

WORKSHOP ON DESIGNING POSTER FOR PRESERVICE TOUR GUIDES IN NORTH TORAJA, SOUTH SULAWESI

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Abstract

Workshops are practical activities that focus on observing the relationship between training and its forms and results. The activity focused on designing posters for cultural introduction in the North Toraja area, especially, Bori' Kalimburan and Kete' Kesu. This workshop activity is expected to increase knowledge, attitudes, and skills, especially in designing tourist posters that can be used for promotion and tour guides. The method of this workshop activity is preparation and Implementation. The result of the preparation took over the part of preparing materials, determining the time and place, and establishing the committee. The result of the Implementation part, namely pre-training, submission materials, direct practice, and presentation.

Keywords: Workshop, poster, tour guides, North Toraja, tourist attraction



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INTRODUCTION

South Sulawesi is one of the provinces in Indonesia. The province has 24 regencies and cities, also there are various tourism objects, one of which is the North Toraja regency. The North Toraja Regency is a district that has a capital city named Rantepao. This regency was formed based on Law Number 28 of 2008 which is a division of Tana Toraja Regency. The North Toraja Regency has an area of 1,151.47 Km² which is divided into 151 Villages and 21 Districts. (sulselprov.go.id., 2008).

The North Toraja Regency has several tourist attractions including Bori' Kalimbuang and Kete' Kesu. Bori' Kalimbuang is one of the many world heritage sites designated by UNESCO for the cultural category in The North Toraja Regency. (Rasputri and Sankhyaadi., 2015). Bori' is a complex burial site of burrows in hewn boulders. On the front, there are several Menhirs of various shapes and sizes. The direction of the Bori' site complex faces south and is surrounded by mountains and rice fields bounded by the district axis road. Bori' Kalimbuang is a large stone cultural site where there are 102 Menhir stones or what the Toraja people commonly call, stone Simbuang stand upright as a form of worship of their ancestors. Furthermore, Bori' Kalimbuang is also used as a place for traditional burial ceremonies which are commonly called Rambu Solo'. There are buildings around the Simbuang Stone that have their respective functions. Lakkian is

the place where the bodies are buried during the Rambu Solo ceremony. (Gunawan and Merina, 2018).

Meanwhile, Kete' Kesu has its charm because apart from its fresh and cool climate, it is covered in mountains and rice fields. Kete' Kesu also presents various aspects of Toraja culture. Kete' Kesu is a village that has a history as an old residential area that still maintains old traditions. (Salam et al., 2020). Menurut Gunawan and Merina (2018) Kete' Kesu is a village that has a row of Tongkonan that reflect the traditional Toraja village. Kete' Kesu is indeed unique. As soon as you enter the village, the Tongkonan and Buluh Sura are lined up facing each other. Tongkonan is a traditional Toraja house. The Tongkonan in Kete' Kesu has beautiful carvings. Buffalo horns lined up in front of that, indicating the high social status of the owner of the house.

Seeing the uniqueness of these tourist attractions, the English education students class of 2019 then held a workshop on making tourist posters. The workshop is a practical activity that focuses on observing the relationship between training and its forms and results. In this activity, the two destinations described earlier were chosen as objects in making posters to introduce culture in the North Toraja area. The poster is a short message in the form of an image with the aim of influencing someone to be interested in something, or influencing someone to act on something with the aim of recalling and directing the reader towards certain actions according to what the communicator wants. Designing posters is a way for people to be interested in visiting and at the same time help Tour Guides to direct tourists who come to these tours. A tour guide is a professional who guides individuals or groups around points of interest such as natural areas, historical buildings, and sites, thus interpreting culture and natural heritage in ways that inspire and entertain. (Weiler & black 2015).

The aim of this community service is to improve preservice your guides' competence in designing poster for tourism.

METHOD

The method of implementing the workshop carried out by the team of writers are preparation stage and implementation stage. Preparation stage covers preparing materials, determining the time and place of the activity and establishing the executive committee. Implementation stage includes:

1. Pre-training: Students are invited to visit famous tourist attractions in Toraja, namely Bori' Kalimbuang and Kete' Kesu.,
2. Presenting material: By a PBI supporting lecturer who is a lecturer in the Tour Guide and Mice course, Muhammad Syahrudin Nawir, S.Pd., M.Hum. and the moderator by lecturer Nur Aliyah Nur, S.Pd.I., M.Pd.,
3. Direct Practice: Students are divided into several groups and directed to make promotional posters about tourist attractions in Toraja. Posters made using flipcharts, markers, crayons, etc.,
4. Students present the posters they have made.

FINDINGS AND DISCUSSION

This workshop activity is expected to increase knowledge, attitudes, and skills, especially in designing tourist posters which can be useful for the development of tourist objects because it is one of the skills that is needed to become a tour guide. (Zenni and Turner, 2021).

The implementation of the designing tourism poster workshop activities as a whole went smoothly. In carrying out this training activity, the chairperson and assisted members prepare and assist in preparing the material and place for training activities properly.

Preparation Stage

Preparing materials

In the process of preparing the material for the workshop activities, it was carried out by the tour guide and Mice lecturer, Muhammad Syafrudin Nawir, S.pd., M. Hum. By focusing on its activities in making and designing tourist posters for Bori' Kalimbuang and Kete' kesu in North Toraja.

Preparing materials

In the process of determining the time and place of activity, discussions are first carried out by the accompanying lecturers and students involved. The results of the discussion choose the implementation time on Saturday, July-02-2022 in the North Toraja Regency which took place at the Na'gandeng Museum as the lodging. By taking the tourist attractions Bori' Kalimbuang and Kete' Kesu.

Establishing the executive committee

In this activity, a committee was formed so that it could be well coordinated. The formation of the committee consists of a core committee namely the chairman, secretary, and treasurer. furthermore, followed by several committee divisions, which include the transportation, consumption, and public relations divisions.

Implementation Stage

Pre-training

Prior to the workshop on making and designing tourism promotion posters, students were first invited to visit famous tourist attractions in the North Toraja, namely Bori' Kalimbuang and Kete' Kesu as objects of reference and information before doing direct practice.

Presenting material

Figure 1 shows the material presentation that was carried out by an English Education Department lecturer who is a lecturer in the Tour Guide and Mice course, Muhammad Syahrudin Nawir, S.Pd., M.Hum. and moderator by lecturer Nur Aliyah Nur, S.Pd.I., M.Pd. by discussing how to make and design tourism promotion posters in the North Toraja district.



Figure 1. Presenting the material

Direct Practice

Direct practice is carried out by dividing all students first into several groups, then the accompanying lecturer directs each group to make promotional posters about tourist attractions in the North Toraja. Posters are made using flipcharts, markers, crayons, etc. so that each group can be creative as shown in Figure 2.





Figure 2. Designing poster

The students present the posters they have made

After designing the poster in group, next the students were asked to present it in front of the other participant. One group was represented by one student to explain what the poster is about. Figure 3 shows the students presentation.



Figure 3. Presentation the poster

CONCLUSION

Based on the results of the Workshop of Designing Posters for Tour Guides English Education Department Study Program of 2019 Students in North Toraja, there are several conclusions can be obtained, including:

1. Training activities are held at the *Na'gandeng Museum*, North Toraja Regency
2. The participants in the training consisted of 80 English Language Education students from batch 2019;
3. Students have received material related to the Tour Guide and Meetings, Incentives, Conferences, and Events (MICE).

Based on the results of the evaluation that has been carried out, the suggestions that can be submitted are as follows:

1. The existence of this activity is able to improve students' abilities in designing promotional posters in conducting tour guides;
2. The existence of a tour guide workshop in English which later can be practiced to guide foreign tourists;
3. Through this workshop, it is hoped that students will be able to contribute to developing themselves personally, agencies, and the local community, especially in North Toraja Regency.

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