

INTISARI

Pulau Belakang Padang merupakan kecamatan tertua di Kota Batam yang menyimpan kekayaan sejarah panjang sebelum terbentuknya Kota Batam. Pulau ini didominasi oleh penduduk lokal yang masih sangat konsisten mempertahankan identitas kebudayaan Melayu yang autentik dalam berbagai aspek kehidupan sehari-hari. Meski data statistik menunjukkan bahwa kunjungan wisatawan ke wilayah ini mengalami peningkatan pascapandemi, sayangnya ragam warisan budaya tersebut belum terekspos secara maksimal. Kunjungan wisatawan sering kali hanya terpusat pada satu titik objek wisata saja karena minimnya panduan informasi wisata berbasis digital. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi komponen destinasi pariwisata (*Attraction, Accessibility, Amenities, Available Packages, Activities, Ancillary Services*) dan merancang sebuah *travel e-guidebook* sebagai solusi informasi digital. Penelitian ini menggunakan metode kualitatif deskriptif, proses pengumpulan data dilakukan melalui observasi lapangan, wawancara semi-terstruktur, dan dokumentasi untuk merumuskan konsep perancangan media. Dari hasil identifikasi, ditemukan atraksi budaya berwujud (seperti Pos AL Sambu, Kantor Camat pertama, Kantor Imigrasi II Belakang Padang, Komplek Kantor Polisi Belakang Padang, Vihara Dharma Bakti, dan Makam Sunan Thulub) serta atraksi budaya tak berwujud (seperti tradisi Makanan Berhidang, Budaya Balas Pantun, Tepuk Tepung Tawar, Tari Persembahan Kawin, Silat Pengantin, Bahasa Melayu, dan Cerita Rakyat “Legenda Batu Berantai”). Komponen aksesibilitas (Bus Trans Batam, perahu pancung, ojek sepeda motor, dan becak) serta amenities (homestay, restoran lokal, dan tempat rekreasi) juga berhasil dipetakan secara lengkap. *Travel e-guidebook* dirancang menggunakan platform *ArcGIS StoryMaps* yang mengintegrasikan narasi deskriptif, galeri fotografi, dan peta interaktif berbasis WebGIS. Desainnya menerapkan tata letak *picture window layout* dengan palet warna bernuansa *heritage* klasik krem muda, cokelat tua, kuning keemasan, dan biru laut serta kombinasi tipografi yang elegan dan historis. Melalui implementasi *Responsive Web Design*, panduan pariwisata ini dapat diakses dengan mudah melalui perangkat apa pun. *Travel E-guidebook* ini diharapkan dapat berfungsi sebagai panduan mandiri (*self-guide*) bagi wisatawan.

Kata Kunci: *Travel E-Guidebook*, Wisata Warisan Budaya, Komponen Destinasi Pariwisata, Pulau Belakang Padang, *ArcGIS StoryMaps*.

ABSTRACT

Belakang Padang Island is the oldest district in Batam City, harboring a rich and lengthy history that predates the formation of Batam City itself. The island is predominantly inhabited by locals who consistently maintain an authentic Malay cultural identity across various aspects of their daily lives. Although statistical data indicates an increase in tourist arrivals to this area post-pandemic, this diverse cultural heritage unfortunately remains under-exposed. Tourist visits are often concentrated at a single attraction point due to the lack of digital-based tourism information guides. Therefore, this study aims to identify tourism destination components (Attraction, Accessibility, Amenities, Available Packages, Activities, Ancillary Services) and design a travel e-guidebook as a digital information solution. This research employs a descriptive qualitative method, with data collection conducted through field observations, semi-structured interviews, and documentation to formulate the media design concept. The identification results reveal tangible cultural attractions (such as the Sambu Naval Post, the first Sub-district Office, the Class II Belakang Padang Immigration Office, the Belakang Padang Police Station Complex, Dharma Bakti Temple, and the Tomb of Sunan Thulub) as well as intangible cultural attractions (such as the Makanan Berhidang tradition, Balas Pantun culture, Tepuk Tepung Tawar, Tari Persembahan Kawin, Silat Pengantin, the Malay language, and the "Legend of Batu Berantai" folklore). Accessibility components (Trans Batam buses, perahu pancung wooden boats, motorcycle taxis, and pedicabs) and amenities (homestays, local restaurants, and recreational spots) were also comprehensively mapped. The travel e-guidebook is designed using the ArcGIS StoryMaps platform, integrating descriptive narratives, photographic galleries, and WebGIS-based interactive maps. The design applies a picture window layout featuring a classic heritage color palette of light cream, dark brown, golden yellow, and ocean blue, combined with elegant and historic typography. Through the implementation of Responsive Web Design, this tourism guide can be easily accessed from any device. This travel e-guidebook is expected to serve as a self-guide for tourists and a medium for disseminating and preserving local cultural wealth.

Keywords: Travel E-Guidebook, Cultural Heritage Tourism, tourism components Belakang Padang Island, ArcGIS StoryMaps.