

Interactive Learning through ‘Si Ito’ Comics: Promoting Sumatera’s Eco-Tourism and Education

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Abstrak

Penelitian ini juga menyoroti pentingnya integrasi teknologi dalam mendukung promosi pariwisata berkelanjutan. Komik Si Ito, selain dicetak menggunakan kertas daur ulang, dilengkapi dengan fitur aplikasi digital yang memungkinkan pembaca untuk mengakses konten tambahan seperti panduan wisata, informasi budaya lokal, dan aktivitas interaktif. Kombinasi antara media cetak dan digital ini dirancang untuk menjangkau generasi muda yang akrab dengan teknologi sekaligus mempromosikan nilai-nilai ramah lingkungan. Lebih lanjut, penelitian ini mengidentifikasi potensi komik sebagai media pembelajaran inovatif yang tidak hanya meningkatkan minat baca, tetapi juga mendukung penguasaan bahasa asing melalui narasi bilingual yang mudah diakses. Temuan ini menunjukkan bahwa pendekatan kreatif dan berkelanjutan seperti yang diterapkan dalam Komik Si Ito dapat berkontribusi pada peningkatan daya tarik pariwisata Sumatera Utara di tingkat internasional.

Kata Kunci: pembelajar interaktif, Komik, Ramah Lingkungan, Pariwisata Sumatera Utara,

Abstract

This research discusses an eco-friendly bilingual Ito comic integrated application aimed at promoting Sumatra tourism, emphasizing comedic content that can enhance foreign tourist visitation to locations in North Sumatra. Data was gathered from the 2022 publication of Ito Comic. This comic was produced by a researcher and her esteemed colleagues in the Ito Comic Team. This research seeks to promote tourism in North Sumatra while fostering entrepreneurship through the production of comic books that advocate for eco-friendly initiatives. This study was executed using qualitative research methods. Assessment of market prospects involving 86 females and 37 males aged 10 to 30 years. Data indicated that 33% of respondents expressed a strong interest, while 55% indicated a general interest in reading Si Ito comics, which are produced from recycled paper and feature comic applications available in the market. The results indicate that Si Ito comics can serve as a medium for promoting tourism in North Sumatra to an international audience. In addition to endorsing eco-friendly initiatives, Si Ito's comic books serve as a vehicle for promoting tourism in North Sumatra through bilingual content, functioning as a learning medium for foreign language acquisition.

Key words: Interactive Learning, Comic, Eco-friendly, North Sumatra Tourism

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INTRODUCTION

Development of the tourism industry has long been recognized as an effective means of reducing poverty and has promise for lowering economic disparity in society (Zhang & Yang, 2023). Studies on the expansion of tourism in North Sumatra are often overlooked by the community. Deputy Governor Musa Rajekshah claims that North Sumatra have the potential to enhance its economy through international tourism agenda (Widyastuti, 2021).

Furthermore, the Central Statistics Agency for North Sumatra Province estimates that 85.19% fewer foreign visitors will visit North Sumatra in January 2021 than in December 2020, despite the President of the Republic of Indonesia designating Lake Toba as a super priority tourist destination. This indicates that the tourism promotion strategy for North Sumatra is still not at its best (BPS Sumut, 2021).

According to Solahuddin Nasution, the head of the North Sumatra Regional Representative Council, the tourism promotion in the region primarily targets Malaysian foreign visitors, resulting in little outreach to a broader foreign audience (Sinaga, 2020). The chairman of North Sumatra's Central Statistics Agency (BPS) reported that the increase in foreign visitor arrivals is significantly influenced by travel from ASEAN countries (Antara, 2019). Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy, anticipates that these conditions would enable the tourism and creative economy sectors in North Sumatra to operate more effectively, generating numerous employment opportunities for the local populace (Ministry of Creative Economy, 2022). Furthermore, statistics from the National Waste Management System (SIPSN) indicates that North Sumatra ranked fifth in 2021, generating 1.23 million metric tons of waste, so positioning it among the ten provinces with the highest waste production. As Artha, et al (2023) said that The moral and ethical qualities of local wisdom are preserved and passed down through oral literature, influencing community members' attitudes and behaviors.

As the provincial capital of Sumatera Utara, the Indonesian metropolis of Medan is a major political and cultural hub. Being the biggest city on Sumatra Island, it is also one of the three biggest cities in Indonesia, the others being Surabaya and Jakarta. Part of the larger Malay ethnic community in East Sumatra, the Malay Ethnic, sometimes called Malay Deli in Medan, is an important ethnic group in the city. Bataknese, Javanese, Mandailingnese, Karonese, Minangnese, and Acehnese communities are among Medan's various populations, which also includes Malay people. A further indication of the city's ethnic and cultural diversity is the fact that it is encircled by the regency of Deli Serdang (Rudianto and Anshori, 2020)

In response to these issues, the meticulously designed Si Ito Comic media was developed to enhance tourism in North Sumatra. This comic is crafted using recycled paper, endorsing the eco-friendly initiative, features vibrant colors, and employs narratives to advocate for North Sumatra tourism. The comic's content employs two languages: Indonesian and English (Nargis, N., & Armelia, L., 2018). Additionally, the opening page features distinctive textile artifacts from North Sumatra, alongside a comic application accompanied by music. Researchers have created amusing tutorials to aid users in installing the Si Ito comic application from the Google Play store. Innovation in Ito's comics reflects the team's commitment to developing tourism in North Sumatra. Si Ito comics have emerged as a potent

marketing tool, employing a soft-selling approach that may effectively promote North Sumatra tourism to a global audience, simultaneously minimizing paper waste (Mahmoodi, 2020).

Additionally, comics serve as an excellent source of reading material, while guidebooks feature narrative cartoon characters and graphics intended to provide amusement for readers (Banilo and Pujiharti, 2021). Comics serve not only as a medium for promotion but also as a vehicle for introduction; critically, this British legacy has been employed to construct narratives regarding the nature and history of Indian cartoons (Sanathanan and Balakrishnan, 2021). The public interest in comics in Indonesia is substantial, evidenced by the significant volume of comic imports entering the country (Putra and Yasa, 2019).

According to preliminary observations of Si Ito comics and the findings from an online market survey done with 122 susceptible respondents aged 10-30 from diverse origins and geographies, 70 respondents expressed a preference for the comic, whereas 40 respondents did not. Sixty-five respondents indicated strong support for the use of comics as a medium to promote tourism in North Sumatra on the international stage, while forty respondents expressed a preference for this approach. Moreover, 99 respondents expressed interest in beauty tourism in North Sumatra, whilst 23 other respondents indicated a lack of interest and a refusal to purchase. Forty respondents expressed strong curiosity, while sixty-six respondents indicated interest in reading Ito's comic innovation, provided it is produced from recycled paper and includes comic applications available in the Indonesian market. Furthermore, 112 respondents would endorse Ito comics to friends residing abroad for purchase and reading, whilst 10 respondents opted not to suggest them.

Consequently, Ito comics possess significant potential in the creative industry due to their compelling and commercially viable tourism narrative, applicable in both traditional and digital formats on a worldwide scale (Arjulayana, A., & Rachmi, R., 2022). The possibility not only generates profit but also serves to promote Sumatran tourism to a global audience and mitigate paper waste. This project aims to demonstrate how Si Ito comics may serve as a medium for promoting tourism in Sumatra.

The scope of this investigation is comic. The limitation of this study is the Si Ito comic as a medium for promoting tourism in North Sumatra. Si Ito comics serve as a medium for marketing tourism in North Sumatra. This comic comprises 32 pages, divided into 19 sheets, and has dimensions of 16 x 20 cm. The material of recycled paper comics promotes the eco-friendly initiative, and the comics are illustrated in vibrant, full color. The Si Ito comic book illustrates five tourism attractions in North Sumatra. Page 2 of the cartoons features characteristic North Sumatran textiles, specifically ulos and songket materials. The narrative's content is accessible in two languages: Indonesian and English. In addition to its printed format, this comic is also available as an application. Readers may apply by according to the directions on the third sheet of the Si Ito comic page. The application features narrative content paired with music from North Sumatra. This is executed to attract readers and serve as a conduit for enhancing tourist influx to North Sumatra.

A number of prior studies pertinent to this subject serve as references for this analysis. The initial preceding work relevant to this research is "Promoting Tourism Destinations Through Sudanese Tourists' Interacting Experiences in Bandung" by Hussein Gibreel Musa, Deddy Mulyana, Atwar Bajari, and Charles

Julian Santos Navarro, published in 2020. This research concentrated on tourism due to its current status as a major economic pillar. Developing nations are presently striving to improve their tourism industries by using newly created technology and innovations. This research employed a qualitative and phenomenological approach to examine how developing nations, particularly Indonesia, leverage the visitor experience and social media as innovative marketing instruments for destination promotion (Musa, Mulyana, Bajari, & Navarro, 2020).

The study titled "Comic As Communication Media Promotion in Social Media" by Gede Lingga Ananta Kusuma Putra and Gede Pasek Putra Adnyana Yasa, 2019, highlighted that social media is a technical innovation facilitating connections among individuals regardless of their geographical location. Social media serves as an effective dissemination method for promotional comics, enabling messages to reach a broader audience. Comics are one of various sorts of graphic narratives, contingent upon individual requirements. The comic strip is an exemplary selection for advertising purposes. Strip comics consist of a limited number of panel illustrations. This research employs a qualitative method, specifically an interpretative qualitative approach. Data was gathered by surveillance of social networking sites, comprehensive interviews, and visual analysis (Putra & Yasa, 2019).

Danang Kurniawan, Herpita Wahyuni, and Arissy Jorgi Sutan (2021) conducted an analysis of tourism promotion strategies via Twitter social media, focusing on a case study in Yogyakarta. This study employed a qualitative, application-oriented methodology. This study demonstrates that an integrated and consistent approach to Covid-19 was employed to enhance tourism in Yogyakarta City. Strategy to disseminate information aimed at attracting tourists while strictly adhering to health protocols to foster a new culture that mitigates the spread of Covid-19 by restricting capacity or employing Jogja Smart Service to monitor visitor numbers (Kurniawan, Wahyuni, & Sutan, 2021).

The aim of this study is to elucidate the benefits of Si Ito comic as a medium for marketing North Sumatra. This comic is crafted using recycled paper, endorsing the eco-friendly initiative, is vibrant, and employs narratives to advocate for North Sumatra tourism. The comic's content employs two languages: Indonesian and English. Additionally, the opening page features distinctive textile artifacts from North Sumatra, alongside a comic application accompanied by music. Researchers have created amusing tutorials to aid users in installing the Si Ito comic application from the Google Play store. Innovation in Ito's comics reflects the team's commitment to developing tourism in North Sumatra.

Comic as Media Promotion

Comics serve as a medium for executing digital communication initiatives, which encompass advertising on social media platforms. The public's fascination in comics is significant, particularly in Indonesia. The volume of imported comics that surfaced in Indonesia exemplifies this. The comic presented captivating pictures and accessible and comprehensible language (Kusuma Putra & Adiyana Yasa, 2019). Comics are categorized into various types, such as comic books, comic strips, and webcomics. In a prevalent culture, comics provide not only as entertainment but may also imply promotional elements inside the narrative. Comic books can serve as an efficient medium for conveying messages to the general public,

especially to children. Comic books utilized in behavior change communication activities have demonstrated favorable outcomes (Sinha et al., 2011).

Hayman and Pratt seek a definitive and classical definition of comics, focusing on the individually necessary and together sufficient requirements for the accurate application of the notion. David Kunzle offers the subsequent definition of this category in the inaugural edition of his extensive history of the comic strip: A comic strip is defined as "a series of distinct visuals" characterized by "a predominance of imagery over text," aimed for "a mass medium," and conveys "a moral and contemporary narrative." Kunzle's concept of the visual sequence appears to align with fundamental ideas crucial to contemporary comic interpretations; nonetheless, the other aspect of his description is evidently flawed (Meskin, 2007).

Hayman and Pratt assert, "X qualifies as a comic if it consists of a series of distinct, juxtaposed images that form a narrative, either independently or in conjunction with text." Hayman and Pratt characterize comics as predominantly visual and sequential in nature. Both requirements appear to be pretty reasonable at first inspection. Comics may optionally use text, but they are needed to contain pictures. Furthermore, the visual aspect serves to differentiate comics from analogous creative disciplines like literature, where works must contain text and may optionally incorporate images. Hayman and Pratt, akin to Kunzle, Eisner, and McCloud, assert that comics necessitate a succession of pictures or images (Meskin, 2007). This study aims to assess the effectiveness of comic-based communication and to provide alternative digital advertising strategies utilizing social media. The study examined several visual comics utilized as promotional content on Instagram. This study employs Ngalimun's communication theory (Kusuma Putra & Adiyana Yasa, 2019). This study was developed because of the work of researchers. The following is the research concept:

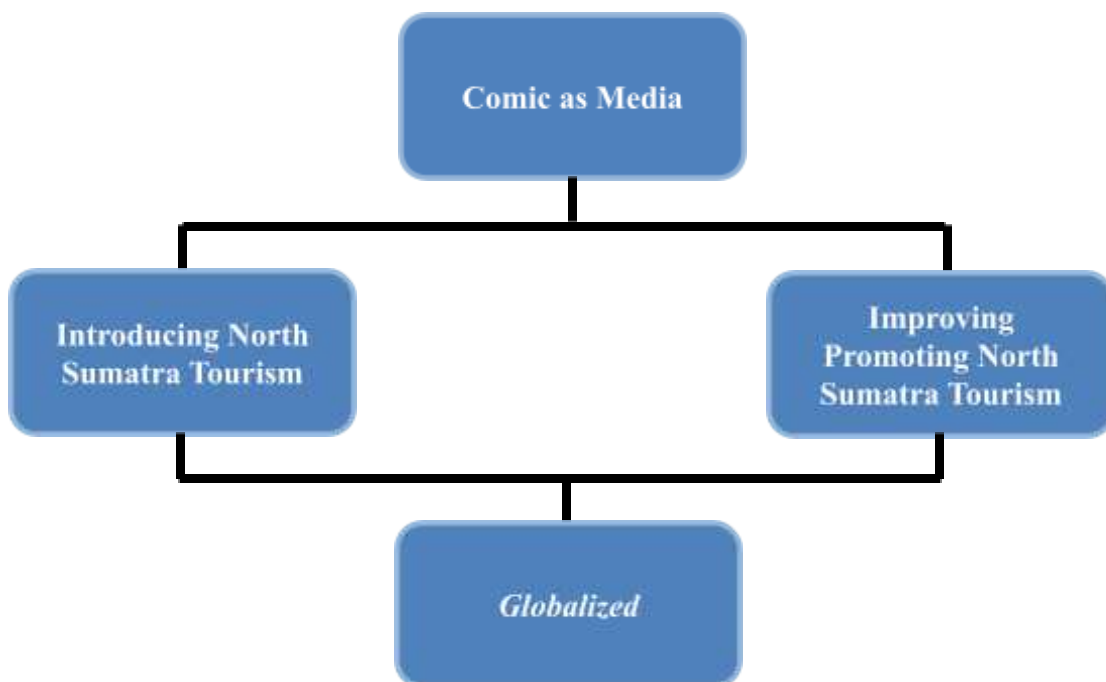


Figure 1. Research Concept

This picture is referring to a concept or idea for using comics as a medium to promote North Sumatra tourism on a global scale. Let me break it down and suggest some instructions for the picture or visual concept:

Concept Explanation

1. **Comic as Media:** Comics can be an engaging way to convey stories, cultural heritage, and attractions. They combine visuals and text to create compelling narratives that capture the audience's attention.
2. **Promoting North Sumatra Tourism:** The focus is to highlight North Sumatra's unique tourist attractions, such as Lake Toba, Sipiso-Piso Waterfall, Bukit Lawang, and the traditional culture of the Batak people.
3. **Introducing North Sumatra Tourism to a Global Audience:** The comic should be designed to appeal to international tourists, using universal themes, English (or multilingual) text, and culturally rich visuals.

RESEARCH METHOD

This research employed qualitative methodologies. Qualitative research utilizes several methodologies, including rigorous interviews and thorough investigation of historical documents, aiming to deliver a detailed account of a specific event or unit (King et al., 1994). While the overarching objective of quantitative and qualitative research is identical—enhancing comprehension of the world—their approaches and focal points diverge markedly in specific aspects (Z Trinova, D Destari, A Arjulayana, PA Cakranegara, 2022).

Qualitative research data can be sourced from various origins, including documentation, interviews, observations, audiovisual recordings, and tangible artifacts (Creswell, 2012). The data for this research was obtained from participants and sources. The principal data is obtained from in-depth discussions with consumers of Comic Si Ito, supplemented with observations in Sumatra Tourism. The researcher will compile reports to investigate enhancements in Sumatra tourism prior to and following Si Ito Comics. The researcher employed observations, notes, cell phones, tape recorders, dictionaries, and reference books in this study to ascertain that Si Ito's comedy is suitable as a medium for promoting tourism in North Sumatra.

Data analysis was derived from consumer responses to interviews performed by researchers. The data was examined to ascertain whether Si Ito's comics may enhance tourism in North Sumatra. According to Wiersma (1991), data analysis in qualitative research involves categorization, description, and synthesis. Data reduction is essential for the characterization and analysis of the phenomenon being examined. Data analysis is the methodical evaluation of gathered data. The researcher employs descriptive and qualitative analysis to examine the data. The researcher categorizes data analysis into three segments: field data analysis, research facility data analysis, and workplace data analysis. The final phase of the procedure is its conclusion.

This study initially involved researchers marketing Si Ito Comic through both online and offline media. Subsequently, data gathering techniques were employed by monitoring potential buyers and conducting interviews that included

questions regarding their interest in reading comics. Assess the quantity of participants interested in reading Si Ito comics. The poll subsequently assessed if there was a rise in tourist trips to North Sumatra among customers who had acquired the Si Ito comic. Subsequently, following the examination of the Si Ito comics, researchers will conduct interviews with customers regarding their pleasure and interest in visiting tourism sites in North Sumatra.

Interviews serve as the cornerstone of primary data gathering in qualitative research designs. Consequently, efficient techniques for primary data collecting are necessary, with the interview approach being paramount. In qualitative healthcare research, an interview is an essential instrument (Stewart, Gill, Treasure & Chadwick, 2008). Following the examination of Si Ito comics, researchers will interview viewers of these comics to get data on the rise in tourism trips. The researcher conducted individual interviews with each reader, posing a set of questions designed to gather data on the increase of tourism visits to North Sumatra. During the examination of Si Ito's comics, participants will be recorded using a tape recorder, accompanied by documentation between the researcher and the interviewer. To encourage tourism in North Sumatra, comic book readers will be surveyed regarding Si Ito's comics.

RESULTS AND DISCUSSION

Si Ito comics are created in Medan City, North Sumatra, at a setting abundant in natural beauty (Riana, 2017). North Sumatra possesses 80 garbage banks, 82 waste disposal sites, and many integrated recycling trash disposal facilities. Under these conditions, the raw materials for Si Ito comics are easily accessible and possess the capacity to create sustainable business and extensive market prospects. Comic Si Ito has teamed with Kepul.id, the leading startup in Medan specializing in the sale of old paper. Kepul is a corporation that acquires recycled materials, including crude oil, cardboard, paper, metal, and various other waste products. PT. Indonesia Bebas Sampah exerts a significant influence over the company. Recycled garbage will be gathered and processed to produce a reusable product.

The subsequent benefits are associated with Si Ito comics: The Si Ito comic narrates the tale of tourism in North Sumatra. Si Ito's comic is supplemented by an application that showcases musical instruments from the North Sumatra region. Ulos and Songket textiles are featured in printed comics. Comics produced from recycled paper and encased in paper bags The comic's narrative is conveyed in two languages: Indonesian and English.

The researcher performed interviews with both international and domestic visitors at Maimun Palace, Raya Mosque, Lake Toba, and Bukit Lawang. The interviewers conducted interviews with 123 members of the general population. The graphic below illustrates the findings from interviews performed by researchers.

In Figure 2 we can see a diagram illustrating the results of a market survey on the use of Si Ito Comics

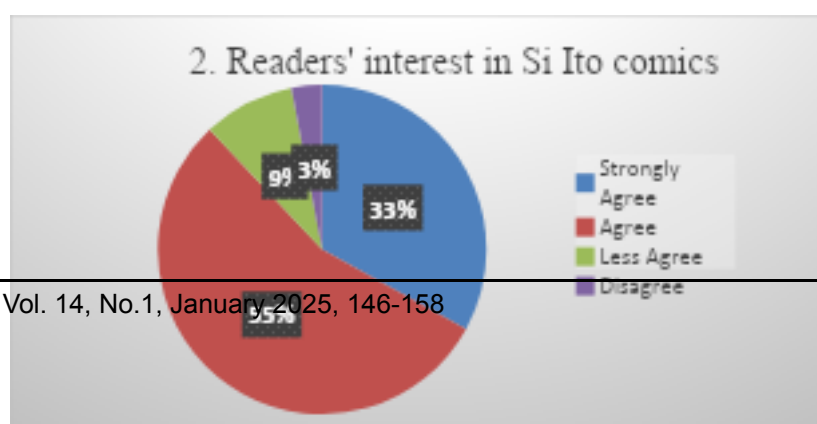


Figure 2. Reader interest diagram

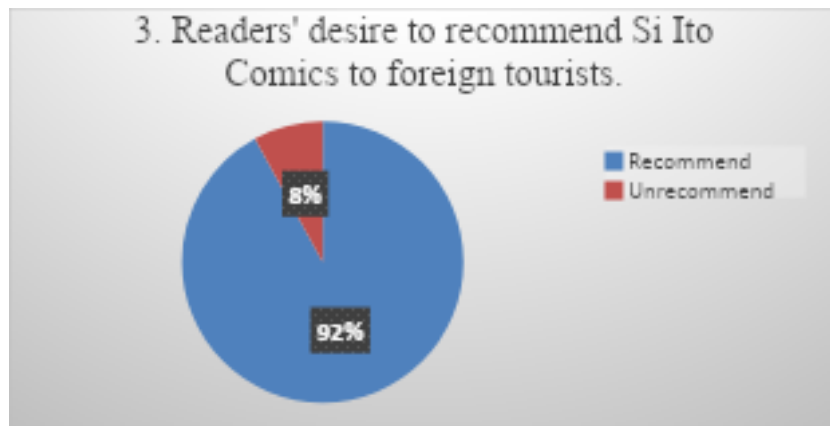


Figure 3. Readers' interest in recommending Si Ito Comics is depicted in a diagram.

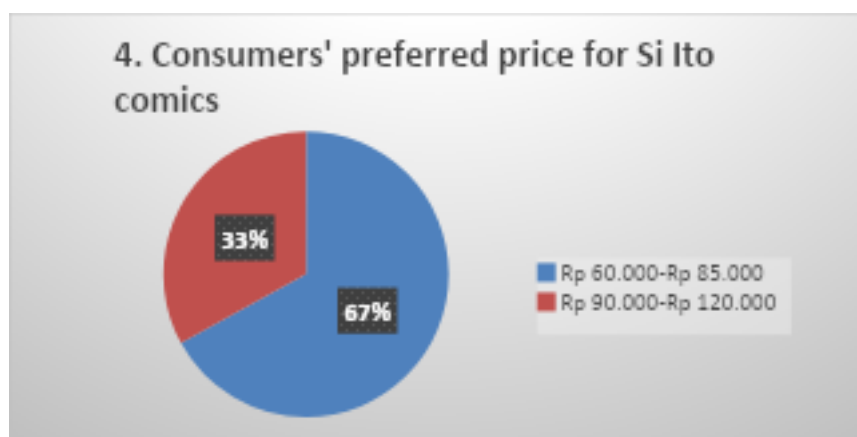


Figure 4. Consumer price survey results diagram

Evaluate business prospects by utilizing Google Forms to perform online market surveys. A total of 123 participants replied, comprising 86 women and 37

males, aged between 10 and 30 years. Fifty-three percent indicated that comics may serve as a vehicle for promoting North Sumatra tourism internationally; thirty-three percent expressed strong agreement; eleven percent deemed it inappropriate; two percent also found it unsuitable; and one percent suggested it could be feasible if the comics were available online.

Approximately 33% of respondents expressed a strong curiosity, 55% indicated they would read and purchase the Si Ito comic invention, which is produced from recycled paper and features a comic application, if it became available, while 9% reported a lack of interest, and 3% also stated they were not interested. Moreover, 92% of participants would endorse the Si Ito comic to their friends residing overseas for purchase and reading, whilst the remaining 8% would not.

Si Ito's comics were anticipated by 67% of potential customers to be priced between Rp. 60,000 and Rp. 85,000, whilst 33% predicted a price range of Rp. 90,000 to Rp. 120,000. The complete survey results are available at <http://bit.ly/Hasilsurveikomikito>. According to the literature, Indonesian individuals exhibit a considerable interest in comics, as seen by the significant influx of imported comics into Indonesia (Putra and Yasa, 2019). Furthermore, obsolete paper trash can be recycled, hence imparting economic value (Djunaidi, 2018). Si Ito's comics mostly cater to domestic and international tourists intending to visit or presently exploring North Sumatra. Specifically comics for individuals aged 10 to 30. The poll results indicate that Si Ito's comics enterprise possesses significant potential within the creative industry. It not only offers profit prospects but also enhances the international promotion of North Sumatra tourism and mitigates paper waste.

Si Ito's comics have been extensively disseminated. Readers of Si Ito's comics have provided favorable reviews. Mr. Dr. Indra Cahya Uno, the creator of the OK OCE Indonesia Social Movement, extended his congratulations on the publishing of the Si Ito Comic in 2022. Moreover, numerous tourists provided feedback after perusing Si Ito's cartoons. Dzafali from Palestine, a tourist, remarked that after perusing Si Ito's comics, he developed an interest in visiting a tourist attraction in North Sumatra, specifically the Maimun Palace and the Grand Mosque.

Hana and Amanda from the Netherlands expressed their admiration for Si Ito Comics. Domestic helicopter tourists from Manado reported that after purchasing and reading Si Ito comics, they developed a desire in visiting tourist attractions in North Sumatra, particularly Lake Toba. Children also appreciate Si Ito comics. Arsal Fahmi, a fifth-grade pupil at SD Al Hijrah 2 Deli Serdang, expressed his admiration for Si Ito cartoons.

This study seeks to ascertain the efficacy of the Si Ito comic as a promotional tool for enhancing tourism in North Sumatra. The researcher created a 16 x 20 cm colored comic titled 'Si Ito: Exploration of North Sumatra (Explore North Sumatra) Series #1.' The comics simultaneously utilize two languages: English and Indonesian. Provides a detailed description of five tourism places in North Sumatra: the Grand Mosque, Maimun Palace, Bukit Lawang, Huta Ginjang, and Huta Sialagan, focusing on tourist attractions, souvenirs, and gastronomic offerings. The comic's content employs the 3R method—reduce, reuse, and recycle—and is produced from recycled paper, using fragments of Ulos and Songket fabrics on the first page.

Si Ito's cartoon is supplemented by an application showcasing musical instruments from North Sumatra. Page (ii) of the comic has instructions for utilizing

the app and scanning the QR code. The application is available for download on the Google Play Store. Each comic, enclosed in a paper bag featuring a logo, is priced at Rp. 85,000, inclusive of an application and ISBN. The Si Ito comic and its application possessed copyright, intellectual property rights, and a business identification number.

Si Ito's comics garnered a favorable reception from customers following surveys and interviews, bolstered by video testimonies from individuals of many backgrounds. They asserted that the comic could provide insights into tourism in North Sumatra. Moreover, data from the Central Bureau of Statistics indicates a rise in tourism visits to North Sumatra. In June 2022, 5,165 tourists visited; in July 2022, 7,518 tourists arrived; and in August 2022, 10,287 travelers journeyed. According to the latest data from the Central Statistics Agency, there was an additional increase of 14,195 tourist visits in January 2023 (BPS Sumut, 2021). The Si Ito comic is a contributing factor to the rise in visitor arrivals.

The results of this study correspond with other research that underscores the efficacy of creative media, including comics, as valuable instruments for tourism promotion and education. Cahyani, mardani & Widyaningsih (2023) highlighted that visual storytelling, especially via comics, can markedly increase public interest in cultural and historical sites by delivering information in an engaging and accessible manner. Likewise, the incorporation of bilingual content, as illustrated in "Si Ito: Exploration of North Sumatra Series #1," corroborates the conclusions of Nasution (2021), indicating that bilingual educational media can enhance accessibility and attract a worldwide audience while facilitating language acquisition.

The incorporation of sustainable materials, including recycled paper and traditional fabrics like Ulos and Songket, aligns with the findings of Salnikova, E., Strizhakova, Y., & Coulter, R. A. (2022), which indicate that sustainable practices in creative industries improve consumer engagement and brand perception, particularly among environmentally aware consumers. The 3R (reduce, reuse, recycle) methodology employed in Si Ito comics embodies ecological principles, hence enhancing its attractiveness to contemporary, environmentally conscious audiences.

Furthermore, the emphasis on meticulous depictions of North Sumatra's attractions, gastronomic specialties, and mementos aligns with the conclusions of Leong, et al (2024), which stress the significance of thorough cultural narratives in enhancing visitor interest and visitation. The Si Ito comic illustrates a holistic approach to tourism promotion by blending storylines with sustainable practices and bilingual storytelling.

The findings of this study confirm that the integration of creativity, cultural diversity, and environmental consciousness can substantially enhance tourism promotion. The collaboration between Si Ito and prior research underscores its capacity to both draw tourists to North Sumatra and establish a standard for employing comics as a sustainable and instructional tool within the tourism sector. Subsequent research may investigate the comic's enduring influence on visitor behavior and its contribution to enhancing cultural awareness among readers.

CONCLUSION

Sumatra possesses the potential for international appeal; yet, it necessitates media promotion to attract foreign tourists to locations in Sumatra Utara. The

Deputy Governor of North Sumatra, Musa Rajekshah, asserts that North Sumatra possesses international tourism potential that might bolster the economy. The President of Indonesia has declared Lake Toba as a key tourist attraction. The tourism promotion strategy for North Sumatra is deemed insufficient, as the Central Bureau of Statistics for North Sumatra Province reported an 85.19% decline in foreign visitor arrivals in January 2021 compared to December 2020 (BPS Sumut, 2021).

The researcher developed Si Ito Comics as a promotional tool for locations in North Sumatra. This comic is offered in two languages, Indonesian and English, to facilitate foreign tourists in reading Si Ito comics. Si Ito comics are available as an app, accessible using the QR code in the comic. Si Ito's comics utilize recycled paper, so facilitating the promotion of locations in North Sumatra while concurrently mitigating paper waste.

Tourism visits to North Sumatra are on the rise. The Central Bureau of Statistics indicates a rise in tourism visitors to North Sumatra. In June 2022, 5,165 tourists visited; in July 2022, 7,518 tourists arrived; and in August 2022, 10,287 travelers journeyed. According to the latest data from the Central Statistics Agency, there was an additional increase of 14,195 tourist visits in January 2023. The comic Si Ito contributes to the rise in tourism to locations in North Sumatra.

The researchers assert that the government can persist in facilitating an increase in tourist visits and encourage public involvement in the enhancement and development of tourism in North Sumatra. The tourist sector in North Sumatra possesses international potential. Comic Si Ito is a media venue that can enhance North Sumatra's recognition among international tourists. Consequently, the researchers invite readers to enhance tourism in North Sumatra via innovative and widely recognized media.

In addition to comics, the younger generation can develop additional initiatives that will enhance tourism in North Sumatra. This represents one of our contributions to the government, with the potential to generate several employment opportunities. The experts anticipate that the rise in tourist visits to North Sumatra will continue with the advent of Comic Si Ito. This research can serve as a reference for readers conducting inquiries into the development of new media aimed at enhancing tourism in North Sumatra.

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