CHAPTER IV

PROJECT METHODOLOGY

4.1   Research Design

According to (X. Li and Y. Wang, 2010) a good website consists of conceptual website evaluation model consisting of five dimensions of detailed and dimensional information, communication, transaction, relation and technical merit. Author uses the reference and emphasize it on creating a website. Base on the evaluation, it is important to create a website with detailed and correct content information because it is a way to communicate with tourist. No mistake should be made in the process, website design is important as it will be considered as user friendly. The main object of the website is portraying the cultural destination in Batam city not only for website design , social media was done in the same effective way for tourist.

The research design used is applied research. Applied research is research that has the aim to apply, test and evaluate the ability of a theory or company in solving problems. The steps that must be done in applied research are:

1. Having something that is needed, understood, weighed and checked for weaknesses.
2. Choose one of the weaknesses that have been examined for investigation.
3. Perform problem solving and find solutions to these problems.
4. Conducting evaluations and implications so as to get the settlement and application by the company
5. Maintaining the results of the evaluation so that it is characteristic of the company.

The assessment method used in this study is a qualitative approach. According to (Kriyantono, 2014) qualitative research aims to explain the deepest phenomena through the deepest data collection. This research does not prioritize population size or sampling even the population or sampling is very limited.

4.2   Data Collection Techniques

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In writing this tourist project report students use several methods in data collection. The data used by the author are as follows:

4.2.1 Primary Data

1. Observation

Primary data is data obtained from the first source of informants, namely individuals or individuals such as interviews and observations conducted by the author (Kiyantono, 2014), the following description:

The Observation Method used by students is by directly observing the performance of employees and looking for problems faced by the management of the destination so that it can be used as the outcome of projects to be carried out.

2. Interview

The interview method used by students is by asking directly to employees and superiors, about problems faced by the tourist attraction and also asking visitor or tourist about the level of guest satisfaction with the services and scenery satisfaction provided by the employee or the tourist attraction it self. From the results of the interview students will find the problem and determine the solution of the problem by working with the employee or the management by asking outputs that are appropriate to the company.

4.2.2 Secondary Data

Secondary data is a source of data obtained by the author from several references such as books, majlah, dictionaries and research related to the discussion that will be discussed which are accessed through online and offline systems (Siyoto & Sodik, 2015).

4.3 Design Process

The design process is one of the stages that outlines in the design of a system or tool that will be used as output in the implementation of tourism projects. According to Airey (2010) there are several stages in carrying out the design process to achieve or find the identity of a visual brand that is in accordance with the interests of visitors to the tourist attractions and is sustainable, here are the descriptions:

1. Identification of problems

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At the time of designing the authors determine the location of the survey to be conducted then the authors make a direct visit to the field in order to get the information needed about the destination clearly and in detail through in-depth interviews with parties directly related. This stage is also carried out to collect data and identify the final state of the destination in the destination development process and to ask the public response to the destination brand awareness. The results of data collection stated that the operational of the tourist destination is very quiet visited by tourists and initiatives from the community in the development are still lacking so that inhibits the marketing of the destination.

2.   Analysis

The next step is to do a useful analysis to find out more before determining the concept or outcome to be carried out. After collecting data to determine the right brand value and brand strategy with the aim to determine the right position and in accordance with the circumstances and abilities, as well as forming a communication strategy in conveying the new brand value.

3.   Concept Design or Product Output

After knowing the problem, the composition of the problem and finding the right solution, the next step is to determine the right visualization concept to describe the brand personality and new brand value. Visual determination includes color, graphic form, typography and the part of branding needed that will be in accordance with marketing targets such as tourist attractions.

4.   Monitoring and Evaluation

This stage the author determines the material that needs to be executed first. Then, visualize what will be done in various predetermined branding materials, such as brand guidelines, several promotion kits and collaterals which are equipped with education and location guidance needed by tourists to the local community.

5.   Compilation of Report

This stage is a process of reporting work while in the field by recording field performance during the rebranding of the tourist attractions. This is useful for knowing overall field performance and correcting problems and is ready to be marketed.

4.4   Stage and Implementation Schedule

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In writing a student tourism project report through three stages, namely:

1. Preparation Phrase
   a. Observe 10 tourist destinations in Batam by visiting tourist destinations directly
   b. Determine the project to be implemented using the method of observation and interviews with the parties concerned.
   c. Get approval, input and advice from the leaders and the local community as the business owner.
   d. Arranging tourism project proposals at rebranding tourist attractions in Batam city island.

2. Implementation Phrase
   a. Conduct further interviews about the project while working in the company
   b. Designing outputs ranging from designing new branding by creating a short story about tourist attractions to attract tourists and making outputs in the form of Instagram, website and content planning
   c. Implement and evaluate outputs that want to be implemented such as teaching optimal website management and social media.

3. The Assessment and Reporting Stage

Prepare practical work reports and seek approval from lecturers regarding the approval of the Tourism Project Report.

Tabel 4.1
Implementation Schedule

MONTH	AGENDA
4th September 2019- 4th December 2019	Survey the location of practical work, observation and interviews, determine tourism projects to be made, get approval from the lecturer, system design

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5th December 2019-11th January 2020	implementation, monitoring ,analysis website and evaluation
28th November 2019-25th January 2020	Preparation of reports

Source: author (2020)