conclusion occurs. In addition, to collect accurate information, the interview is followed by testimonies from consumers.

### **E. Technique of Collecting Data**

In this study, firstly researchers marketing *Si Ito* Comic through online and offline media, the second used data collection techniques by observing potential customers through make the interview containing questions about the interest of potential customers to read comics. Qualify the number of respondents who want to read *Si Ito* comics. After that, the survey examined whether there had been an increase in tourist visits to North Sumatra among consumers who had purchased the *Si Ito* comic. Furthermore, after reading the *Si Ito* comics, researchers will interview consumers about their satisfaction with and interest in visiting tourism sites in North Sumatra.

#### **1. Publishing *Si Ito* Comic**

Ito's comics are promoted and sold in two ways: physically and online. Offline operations include putting advertisements in print media, setting up booths at tourism exhibits or expos, distributing flyers at seminars and international workshops, and distributing them to local book stores. Meanwhile, online marketing through social media platforms such as YouTube, WhatsApp, Telegram,

and Line Ito comics are available on online marketplaces such as Shopee, Tokopedia, and Bukalapak. After that, as a media partner, participate in event tourism and virtual international. In addition, we want to use Facebook and Instagram AdSense to advertise Ito comics.

## **2. Interview**

In qualitative research designs, interviews are the foundation of primary data collection. As a result, effective methods of primary data collection are required, with the interview method at the center of them. In qualitative healthcare research, an interview is a necessary tool (Stewart, Gill, Treasure & Chadwick, 2008). After having read the contents of *Si Ito* comics, researchers will conduct interviews with *Si Ito* comic readers to collect data on increasing tourism visits. The researcher interviewed each reader individually, going to ask a series of questions that could be used to collect data on increasing tourism visits to North Sumatra. While interviewing *Si Ito's* comics, consumers will be interviewed using a tape recorder and some documentation between the researcher and the interviewer. To promote tourist visits to North Sumatra, readers of comic books will be interviewed with questions about *Si Ito's* comics.

## CHAPTER IV

### FINDING AND DISCUSSION

This chapter is an especially significant aspect of this study. It defines the findings of this study, which are divided into two parts that will be thoroughly explained in this chapter. They are also referred to as the “results of research” and the “discussion”. The objectives to answer the research problem have been included in the final result.

#### A. Research Finding

*Si Ito* comics are produced in Medan City, North Sumatra, in an environment that's rich in natural beauty (Riana, 2017). North Sumatra, on the other hand, has 80 waste banks, 82 waste disposal sites, and several recycling integrated waste disposal sites. Based on these conditions, raw materials for *Si Ito* comics are readily available and have the potential to generate long-term business and broad market opportunities. Comic *Si Ito* has also collaborated with Kepul.id, Medan's largest startup that sells used paper. Kepul is a company that purchases recycled waste such as crude oil, cardboard, paper, metal, and other types of garbage. PT. Indonesia Bebas Sampah casts an extensive shadow over the company. Recycled waste will be collected and recycled to create a reusable product. The following advantages come with *Si Ito* comics: The *Si Ito* comic tells the story of tourism in North Sumatra.

- a. *Si Ito*'s comic is accompanied by an app that features musical instruments from the North Sumatra region.

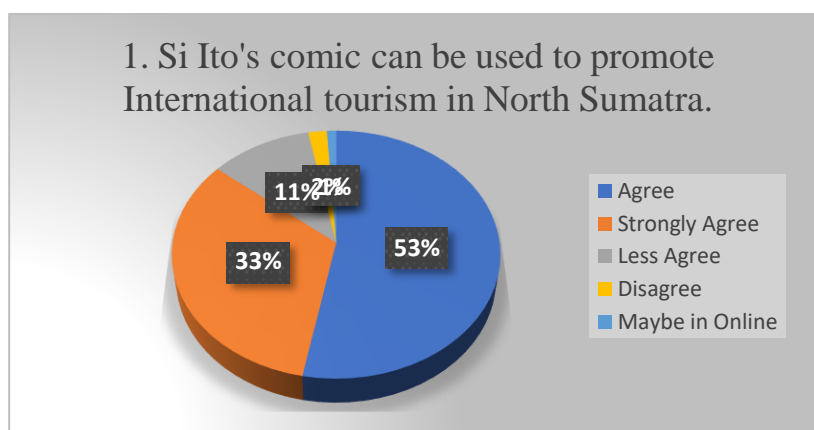


b. There are pieces of Ulos and Songket cloth in printed comics.

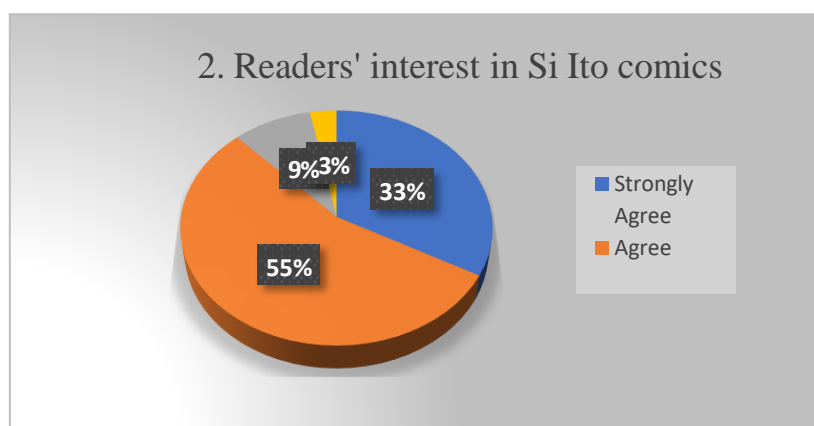
Comics made from recycled paper and packaged with paper bags

c. The comic's story is presented in two languages: Indonesian and English.

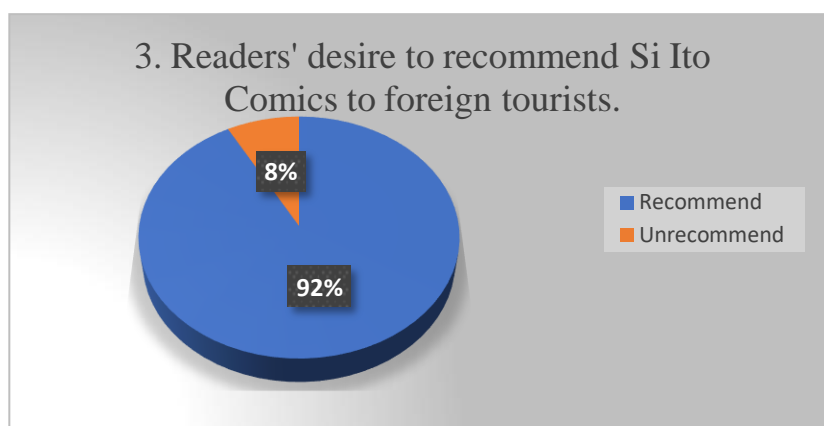
The researcher conducted interviews with foreign and local visitors at Maimun Palace, Raya Mosque, Lake Toba, and Bukit Lawang. The interviewers interviewed 123 general public respondents. It can be described in the diagram below, based on the results of interviews conducted by researchers.



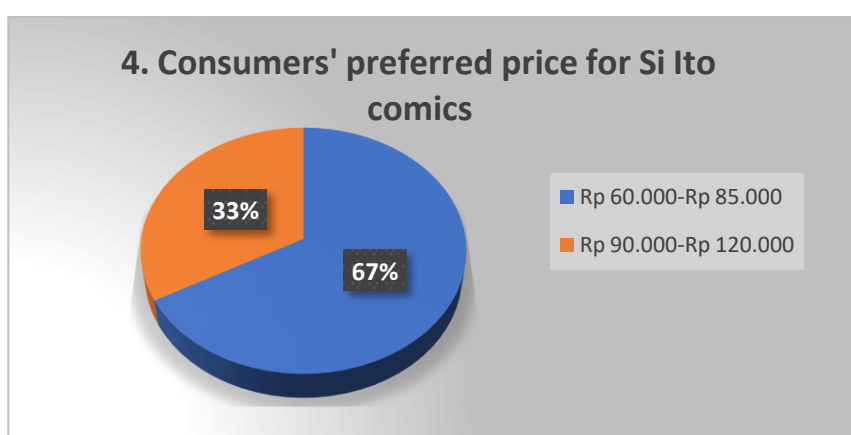
Picture 2. Diagram illustrating the results of a market survey on the use of Si Ito Comics



Picture 3. Reader interest diagram



Picture 4. Readers' interest in recommending Si Ito Comics is depicted in a diagram.



Picture 5. Consumer price survey results diagram

Analyze business opportunities using Google Forms to conduct online market surveys. A total of 123 participants responded, with 86 women and 37 men ranging in age from 10 to thirty years. As many as 53% said they could if comics became an instrument for promoting North Sumatra tourism on the international stage; 33% said they could very well; 11% said it was not appropriate; 2% said it was not appropriate; and 1% said it was possible if the comics were online.

As many as 33% of respondents said they were very interested, 55% said they were going to read and buy if the *Si Ito* comic innovation made from recycled paper

and equipped with a comic application was on the market, 9% said they were not interested, and 3% said they were not interested. Furthermore, 92% of respondents would recommend the *Si Ito* comic to their friends who live abroad to buy and read, while the remaining 8% would not.

As many as 67% of potential customers expected the price of *Si Ito's* comics to be between Rp. 60,000 and Rp. 85,000, while another 33% expected the price to be between Rp. 90,000 and Rp. 120,000. This full survey result can be accessed at <http://bit.ly/Hasilsurveikomikito>. Then, based on the literature, it appears that Indonesian people have a fairly broad interest in comics, as proven by the large number of imported comics that arrive in Indonesia (Putra and Yasa, 2019). In addition, paper waste that is no longer useful can be recycled, providing it with economic value (Djunaidi, 2018). *Si Ito's* comics are mainly targeted at domestic and foreign tourists planning to visit or currently visiting North Sumatra, particularly comics individuals aged 10 to 30. According to the survey results, *Si Ito's* comics business has a lot to offer in the creative sector. It not only presents profit opportunities, but it also helps to promote North Sumatra tourism on an international level and reduces paper waste.

*Si Ito's* comics have been widely circulated. Consumers who have read *Si Ito's* comics have given positive feedback. Mr. Dr. Indra Cahya Uno, the founder of the OK OCE Indonesia Social Movement, *also congratulated the Si Ito Comic on its release*. In addition to that, several tourists commented after reading *Si Ito's* comics. Dzafali from Palestine was one of the tourists who created this comment; *he said*

*that after reading Si Ito's comics, he became interested in visiting one of the tourist destinations in North Sumatra, namely the Maimun Palace and the Grand Mosque. Then Hana and Amanda from the Netherlands stated how much they loved Si Ito Comics. Domestic Heli tourists from Manado additionally said that after buying and reading Si Ito comics, they got interested in visiting tourist destinations in North Sumatra, especially Lake Toba. Children also enjoy Si Ito comics. Arsal Fahmi, a fifth-grade student at SD Al Hijrah 2 Deli Serdang, said he loves Si Ito comics.*

## **B. Discussion**

This study aims to determine whether the Si Ito comic can be utilized as a promotional medium to increase tourism visits to North Sumatra. The researcher designed a 16 x 20 cm colored Si Ito comic titled 'Si Ito: Exploration of North Sumatra (Explore North Sumatra) Series #1. There are two languages used in the comics at the same time: English and Indonesian. Describes in detail the five North Sumatra tourism destinations, namely the Grand Mosque, the Maimun Palace, Bukit Lawang, Huta Ginjang, and Huta Sialagan, starting with tourist attractions, souvenirs, and culinary delights. The contents of the comic use the 3R method, namely reduce, reuse, and recycle, and are made from recycled paper, including pieces of Ulos and Songket fabrics on page 1.

Si Ito's comic is accompanied by an application that features musical instruments from North Sumatra. On page (ii) of the comic, there are directions for using the app and scanning the QR code. The app can be downloaded from the Google Play

Store. Each copy of the comic, packed in a paper bag with a logo, is sold for Rp. 85,000, complete with application and ISBN. The Si Ito comic and its application had copyright, Intellectual Property rights, and a Business Identification Number.

Si Ito's comics received an enthusiastic response from consumers after conducting surveys and interviews, which were supported by video testimonials provided by consumers from various backgrounds. They stated that they could learn about tourism in North Sumatra from the comic. In addition, statistics from the Central Bureau of Statistics show that tourism visits to North Sumatra have increased. In June 2022, there were 5,165 tourists; 7,518 tourists visited in July 2022; and 10,287 tourists traveled in August 2022. Based on the most current Central Statistics Agency data, there was another increase of 14,195 tourist visits in January 2023 (BPS Sumut, 2023). The Si Ito comic is one of the reasons for the increase in tourist arrivals.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

Sumatra has the potential to go international; however, it still requires media to promote destinations in Sumatra Utara to tourists from other countries. According to the Deputy Governor of North Sumatra Musa Rajekshah, North Sumatra has international tourism potential, which can help the economy (Widyastuti, 2021). The President of the Republic of Indonesia designated Lake Toba as a high-priority tourist destination. The tourism promotion strategy for North Sumatra is considered not enough because, according to the Central Bureau of Statistics for North Sumatra Province, the number of foreign tourists visiting North Sumatra in January 2021 decreased by 85.19% compared to December 2020 (BPS Sumut, 2021).

Based on this, the researcher created Si Ito Comics as a promotional medium for North Sumatra destinations. This comic is available in two languages, Indonesian and English, so that foreign tourists can read Si Ito comics. Si Ito comics are also accessible in the form of an app that can be accessed via the QR code in the comic. Si Ito's comics are made from recycled paper, so this business can help promote destinations in North Sumatra while also reducing paper waste.

In this case, tourism visits to North Sumatra are increasing. Central Bureau of Statistics show that tourism visits to North Sumatra have increased. In June 2022, there were 5,165 tourists; 7,518 tourists visited in July 2022; and 10,287 tourists traveled in August 2022. Based on the most current Central Statistics Agency data, there was another increase of 14,195 tourist visits in January 2023 (BPS Sumut,

2023). The comic Si Ito is one of the reasons for the increase in visits to tourist destinations in North Sumatra.

### **B. Suggestion**

According to the researchers, the government can continue to assist in increasing tourist visits and invite the public to participate in improving and developing tourism in North Sumatra. North Sumatra's tourism has international potential. One of the media locations that can help North Sumatra get known to foreign tourists is Comic Si Ito. As a consequence, the researchers want to invite readers to contribute to increasing tourism in North Sumatra through creative and popular media.

Apart from comics, the younger generation can create other things that will increase tourism in North Sumatra. This is one of our contributions to the government, and it has a chance to create many jobs. The researchers also hope that the increase in tourist visits to North Sumatra will keep up following the arrival of Comic Si Ito. In addition, this research can be used as a reference for readers to carry out their investigations through the creation of new media for promoting increased tourism visits, especially to North Sumatra.

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## Appendix 1. Documentation



**02 Juni 2022 Pendampingan Awal Pelaksanaan PKM 2022 Bersama SRCC Universitas Muhammadiyah Sumatera Utara**



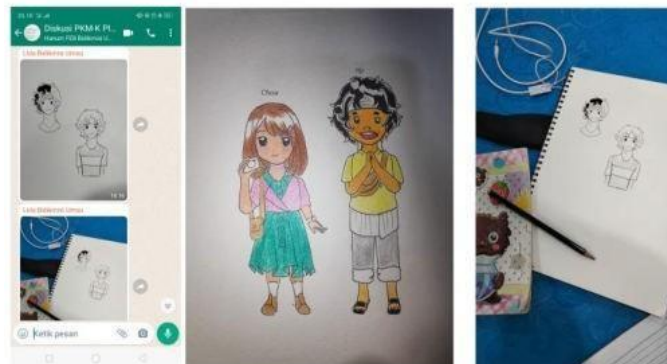
**03 Juni 2022 Diskusi dan Pendampingan Awal Pelaksanaan PKM Bersama Dosen Pendamping secara virtual**

No	Agenda	Waktu
1	Pelaksanaan PKM 8 Bidang (PKM8, PKM8G, PKM8K, PKM8L, PKM8M, PKM8N, PKM8O, PKM8P, PKM8Q, PKM8R, PKM8S, PKM8T, PKM8U, PKM8V, PKM8W, PKM8X, PKM8Y, PKM8Z)	1 Juni - 30 September 2022
2	Melaksanakan Menyiapkan proposal dan proposal penelitian dan laporan pelaksanaan PKM 8 Bidang (PKM8, PKM8G, PKM8K, PKM8L, PKM8M, PKM8N, PKM8O, PKM8P, PKM8Q, PKM8R, PKM8S, PKM8T, PKM8U, PKM8V, PKM8W, PKM8X, PKM8Y, PKM8Z) pada Sabtu-Keluaran	1-9 September 2022
3	Validasi Laporan Kegiatan PKM 8 Bidang (PKM8, PKM8G, PKM8K, PKM8L, PKM8M, PKM8N, PKM8O, PKM8P, PKM8Q, PKM8R, PKM8S, PKM8T, PKM8U, PKM8V, PKM8W, PKM8X, PKM8Y, PKM8Z) dan Validasi Laporan PKM8YOR oleh Dosen Pendamping pada Sabtu-Keluaran	1-9 September 2022
4	Pelaksanaan Pembuatan Kerangka Program PKM (PKM8) Secara Online (Membuat dan Menentukan Perencanaan)	13-23 September 2022
5	Melaksanakan Menyiapkan Laporan Akhir dan Surat Akhiri PKM 8 Bidang (PKM8, PKM8G, PKM8K, PKM8L, PKM8M, PKM8N, PKM8O, PKM8P, PKM8Q, PKM8R, PKM8S, PKM8T, PKM8U, PKM8V, PKM8W, PKM8X, PKM8Y, PKM8Z) dan Validasi Laporan PKM8YOR oleh Dosen Pendamping pada Sabtu-Keluaran	26-28 September 2022
6	Validasi Laporan Akhir PKM 8 Bidang (PKM8, PKM8G, PKM8K, PKM8L, PKM8M, PKM8N, PKM8O, PKM8P, PKM8Q, PKM8R, PKM8S, PKM8T, PKM8U, PKM8V, PKM8W, PKM8X, PKM8Y, PKM8Z) dan Validasi Laporan PKM8YOR oleh Dosen Pendamping pada Sabtu-Keluaran	29-29 September 2022
7	Penutupan Laporan Akhir	29-30 September 2022

**04 Juni 2022 Menyusun Jadwal Tim Untuk Melaksanakan PKM**



**05 Juni 2022 Tim melakukan diskusi dan penentuan destinasi wisata yang akan diangkat menjadi cerita dengan membaca literatur review dan buku**



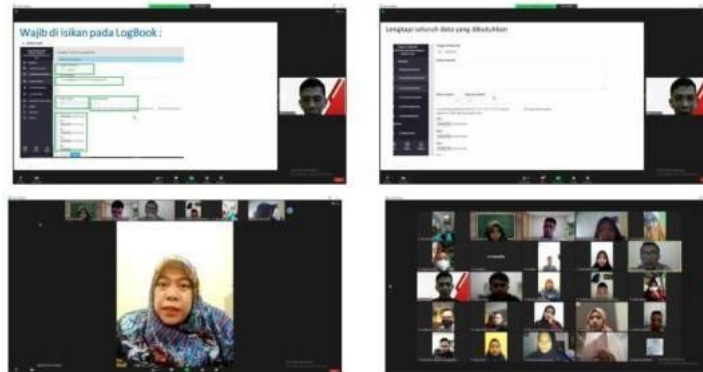
**06 Juni 2022 Membuat sketsa awal untuk mencari karakter visual tokoh Komik yaitu Ito dan Choa**



**09 Juni 2022 Tim Melanjutkan Merancang Sketsa Cover Komik Si Ito**



**13 Juni 2022 Tim Melakukan Diskusi dan Bimbingan Bersama Dosen Pendamping Terkait Penetapan Naskah Cerita Komik Si Ito yang akan Di Translation**



07 Juni 2022 Bimbingan Teknis Pengisian  
Logbook PKM SIMBELMAWA 2022 Oleh SRCC UMSU



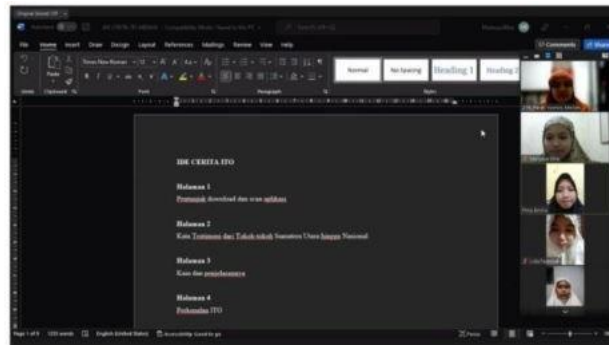
08 Juni 2022 Tim Melakukan Survei Kain Ulos dan Kain Songket  
di Pasar Sentral Medan



8 Juni 2022 Tim Melakukan Bimbingan dan Diskusi  
Ide Cerita Dengan Dosen Pendamping

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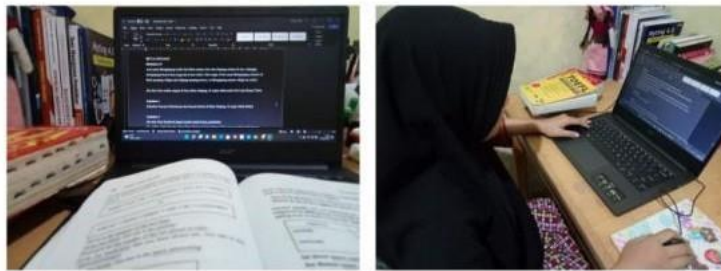
10 Juni 2022 Tim Melanjutkan Pembuatan Cerita Komik Si Ito



11 Juni 2022 Tim Melakukan Finalisasi Cerita Komik Si Ito



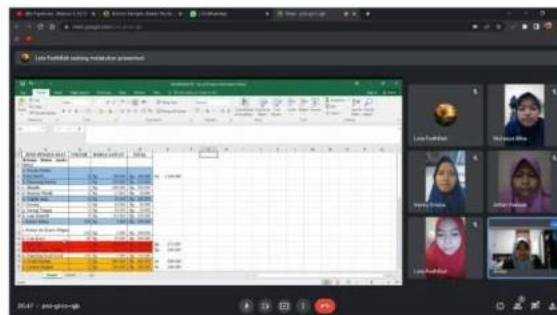
11 Juni 2022 Tim melakukan pengumpulan bahan untuk Aplikasi Komik Si Ito seperti instrumen, icon tombol dan scan QR



14 Juni 2022 Tim Melakukan Proses Translation Naskah Cerita Komik Ke Bahasa Inggris



15 Juni 2022 Tim Melanjutkan Proses Sketsa Isi Komik Si Ito Halaman 1-10



16 Juni 2022, Tim Melakukan Diskusi Untuk Membahas Tindak Lanjut RAB



17 Juni 2022 Tim Melanjutkan Proses Sketsa Isi Komik Si Ito Halaman 11-20



18 Juni 2022 Tim mulai membuat logo Komik Si Ito untuk aplikasi dan komik cetak



19 Juni 2022 Tim mulai melakukan layouting aplikasi Komik Si Ito



20 Juni 2022 Tim Mulai Melakukan Pengkodean aplikasi Komik Si Ito untuk tampilan awal atau flash screen



21 Juni 2022 Tim Melanjutkan Sketsa Komik Si Ito Halaman 21-31



22 Juni 2022 Tim Melakukan Diskusi Revisi Sketsa Komik Si Ito Dengan Solusi Memperbaiki Sketsa Yang Belum Tepat



23 Juni 2022 Tim Membeli Screen Sablon T 90 Ukuran 30x 40 di Toko Alat Sablon Medan



24 Juni 2022 Tim menjalin kerja sama dengan Kepul Sebagai Pemasok Bahan Baku Kertas Bekas



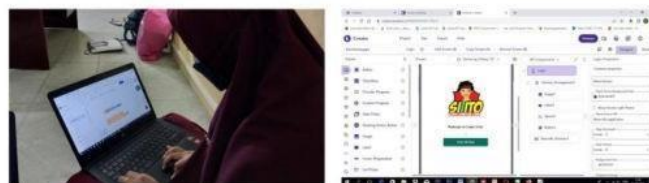
**25 Juni 2022 Tim dan Dosen Pendamping Melakukan Proses Pembuatan Kertas Daur Ulang**



**27 Juni 2022 Tim Melakukan Pewarnaan pada Sketsa Komik Si Ito Tahap 1**



**30 Juni 2022 Tim dan Dosen Pendamping Kembali Melakukan Pembuatan Kertas Daur Ulang Untuk Menambah Kuantitas Kertas**



**2 Juli 2022 Tim melanjutkan pengkodean aplikasi untuk bagian login dengan Scan QR**



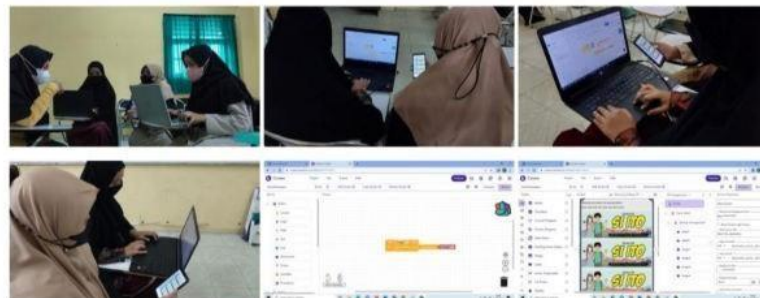
5 Juli 2022 Tim Melakukan Pewarnaan pada Sketsa Komik Si Ito Tahap 2



7 Juli 2022 Tim Melakukan Diskusi Hasil Sketsa dan Pewarnaan Dasar Komik Si Ito Bersama Dosen Pendamping



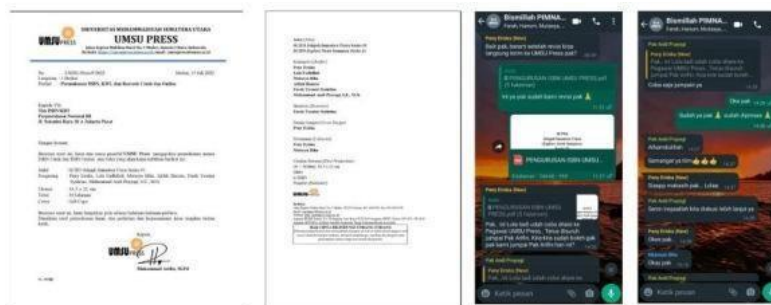
9 Juli 2022 Tim Melakukan Revisi Pewarnaan Komik dan Diskusi Kelanjutan Pembuatan Aplikasi Komik Si Ito



11 Juli 2022 Tim melanjutkan pengkodean aplikasi di bagian layar series komik Si Ito



13 Juli 2022 Tim Menunjukkan Hasil Revisi Komik Si Ito dan Melakukan Diskusi Terkait Proses Mencetak Komik



15 Juli 2022 Tim Melakukan Pengurusan ISBN Komik Melalui UMSU Press



17 Juli 2022 Tim melanjutkan pengkodean bagian layar isi utama komik dan pengkodean fitur player musik. Dalam hal ini terdapat kendala penyusunan komponennya, namun dapat diatasi dengan mencari referensi literatur, audio visual dan senior melalui dosen pendamping



18 Juli 2022 Tim dan Dosen Pendamping Mencari Percetakan yang Bisa Mencetak Kertas Daur Ulang Namun Memiliki Kendala Karena Kertas yang Dihasilkan Belum Terlalu Halus dan Rata Permuakaannya Sehingga Tim dan Dosen Pendamping Terus Mencari Solusi



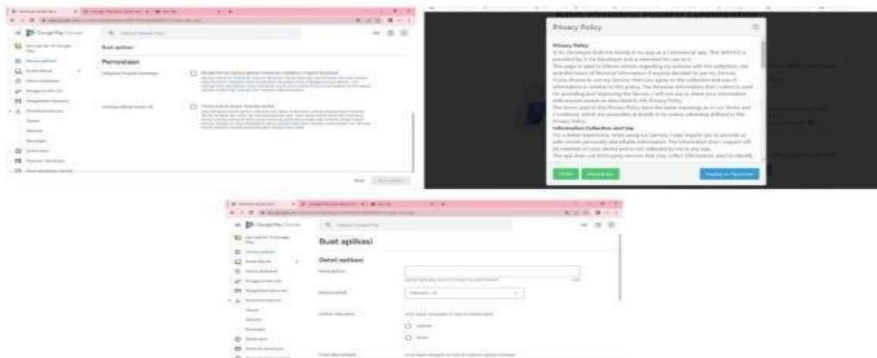
**20 Juli 2022** Tim menemukan solusi terkait kendala kertas daur ulang yang tidak dapat dicetak yaitu lebih meratakan dan menghaluskan dengan disetrika dan dirapikan setiap sisi kertasnya



**21 Juli 2022** Tim menyelesaikan pengkodean aplikasi Komik Si Ito



**24 Juli 2022** Tim melakukan uji coba aplikasi Komik Si Ito bersama dosen pendamping



**26 Juli 2022** Tim mempersiapkan berkas untuk pengupload-an aplikasi Komik Si Ito di playstore





29 Juli 2022 Tim melanjutkan proses menghaluskan dan meratakan kertas daur ulang untuk percetakan tahap 2



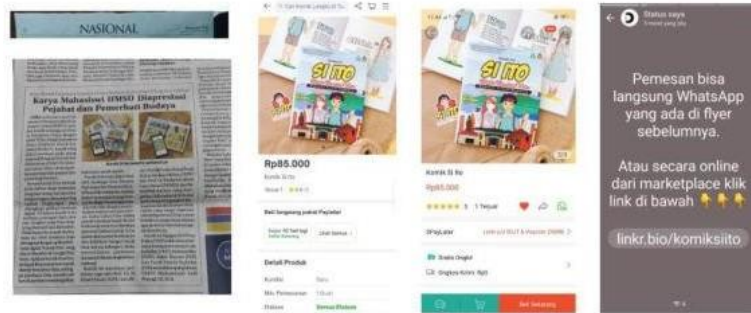
30 Juli 2022 Tim Melekatkan Stiker Komik Si Ito di Kemasan Paperbag



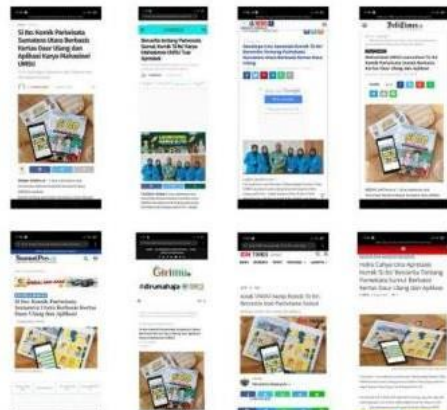
1 Agustus 2022 Tim mengupload aplikasi Komik Si Ito di Google Play Store



3 Agustus 2022 Proses melekatkan Ulos dan Songket di Komik Si Ito



**8 Agustus 2022 Peluncuran Komik Si Ito di Media Sosial, Marketplace dan Media Cetak Sumut Pos**



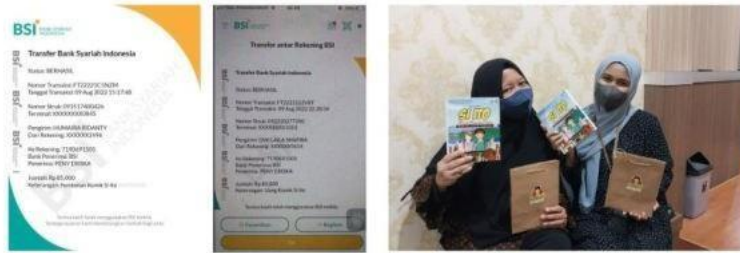
**8 Agustus 2022 Tim Melakukan publikasi peluncuran Komik Si Ito di berbagai media online lokal hingga nasional**



**8 Agustus 2022 Tim mengajukan kerjasama Membuka Stand di Kegiatan Beranda Kreatif dari Dinas Pariwisata Kota Medan**



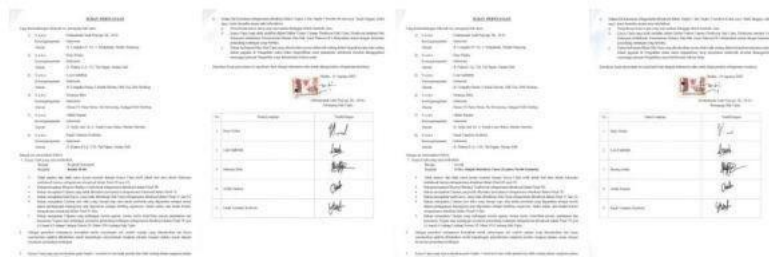
**9 Agustus 2022 Tim melakukan promosi peluncuran Komik Si Ito di 91,6 UMSU Radio FM Medan.**



9 Agustus 2022 Bukti Penjualan Komik Si Ito Secara Offline



10 Agustus 2022 Tim melakukan Pertemuan dengan Dekan dan Wakil Dekan Fakultas Ilmu Sosial dan Politik untuk melakukan promosi secara offline Komik Si Ito



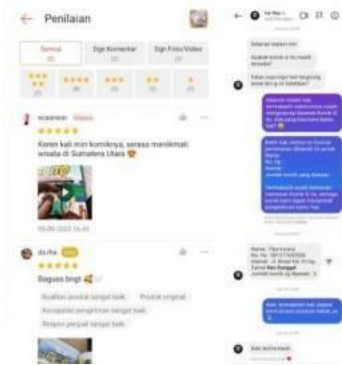
10 Agustus 2022 Tim Melakukan Pengurusan Hak Cipta Komik dan Aplikasi Si Ito



11 Agustus 2022 Tim Komik Si Ito mengikuti Pendampingan Presentasi Persiapan PKP2 dari SRCC UMSU



**15 Agustus 2022  
Tim Melaksanakan  
Pemasaran Offline  
dengan Sebar Brosur di  
Sekitaran Istana Maimun**



**5 September 2022 Bukti  
Penjualan Komik Si Ito  
dari Shopee dan  
Instagram**

Si Ito  
ita



**5 September 2022 Tim Menghadiri Launching dan Memperkenalkan Produk Komik Si Ito yang Dihadiri oleh Dinas Pendidikan, Pariwisata dan Kementerian Agama Kota Medan**



**14 September 2022 Tim  
Melanjutkan Penyebaran  
Brosur Komik Si Ito  
di Gramedia  
Kota Medan**



17 September 2022 Bukti Penjualan Komik Si Ito Secara Online dan Offline



21 September 2022 Tim Mengurus Nomor Induk Berusaha (NIB) Sebagai Legalitas Usaha



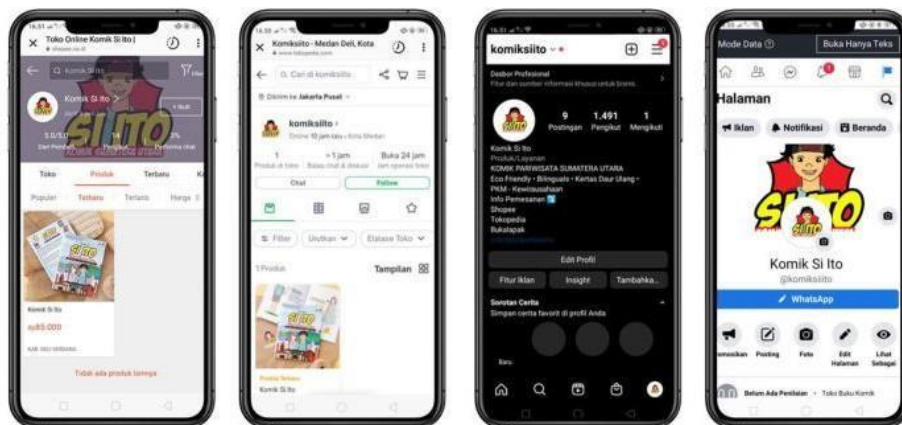
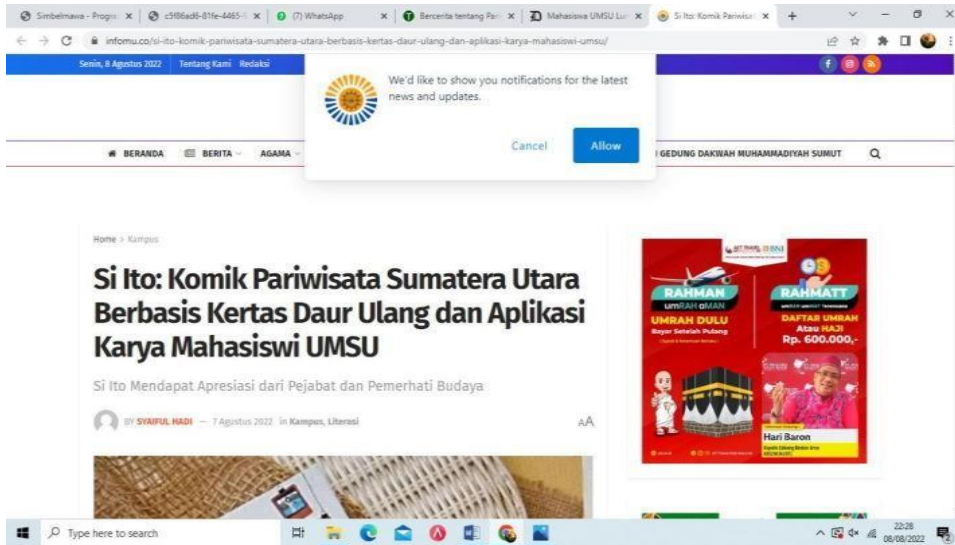
21 September 2022 Tim Menjalin Kerja Sama Dengan Travel Nizam



22 September 2022 Tim Menjalin Kerja Sama dengan Kede (Toko) Buku Obelia di Jalan Amaliun No. 152 - Kota Medan

## Appendix 2. Online Marketing



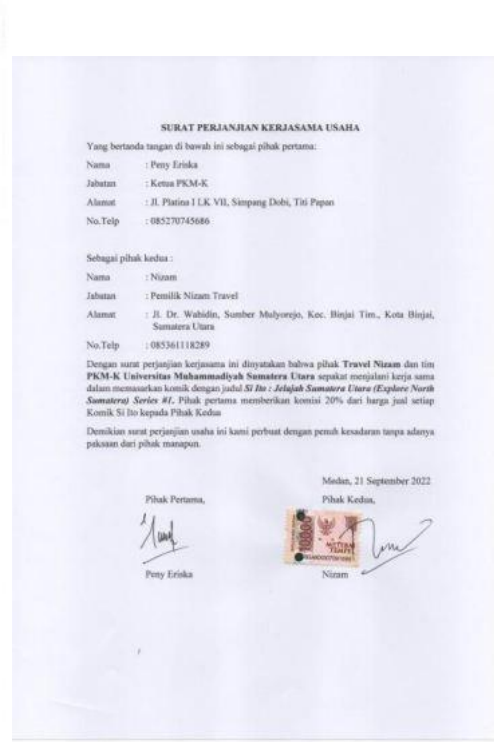
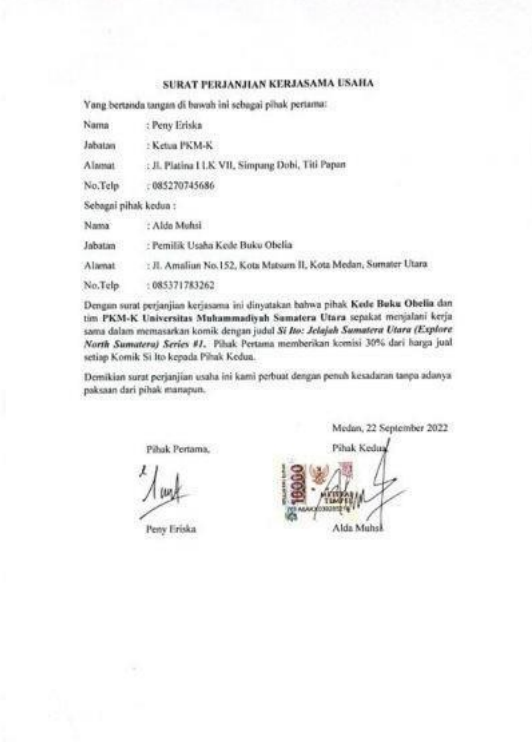
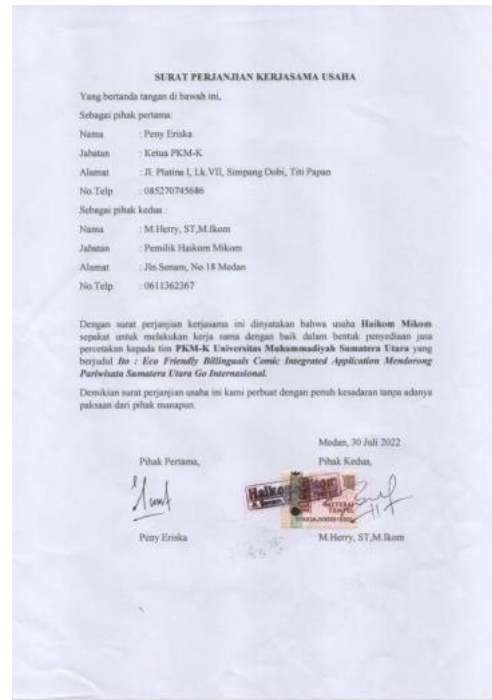


### Appendix 3. Offline Marketing





## Appendix 4. Partner Letter



## Appendix 5. Curriculum Vitae



**MUTASYA BIHA**

Gmail: [mutasyabihaa01@gmail.com](mailto:mutasyabihaa01@gmail.com) | Phone: 0819-2737-9742 | WA: 0819-2737-9742

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I am committed to learning and self-development so that I can continuously achieve better results. I am always highly enthused about my work, likes challenge, and willing to learn new things.

### **Core Competencies**

- Teamwork
- Adaptability
- Time management
- Attention to detail

### **Education**

University of Muhammadiyah Sumatera Utara, Medan, ID | Sept 2019-Sept 2023

Bachelor's degree, English Department.

- Major: English Education
- GPA: 3.68/4.00

Thesis: Go International: An Eco-Friendly Bilingual Ito Comic Integrated

Application Promoting Sumatra Tourism.

**Teaching Experience**

- English Teacher on Pengenalan Lapangan Persekolahan (PLP 1&2) at SMP Muhammadiyah 47 Sunggal
- English Teacher on Pengenalan Lapangan Persekolahan (PLP 3) at SMA Muhammadiyah 01 Medan

**Additional Skill**

- Teaching English
- Bilingual English and Indonesia
- Microsoft Office
- Good Communication Skill









