Interpretation Meets Community: A Showcase of Student Works in Tawau's Rural Tourism

Mohamad Zulhilmy Bin Mohamad Yusop
Rosilah Bt Man

Politeknik Tawau Sabah

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A special thanks goes to the communities of *Kampung Tinagat*, *Kampung Batu Payung*, and *Kampung Membalua* for their warm welcome and cooperation. Their cultural heritage and local insights were invaluable in shaping the development of this interpretive media project.

I would also like to acknowledge the contribution of **Rosilah Bt Man**, who served as Co-Author, for her valuable support and input in the development of the written content.

To the students of the *Visitor Interpretation Services* course — your creativity, teamwork, and effort are deeply appreciated. This eBook stands as a testament to your success in connecting academic knowledge with meaningful, community-based tourism experiences.

To support the writing and design process, digital tools such as ChatGPT by OpenAI, Gemini by Google, and Canva were used. These tools assisted in drafting ideas, refining language, and developing the layout and visuals. All ideas, structure, and final content were developed and finalized by the author.

May this publication serve as both a record of innovation and a source of inspiration for future projects.

Mohamad Zulhilmy Bin Mohamad Yusop
Author & Editor
2025

Preface

Community-based tourism (CBT) offers a unique platform for empowering rural communities while promoting authentic cultural and natural experiences for visitors. This e-book presents the outcomes of a student-driven initiative by the Diploma in Tourism Management programme, Polytechnic of Tawau Sabah, under the Visitor Interpretation Services course. The project showcases interpretive media works implemented across three rural villages in Tawau - *Kampung Tinagat*, *Kampung Batu Payung*, and *Kampung Membalua*.

The primary objective of this project was to foster meaningful engagement between tourism students and local communities, with a focus on developing interpretive tools such as brochures, buntings, and promotional videos. These materials aim to enhance visitor experiences by providing accessible, educational, and culturally sensitive information about the destinations.

Through collaborative fieldwork, creative design, and contextual storytelling, students from Polytechnic of Tawau Sabah have produced materials that reflect both the identity of the communities and the essence of interpretation in tourism. This e-book serves as a documentation of their efforts, creativity, and commitment to supporting sustainable rural tourism in Sabah.

We hope this publication inspires future tourism initiatives and highlights the value of integrating academic learning with real-world community engagement.

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Introduction

Overview of Visitor Interpretation Services Course

The Visitor Interpretation Services course is one of the core subjects in the Diploma in Tourism Management at Politeknik Tawau Sabah. It focuses on developing students' abilities to communicate effectively with tourists through the use of interpretive media. Students learn to create content that not only informs, but also connects emotionally and intellectually with visitors — using tools such as banners, brochures, and promotional videos. The course encourages creativity, storytelling, and the application of technology to deliver meaningful tourism experiences.

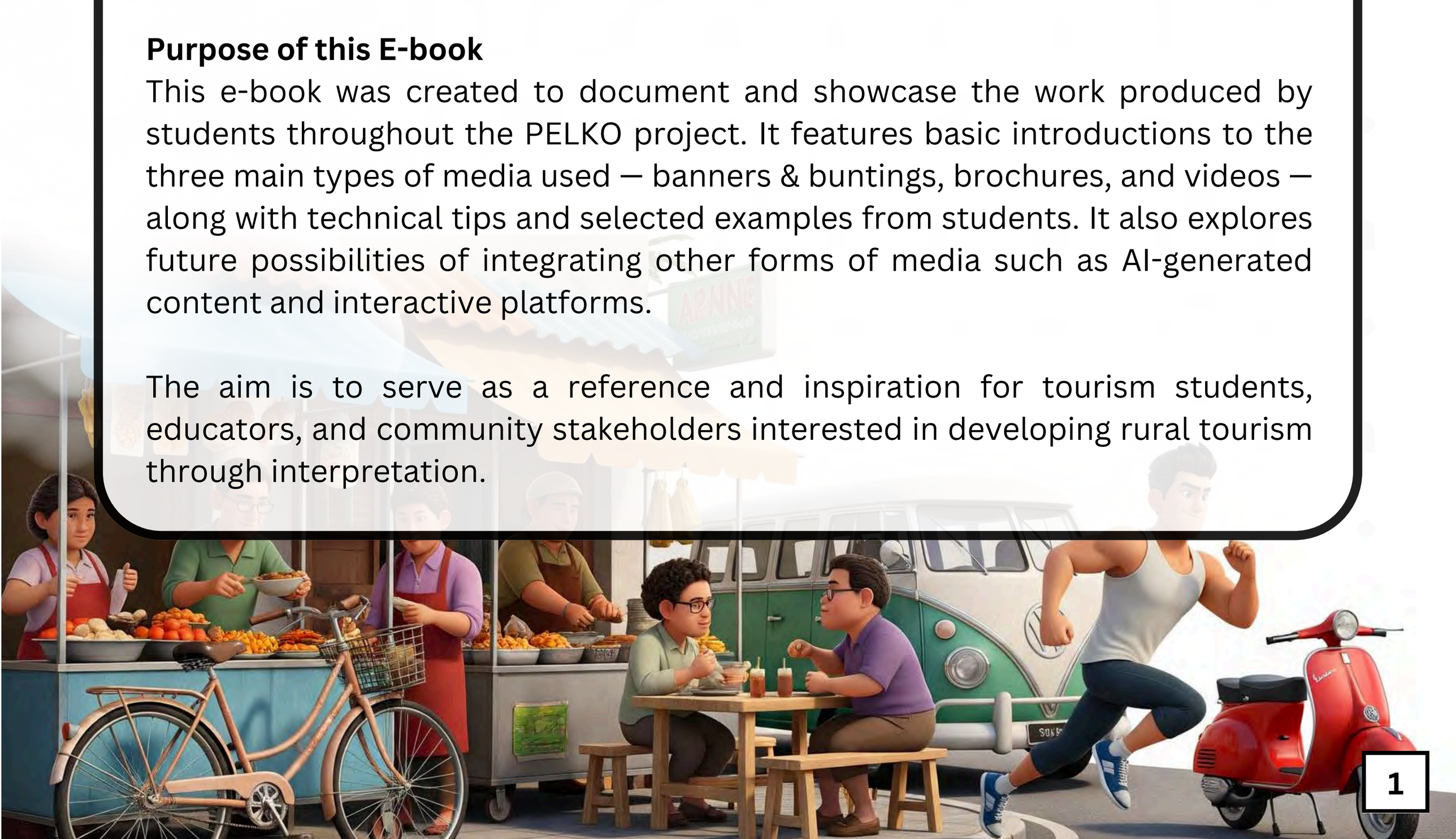
Community Tourism Project (PELKO) in Tawau

As part of the practical component of the course, a community-based tourism project (PELKO) was carried out in three rural villages: *Kampung Tinagat*, *Kampung Batu Payung*, and *Kampung Membalua*. These villages were selected based on their unique cultural identity and potential for tourism development. Students engaged with local communities to understand their heritage, environment, and stories — and then transformed those insights into visual and digital interpretive materials. The project provided hands-on experience in cultural sensitivity, fieldwork, and communication planning.

Purpose of this E-book

This e-book was created to document and showcase the work produced by students throughout the PELKO project. It features basic introductions to the three main types of media used — banners & buntings, brochures, and videos — along with technical tips and selected examples from students. It also explores future possibilities of integrating other forms of media such as AI-generated content and interactive platforms.

The aim is to serve as a reference and inspiration for tourism students, educators, and community stakeholders interested in developing rural tourism through interpretation.



The Role of Interpretive Media

What is Interpretive Media?

Interpretive media refers to any visual, printed, or digital material used to convey information, stories, and meanings in a way that helps visitors understand and appreciate a destination. It can take the form of banners, buntings, brochures, signage, videos, and even interactive digital platforms. Rather than just listing facts, interpretive media aims to create a deeper connection by presenting information in a way that is engaging, accessible, and culturally relevant.

Why It Matters in Community-Based Tourism

In community-based tourism, interpretation plays a crucial role in bridging the gap between visitors and local communities. Effective interpretive media helps tell the stories of the people, culture, and environment — giving visitors a meaningful experience and encouraging respect for local values. It also helps small rural destinations, like *Kampung Tinagat*, *Kampung Batu Payung*, and *Kampung Membalua*, to present themselves professionally and stand out in the tourism market.

Interpretation also empowers the community by giving them a voice. When locals are involved in shaping the stories told to tourists, the content becomes more authentic and sustainable.

Integration into Tourism Education

Teaching interpretation in tourism education prepares students to become creative communicators and responsible tourism professionals. Through courses like Visitor Interpretation Services, students learn how to research, design, and produce media that reflects the unique identity of a place. It combines elements of storytelling, cultural awareness, graphic design, and technical skills — which are highly relevant in today's tourism industry.

By integrating real-world projects like PELKO into the curriculum, students get to apply their learning directly in the field, collaborate with communities, and produce meaningful outputs. Interpretive media becomes both a learning tool and a vehicle for community empowerment.

Banner & Bunting

Understanding Banner & Bunting in Tourism

Definition and Function

Banners and buntings are visual communication tools commonly used in tourism to attract attention and deliver clear, concise messages to visitors. A banner is usually a large horizontal or vertical printed display used at entrances, events, or tourist sites. A bunting is typically smaller, vertical, and placed in high-traffic or strategic areas.

In tourism, both serve the function of informing, promoting, and creating visual appeal. They can highlight cultural themes, promote events, showcase local attractions, or direct tourists to specific activities. Their simplicity and visual impact make them highly effective for delivering key messages quickly and memorably.

Importance in Rural Tourism Visibility

For rural destinations, especially those still developing their tourism identity, banners and buntings play an important role in creating visibility and presence. These materials help communities like *Kampung Tinagat*, *Kampung Batu Payung*, and *Kampung Membalua* to present themselves professionally and proudly to visitors.

They are cost-effective and easy to produce, making them accessible for small tourism operators. When designed well, they not only inform but also create a strong first impression — showcasing local identity, colours, culture, and values. This contributes to branding, sense of place, and pride among community members, while guiding and engaging tourists effectively.

How to Design Banners & Buntings Effectively

1 Planning the Message and Layout

Outline what to say, keep it short and impactful, and plan where each element will go.

2 Selecting Colours, Fonts, and Images

Use appropriate colours, readable fonts, and high-quality images to reflect the place and message.

3 Designing with Clarity and Simplicity

Ensure everything is easy to see, read, and understand — avoid clutter and too much text.

4 Reviewing and Refining the Visual

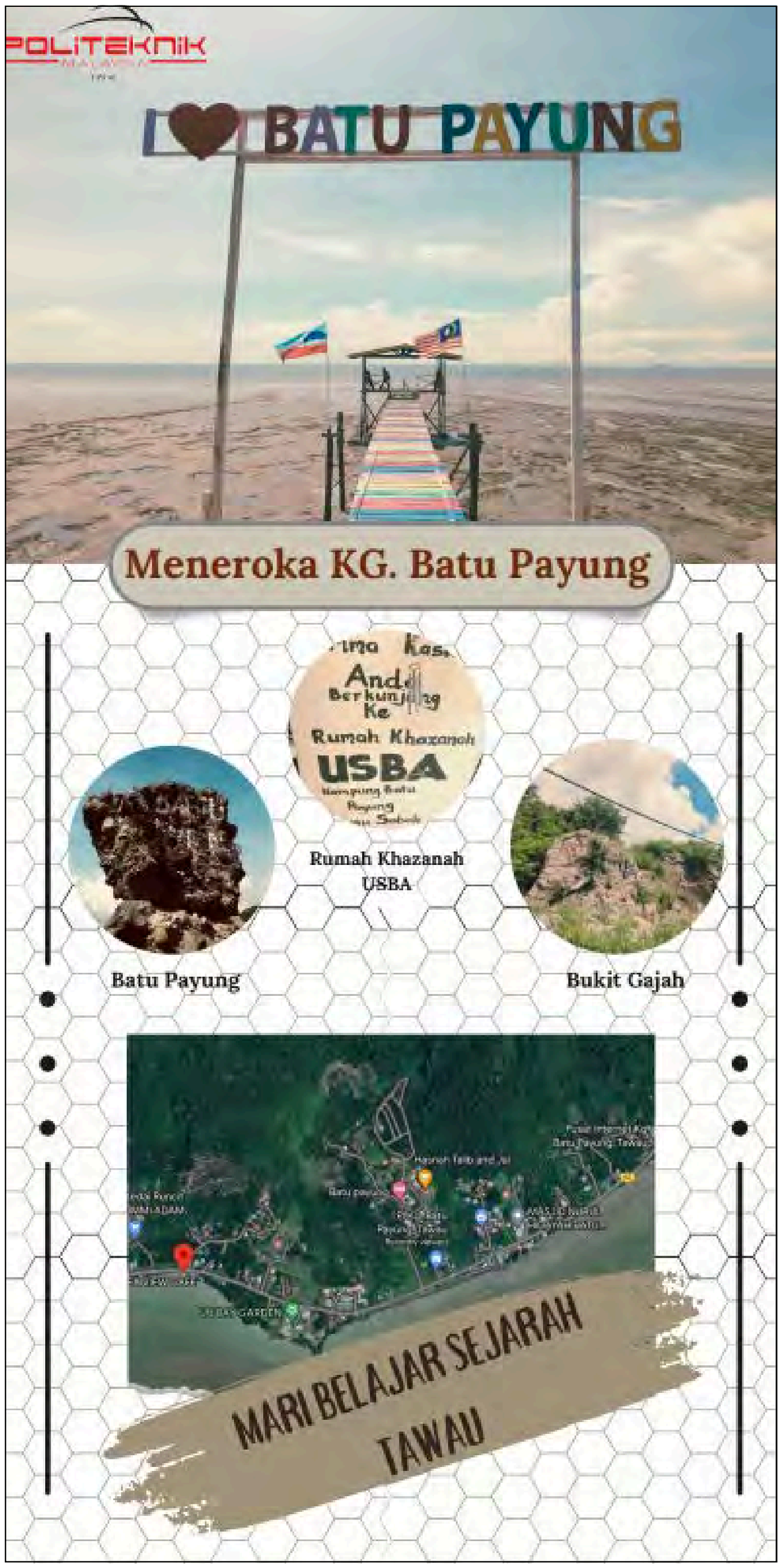
Check alignment, spacing, contrast, and consistency before finalising the design.

5 Preparing the File for Printing or Display

Ensure correct sizing and quality for clear printing or digital use.

Student Showcase: Bunting Gallery

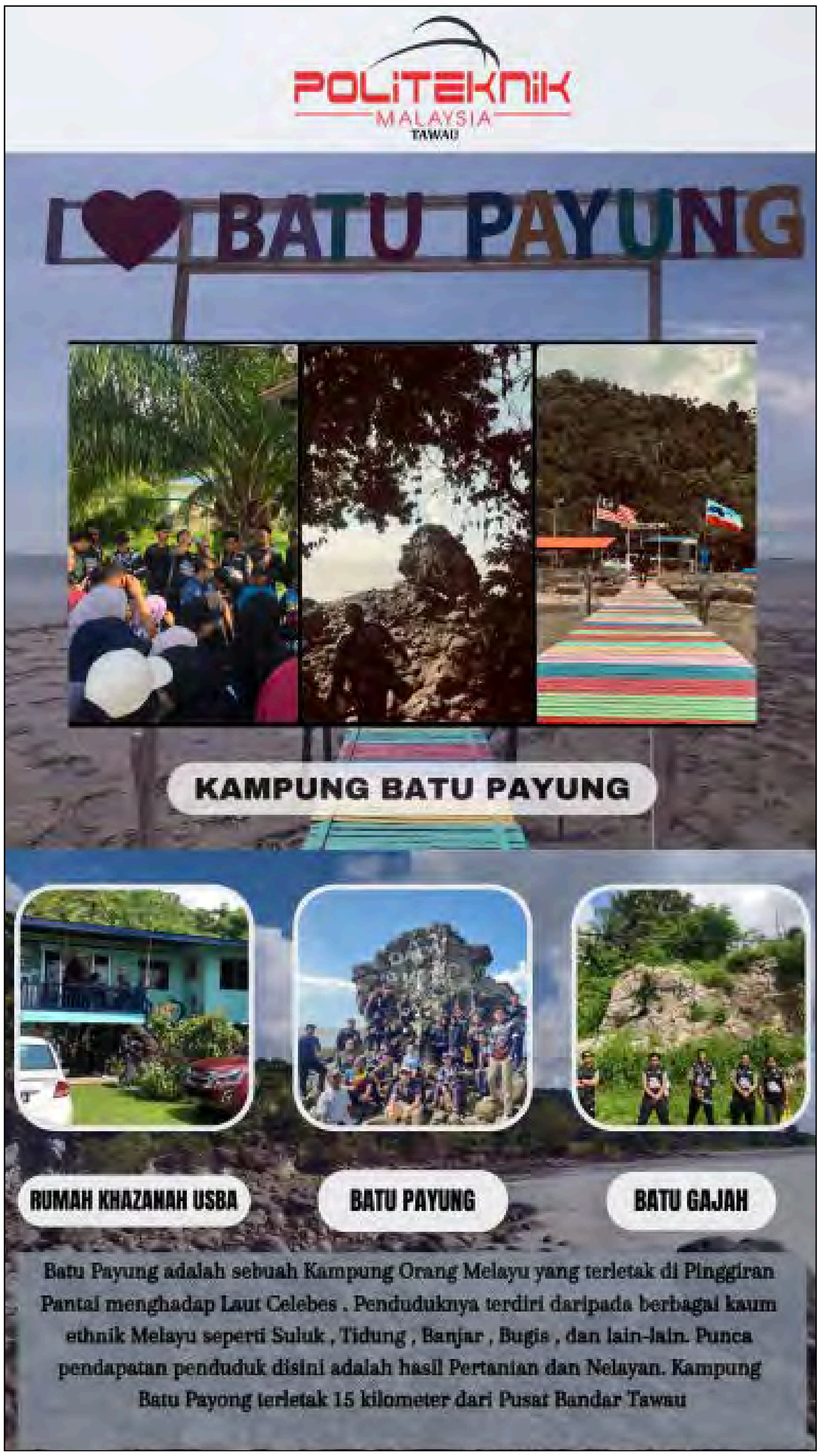
Batu Payung - **Amazonia**



Batu Payung - **Belerick**

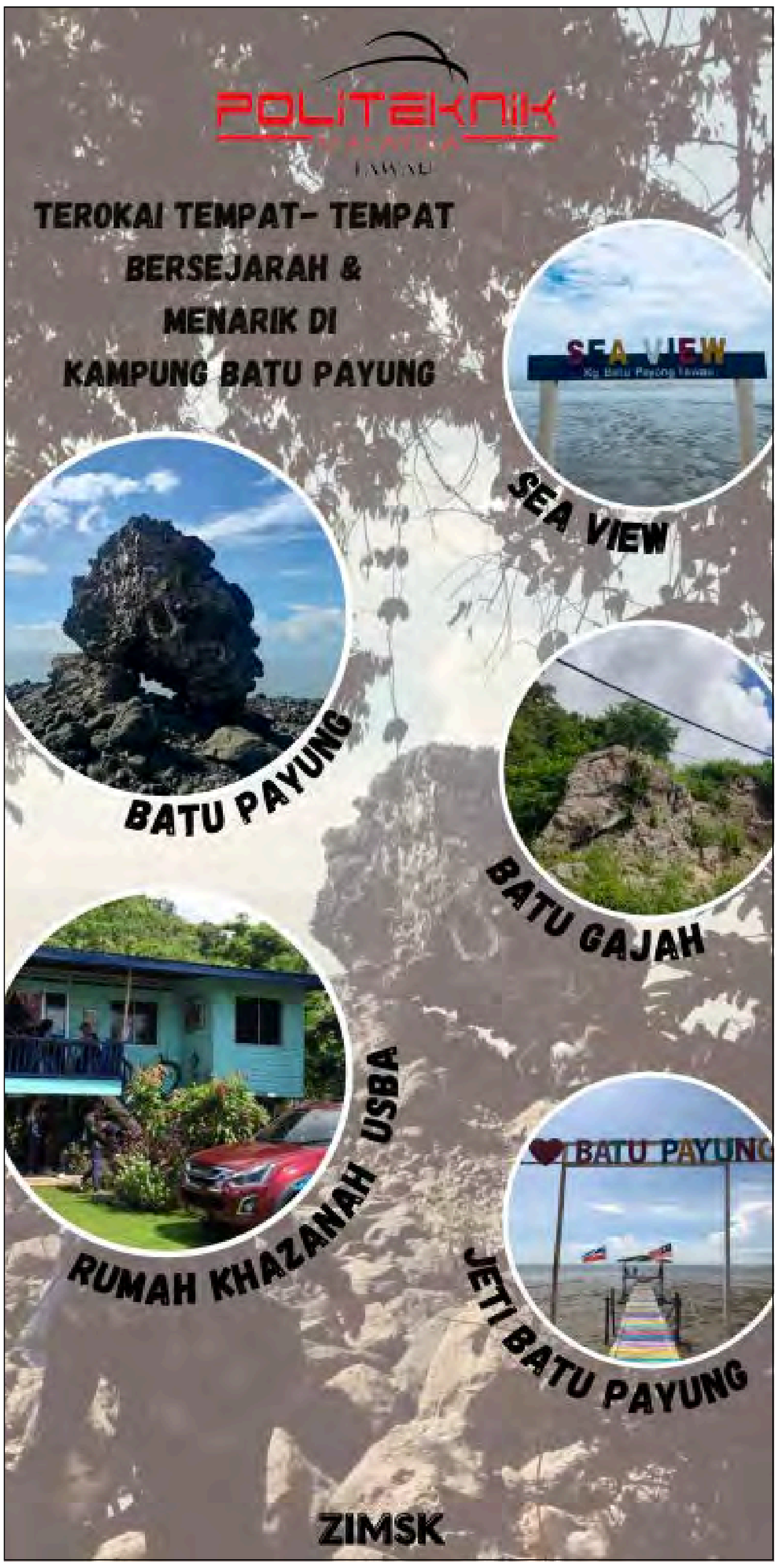
Student Showcase: Bunting Gallery

Batu Payung - **Fattayat**



Batu Payung - **Titan**

Student Showcase: Bunting Gallery

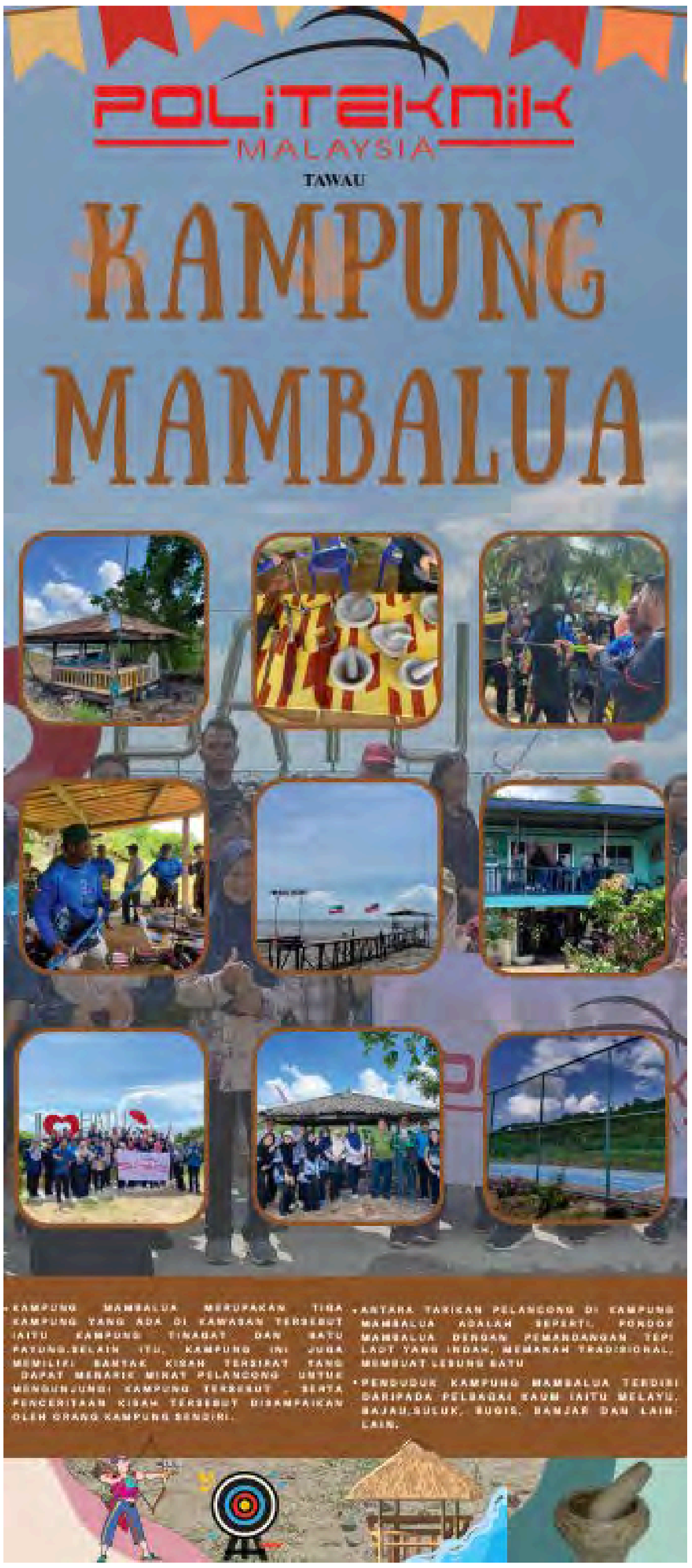


Batu Payung - **Zimks**

Batu Payung - **Didiers**

Student Showcase: Bunting Gallery

Membalua - **La Florela**



Membalua - **Panthera**

Student Showcase: Bunting Gallery

Membalua - **Sumandak**

Tinagat - **Benji**

Student Showcase: Bunting Gallery

Tinagat - **Fantastic4**

Tinagat - **Power Flona**

Student Showcase: Bunting Gallery

Tinagat - **Rafflesiaceae**

Tinagat - **Wacana**

Brochure

What Makes a Good Tourism Brochure?

Purpose and Structure

A tourism brochure is a printed or digital document that provides visitors with key information about a destination. Its purpose is to educate, promote, and persuade — by giving tourists a quick overview of what to see, do, eat, and experience. It also acts as a souvenir or guide that visitors can refer to during their stay.

A well-structured brochure usually contains:

- **Cover Page** – Title, location, and an eye-catching image
- **Introduction/Welcome Message** – Brief overview of the place
- **Main Sections** – Highlights, maps, local attractions, events, food, culture
- **Contact Info/QR Codes** – To guide visitors for bookings or further info

Tourism brochures must balance text and visuals while maintaining clear sections so readers can easily scan and find what interests them.

Types of Brochures for Community Tourism

In community-based tourism, brochures come in several practical formats depending on printing budget, content length, and purpose:

- **Single-Fold Brochure:** A single sheet folded once (bifold), suitable for short introductions and simple event promotion.
- **Tri-Fold Brochure:** The most common type. It folds into three sections, offering six panels for content. Ideal for village tourism guides, maps, and cultural highlights.
- **Booklet Brochure:** A multi-page format, often stapled like a mini-book. Suitable for detailed storytelling, itineraries, community profiles, or multiple attractions in one area.

Each type offers a different approach to storytelling and should match the needs of the destination and the available resources of the community.

How to Design Brochures Effectively

1 Planning the Content and Sections

Decide what to include: welcome messages, maps, attractions, local culture.

2 Choosing Visuals and Layout Design

Place images strategically and maintain visual flow across sections.

3 Writing Clear and Engaging Text

Use short paragraphs, bullet points, and tourist-friendly language.

4 Editing for Accuracy and Consistency

Check for spelling, alignment, and tone consistency throughout.

5 Final Preparation for Print or Digital Sharing

Ensure print-ready formatting or export for online use.

Student Showcase: Brochure Gallery

HISTORY

Sejarah Tawau tidak diketahui dengan jelas permuloannya terutamanya sebelum tahun 1890-an. Mengikut sejarah silamnya semasa kewujudan Tawau sebagai sebuah perkampungan nelayan seratus tahun dahulu, terdapat juga sebuah penempatan Melayu Islam tertua di Kalabakan yang pada ketika itu di bawah naungan Kesultanan Bulungan-Tarakan. Pemimpin mereka pada masa itu ialah Bujong Seripa yang kemudian digantikan oleh adiknya Imam Salleh (1923-1958). Selain dari kerajaan Kesultanan Sulu yang menguasai tanah jajahan di kawasan utara Borneo , terdapat juga beberapa kawasan jajahan yang dikuasai oleh Kesultanan Bulungan (yang berpusat di Tanjung Palas) dan Kerajaan Tidung Tengara (yang berpusat di Tarakan).
Mengikut sejarahnya sebelum kedatangan British lagi, telah wujud pemimpin-pemimpin Melayu yang berwibawa dan sangat dihormati. Antaranya Imam Sabah (Apas) , Bujong Seripa (Kalabakan) dan Datu Alun (Serudung).

5

LOCATION

KAMPUNG BATU PAYUNG, TAWAU SABAH, 91000 TAWAU, SABAH, MALAYSIA

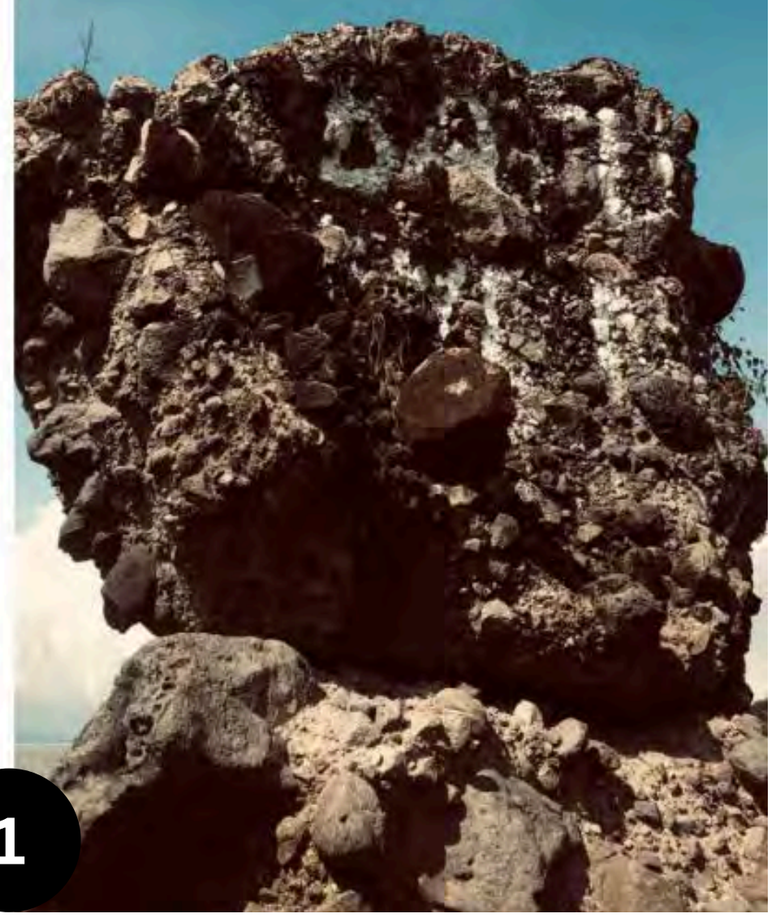
089-950 500

Admin@politawau.edu.my

KM 36, Jalan Apas Balung, 91000 Tawau

6

BATU PAYUNG



1

ATTRACTION

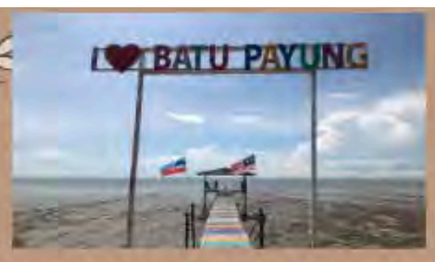
1. PANTAI BATU PAYUNG

Batu Payung dipanggil kerana guni di pantai yang kelihatan seperti payung perkataan Melayu 'payung' bermaksud payung.
Batu Payung dipenuhi dengan tayar kelapa dan pantai. Masyarakat yang tinggal di Batu Payung ialah nelayan dan pekebun kecil.
Batu Payung di Tinagat merupakan mercu tanda sejarah peneroka awal yang mendarat di sini.

2. BATU GAJAH

Batu gajah ini terletak di kampung tinagat jalan apas tawau sabah diantara jambatan pantai dengan pantai batu payung ia juga merupakan salah satu pusat tarikan kepada pelancong. Hal ini demikian kerana dengan bentuknya yang unik dan sama bentuk binatang yang tterbesar iaitu bentuk binatang gajah yang sedang berdiri. Selain tiu, juga aktiviti kita boleh mengambil gambar bersama keluarga sebagai tanda kenangan ianya juga view yang sangat cantik .

2



3. JAMBATAN PANTAI BATU PAYUNG

Pantai Tinagat, Batu Payung, Tawau, Sabah merupakan salah satu pantai yang menarik perhatian pengunjung warga Tawau terutamanya di waktu petang. Port memancing, berjogging dan berbasikal sepanjang jalan tepi pantai. Memang indah dan nyaman dengan persekitaran tepi pantainya untuk mencari ketenangan dihujung minggu. Sambil bersantai di sekitar tepi pantai juga anda boleh membeli ikan,udang,kerang, ikan masin, dan makanan sambil santai-santai menikmati udara tepi pantai yang nyaman..

4. RUMAH KHAZANAH USBA

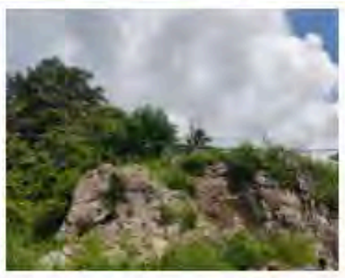
Usba bermaksud usaha sabturani bin angsa. Rumah tersebut terletak di kampung tinagat atau lebih dikenali Om pacik malaysia, beliau berumur 74 tahun ianya juga merupakan rumah yang banyak informasi terdahulu mahupun sejarah terdahulu yang dapat kita pelajari. Selain itu, beliau juga telah menetap di rumah tersebut pada tahun 1948 lagi dan banyak khazanah warisan turun temurun yang diwarisi dari keluarga beliau sebagai contoh telephone dahulu, alat muzik seperti gong, ,esin taip, iron baju dan lain-lain.Hal ini demikian beliau telah diiktiraf oleh pihak pesatuan kebangsaan melayu tawau.

3

OPERATION HOUR

8:00am - 5:00pm

MONDAY - SUNDAY



JOM NIKMATI PERJALANAN ANDA DENGAN PEMANDANGAN INDAH DI KAMPUNG BATU PAYUNG

4

Student Showcase: Brochure Gallery

Batu Payung - **Amazonia**

Batu Payung - **Belerick**

Batu Payung - **Fattayat**

Student Showcase: Brochure Gallery

Batu Payung - **Zimks**

Membalua - **Didiers**

Membalua - **La Florela**

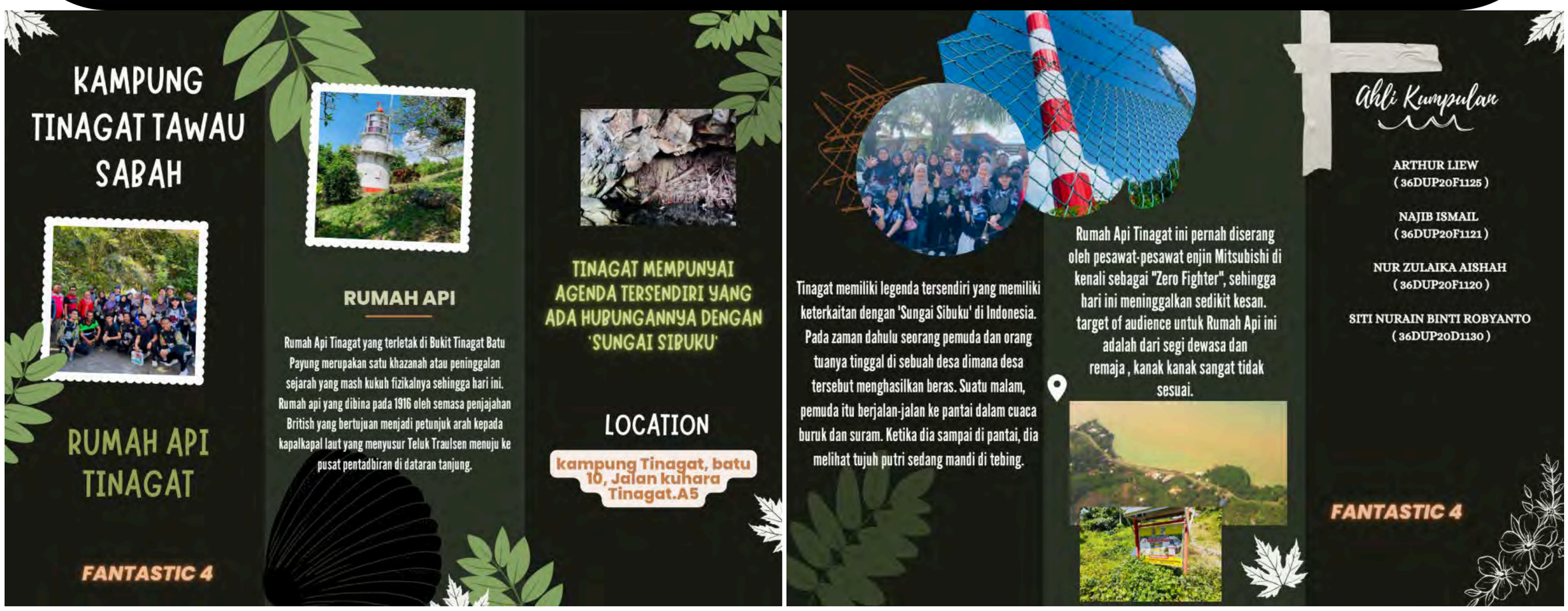
Student Showcase: Brochure Gallery

Membalua - **Panthera**

Membalua - **Sumandak**

Tinagat - **Rafflesiacea**

Student Showcase: Brochure Gallery



Tinagat - **Fantastic4**

Tinagat - **Power Flona**

Tinagat - **Wacana**

Student Showcase: Brochure Gallery

Tinagat - **Benji**

Video

Video as an Interpretive Medium

The Power of Storytelling Through Video

Video is one of the most powerful tools in tourism interpretation. Unlike static visuals or printed materials, video combines movement, sound, and emotion to bring a destination to life. Through scenes of daily life, natural beauty, and local traditions, videos can immerse viewers and make them feel connected to a place — even before they arrive.

In community tourism, video allows locals to tell their own stories, share their culture, and invite others to explore their village through a personal lens. It builds trust, interest, and curiosity among potential visitors, making it a valuable medium for rural tourism promotion.

Elements of a Good Tourism Promo Video

A successful tourism video is not just about beautiful footage. It requires clear planning and thoughtful elements, such as:

- **Script or Key Message:** A simple storyline or message that guides what the video wants to say or show.
- **Strong Visuals:** Clean, well-framed shots of scenery, people, attractions, or activities that represent the village.
- **Narration or Voice-over:** A friendly, clear voice (or subtitles) helps explain the visuals or deliver a welcoming message.
- **Background Music:** Music should suit the mood of the destination — calm, lively, cultural — without overpowering the voice or visuals.
- **Clarity and Flow:** The video should be smooth, easy to follow, and not too long. Keep it under 3 minutes for promo purposes.

When combined well, these elements create an engaging and emotional journey that encourages viewers to visit and experience the place in person.

How to Create Tourism Videos Effectively

Planning the Concept and Storyboard

Outline scenes, key messages, and sequence before filming.

Capturing Footage and Visuals

Use clear, stable shots of scenery, people, and culture.

Recording Voice-over or On-Camera Dialogue

Speak clearly and match tone with audience and message.

Editing for Flow and Impact

Cut unnecessary parts, arrange logically, and add transitions or effects if needed.

Final Output for Sharing or Screening

Export in good quality for uploading or public presentation.

Student Showcase: Video Thumbnails & Links

Batu Payung - **Amazonia**

https://www.youtube.com/watch?v=LSD-k4U_l54

Batu Payung - **Belerick**

https://www.youtube.com/watch?v=FtVeIREG-D0

Batu Payung - **Fattayat**

https://www.youtube.com/watch?v=EF2VVO350uU

Batu Payung - **Titan**

https://www.youtube.com/watch?v=RSbwFgW2D8k

Batu Payung - **Zimks**

https://www.youtube.com/watch?v=MBGdr9LR9_U

Membalua - **Didiers**

https://www.youtube.com/watch?v=Bl3lNgmB8zg

Student Showcase: Video Thumbnails & Links

Membalua - **La Florela**

https://www.youtube.com/watch?v=1myFOi7FLvY

Membalua - **Sumandak**

https://www.youtube.com/watch?v=NrUHhl7CZhw

Membalua - **Panthera**

https://www.youtube.com/watch?v=dzm0fV1dsqc

Tinagat - **Benji**

https://www.youtube.com/watch?v=gbBH06xydxM

Tinagat - **Fantastic4**

https://www.youtube.com/watch?v=rCr18QEVUl8

Tinagat - **Power Flona**

https://www.youtube.com/watch?v=EpcznBH_fZA

Student Showcase: Video Thumbnails & Links

Membalua - **La Florela**

https://www.youtube.com/watch?v=1myFOi7FLvY

Membalua - **Sumandak**

https://www.youtube.com/watch?v=NrUHhl7CZhw

To watch all videos related to PELKO Tawau, please visit the official YouTube channel at: https://www.youtube.com/@PELKOTawau

Bonus: Video Thumbnail & Link

Official Montage: Launch of PELKO Project in Tawau - **Author**

https://www.youtube.com/watch?v=g-RucsdzlHo

Future Media in Tourism – Innovation, AI, and Community Hope

A New Way to Share

Tourism is now powered by technology. Instead of only using posters or brochures, villages can share their stories through videos, websites, and social media. This helps more people discover rural places, even from far away.

Smart Tools: AI and Virtual Experiences

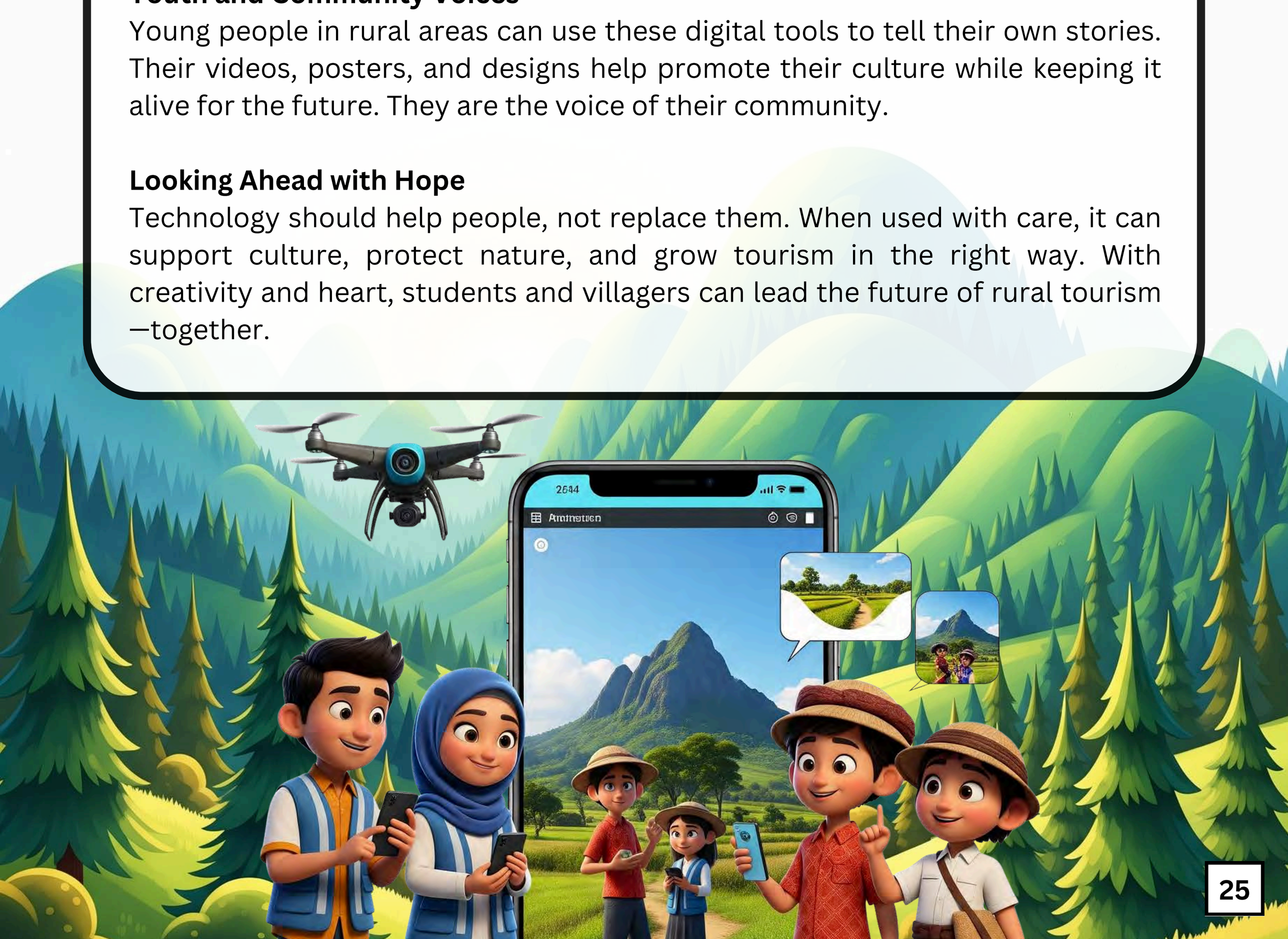
AI, or Artificial Intelligence, can help create brochures, write captions, translate languages, and improve photos or videos. It saves time and makes content better. At the same time, virtual tools like online tours and Augmented Reality (AR) allow tourists to explore kampungs without being there. These tools bring culture to life in fun and creative ways.

Youth and Community Voices

Young people in rural areas can use these digital tools to tell their own stories. Their videos, posters, and designs help promote their culture while keeping it alive for the future. They are the voice of their community.

Looking Ahead with Hope

Technology should help people, not replace them. When used with care, it can support culture, protect nature, and grow tourism in the right way. With creativity and heart, students and villagers can lead the future of rural tourism —together.



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Appendix A - List of Contributors

Students of Session 1: 2022/2023

GROUP 1: RAFFLESIACEAE
- KARYSMA EVYANA ANAK JEMAT
- WILFRED WILLIAM
- UMMU HANI AMIRAH BINTI HAMIS
- NURSABELLAH BINTI ABD SAMAH
- TRACIA BIDAH ANAK JULIN

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- CORNELIUS CELESTINE
- MOHD KHAIRUL ISYRAQ HAQEEM BIN KEFLI
- AG SHAIDPUTRA BIN AG LAHAP

GROUP 3: THE DIDIERS
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- NURRAFIDAH BINTI SUDIN
- SITI NUR SUHANA BINTI LUKAS
- NUR ASYRANI BINTI SAINUDDIN
- SURAYA BINTI BAHARUDDIN

GROUP 4: WACANA
- NUR ATMA ANASTASIA LAW BINTI GHANI@YUSSOF
- NUR SYAZILAH BINTI NORDIN
- DARMA BINTI BALEH
- LAYUN TING
- NURFITRIANI BINTI MOHD SALAM

GROUP 5: FATTAYAT QUINTUPLE
- NOOR ASIKIN BINTI AB HAMID
- ARNI KARNISA SAMIN
- NUR SYASYA QURATU AIN BINTI LABASIA
- NORAIDAH BINTI PODDIN
- ANNIESANDRA SABIL

GROUP 6: SUMANDAK O'LUMIS
- SITI HAZIRAH BINTI AMIRGULL
- CHERYNE JOYCE
- SITI SYAKIENAH WATIE BINTI SUDATJI
- NORAZIERAH NAZURA BINTI AHMAT
- HANI NAZIHAH
- SALMAH BINTI PASKALIS

GROUP 7: BENJI
- MOHAMMAD RAHMAD HAEZLY BIN MANSYUR
- CLEFF WAGNER JAFFRY
- MOHD ZUL AIMAN BIN RUSLIADY
- ZULKARNAIN BIN MOHAMAD
- MUHAMAD SYAHRUL HAKIMIE
- SITI AISHAH BINTI HAMSAH

GROUP 8: ZIMKS
- MOHAMMAD SYZWAN BIN MANSOR
- MOHD KHUZAIMI BIN MOHD RAJU
- MICK BRENDON VOO
- MUHAMMAD ZAID BIN AZIZAN
- IZZAN ZAIDAN ANDERSON

GROUP 9: PANTHERA
- RYAN OLSEN RAIJIN
- IKHWAN RABBANI BIN MAT SOM
- NABILLA INJA ANAK ALBERT AGAN
- MUHAMMAD IZZAT BIN AJINUN
- MOHD ASWAN BIN JUNAIDY
- SAMSUHANA BINTI SARIFUDDIN

GROUP 10: THE POWER OF FLONA
- ZUL SHARIN BIN LINGKON
- MOHD SHAHRIN QUSHAIRI BIN SAMSURI
- NOOR RAHMAT BIN MASRA
- SITI AISYAH BINTI UJIMA

GROUP 11: AMAZONIANS
- NUR AI SYIKIN BINTI LORETO
- NURUL NAFISAH ATIQAH BINTI ASMININ
- RATNA BINTI BALLI
- MARIAMA BINTI NOR

GROUP 12: LA FLORELA
- CHELSEA ANN MASUNING
- SITI ZULAIKA
- NOUR IZYANI IZANNA BINTI MOHD ROZI
- SITI ATIFA BINTI BOZMAN
- SITI NUR FADHILAH BINTI MOHAMMAD

GROUP 13: FANTASTIC 4
- ARTHUR LIEW
- NAJIB BIN ISMAIL
- SITI NURAIN BINTI ROBYANTO
- NUR ZULAIKA AISHAH BINTI LAKIBUL @ RUMY

GROUP 14: TITAN REEF CHECK!
- MOHD ASHRAFF HAIKAL BIN RAJ ANAND
- MEZWAN BIN MOHAMAD KASSIM
- AHMAD SHAHRUDDIN BIN AJALLAJI
- MOHD IZWAN BIN SUPARMAN
- ELVAN ELZENDEN SAMUEL JOHN

Author

MOHAMAD ZULHILMY BIN MOHAMAD YUSOP

Appendix B - News Coverage: PELKO in the Spotlight

Projek PELKO Politeknik Tawau bantu penduduk jana pendapatan

Turut hadir, Pemimpin Pembangunan Masyarakat (PPM) Apas, M. Aziriansyah Ali; Timbalan Pengarah Politeknik Tawau, Helen Lau @ Abd Kadir; Ketua Jabatan Pelancongan dan Hospitaliti Politeknik Tawau, Dr.

utusanborneo.com.my / May 15, 2023

Utusan Borneo, May 15, 2023

https://www.utusanborneo.com.my/2023/05/15/projek-pelko-politeknik-tawau-bantu-penduduk-jana-pendapatan

Appendix C - Innovation Spotlight: PELKOMASI

What is Pelkomasi?

Pelkomasi is a creative name formed from the words "*Pelancongan Komuniti*" (Community Tourism) and "*Animasi*" (Animation).

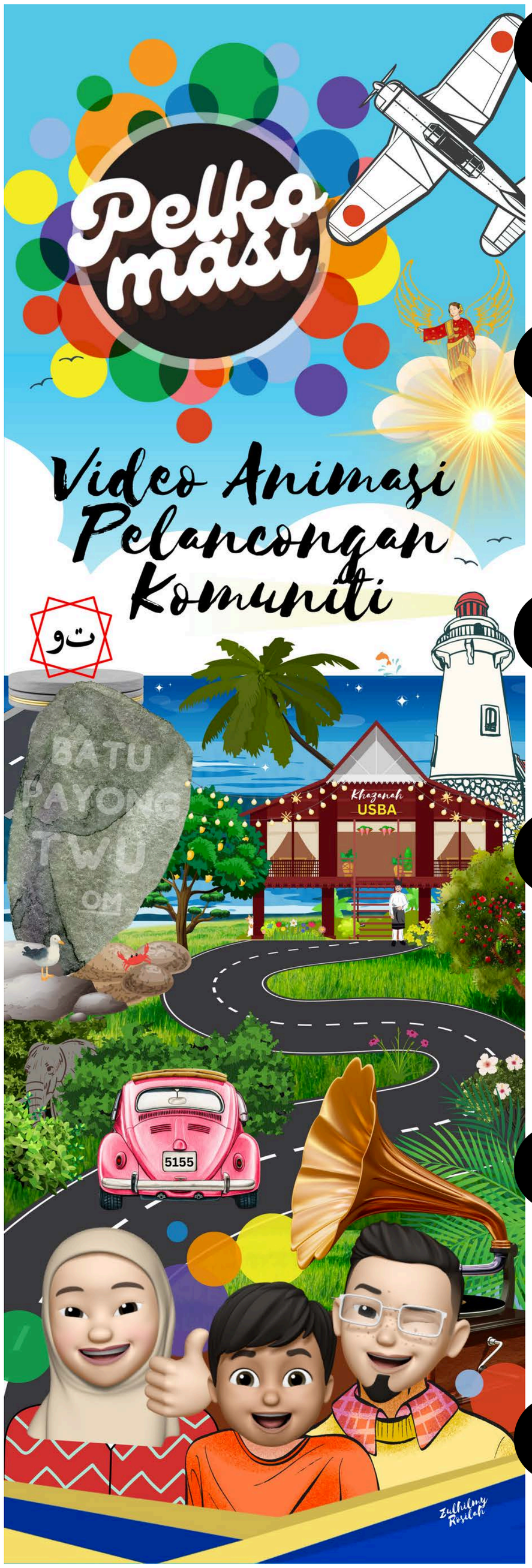
It refers to a short animated tourism video that tells stories about interesting places and attractions in Tawau, Sabah, especially those developed by the local community.

Purpose of Pelkomasi

- To introduce hidden or less-known attractions in rural Tawau.
- To promote local tourism through storytelling that is simple, emotional, and easy to understand.
- To engage all age groups — from children to adults — using fun visuals and digital media.
- To encourage students and youth to use animation for tourism promotion.

Appendix C - Innovation Spotlight: PELKOMASI

Based on Freeman Tilden's Six Principles of Interpretation;



1 **Interpretation Must Relate to the Experience of the Audience**

The happy faces, *kampung* house, and fruit trees are things many people in the local community know and experience. That makes the message feel more personal and relatable.

2 **Interpretation is Revelation Based on Information**

It's not just showing a rock or a house — it tells us these places are important symbols of culture and pride in the village.

3 **Interpretation is an Art**

The design uses drawing, colours, storytelling, and layout to make it look fun, meaningful, and creative — like a work of art.

4 **The Aim of Interpretation is not Instruction, but Provocation**

It makes people curious — to watch the video, learn about the kampung, or visit the place. It's more than just reading — it makes people want to do something.

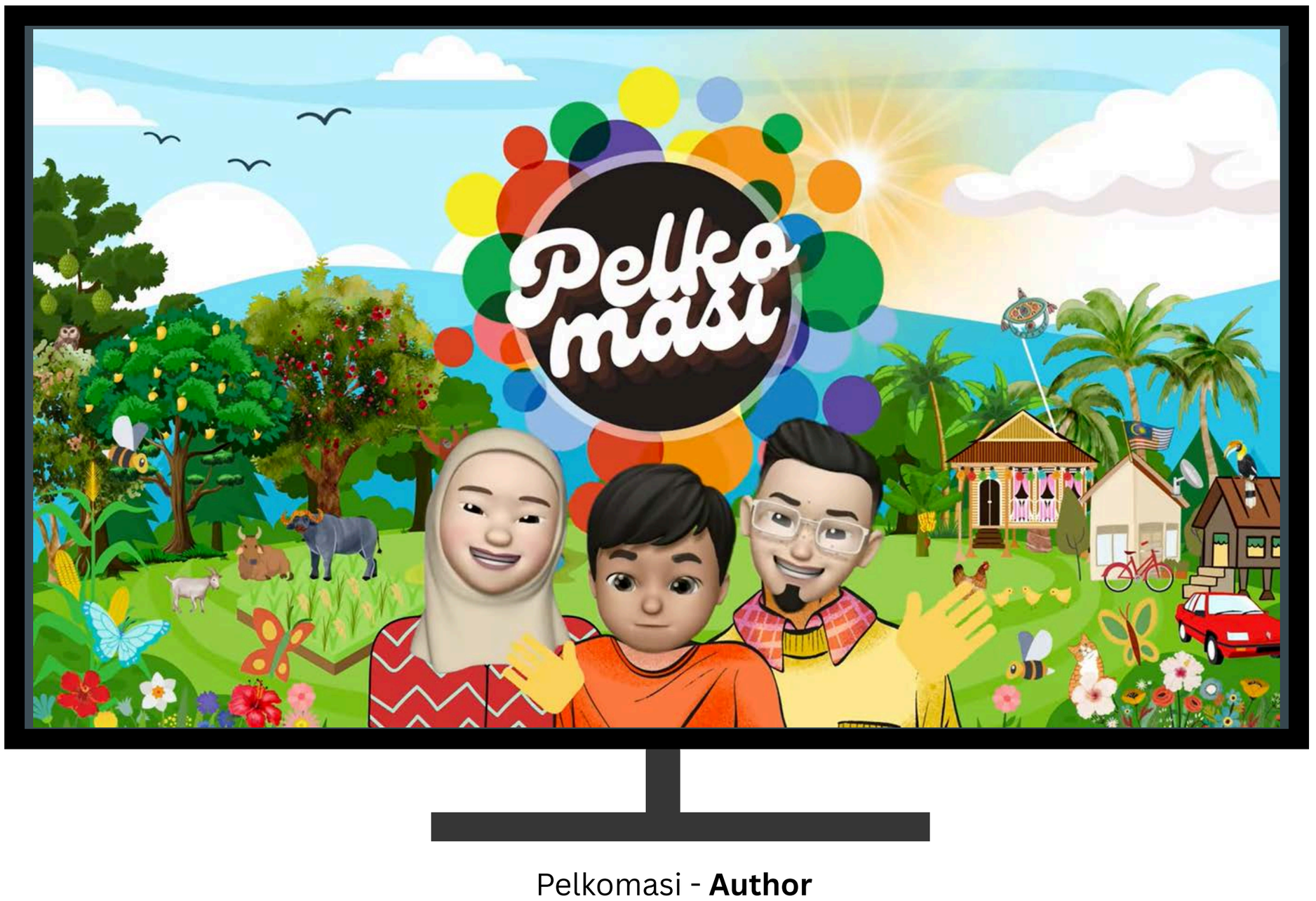
5 **Interpretation Should Present a Whole, Rather Than a Part**

The bunting shows a full journey — from the plane to the kampung, the people, the nature, the culture — all connected in one story.

6 **Interpretation is Tailored to the Audience**

The cartoon characters, colours, and friendly style are made specially for students, children, and families. It's fun and easy to understand.

Appendix C - Innovation Spotlight: PELKOMASI



Pelkomasi - **Author**
https://www.youtube.com/watch?v=PUVp1XCzFu8

The **Pelkomasi** animation video is a creative way to share the local legend of *Batu Payung* in Tawau. It demonstrates how a simple story, delivered through animation, can be used to educate audiences about local heritage while also promoting community-based tourism. The use of friendly visuals, cultural elements, and clear narration makes the video suitable for all age groups — from school children to tourists and the general public.

Although Pelkomasi is an original innovation, it also serves as a learning resource for students, especially in the context of tourism interpretation. Students can explore how animation is used not only to tell a cultural story, but also as a creative promotional tool to highlight *Kampung Batu Payung* as a local tourism destination.

*Both the bunting and the animation video were developed based on **Freeman Tilden's Six Principles of Interpretation**, which emphasize meaningful, engaging, and audience-relevant storytelling in tourism promotion.*

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