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Language E- book Development France Based Tour Guiding in Learning North Sumatra Tourism

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Abstract

Tourism is on the strategic sector that contributes to economic growth, special culture and the development of regional tourism potential. Foreign language proficiency, particulary French, is important to support communication, tourism service, and destination promotion for Francophone tourists. However, French teaching materials that integrate tour guiding skills with the promotion of local tourist destinations, particularly in North Sumatra, remain limited. This study aims to develop a French language e-book based on tour guiding that is relevant to students' learning needs and practical guiding activities. The study employed a Research and Development (R&D) method consisting of needs analysis, product design, development, validation revision, and product trial. The ebook contains vocabulary, communicative expressions, dialogues, and descriptions of selected tourist destinations in North Sumatra that can be applied in tour guiding practices. The development resulted in a French language e-book based on tour guiding designed as digital teaching material to support French language learning and practical tour guiding skills. The product is excepted to provide relevant learning media while supporting students' ability to promote North Sumatra tourism potential to Francophone tourists.

Keywords: teaching materials; e-books; French language; tour guiding; North Sumatra.

A. Introduction

Tourist is one of the sector strategic contribution to growth economy, conservation culture and development potential something area. Development global tourism is driving every area For capable introduce and promote Power pull the tourism to traveler abroad. In the process communication between tourists and actors tourist be one of element important, especially in delivery information about destinations, culture, history, facilities and activities tourism. One of the parties involved in the communication process the is guide interactive tour guide in a way direct with tourists. Needs to ability communication in activity guide become the more relevant along with increase mobility traveler international.

Context is also relevant for North Sumatra which has diverse destination tour nature, culture, history, and culinary. Based on data from the Central Statistics Agency North Sumatra Province total traveler foreign visitors to North Sumatra in January -September 2025 reached 223,130 visits. The number the increased by 17.81% compared to the same period in 2024 which reached 189,399 visits. The data show that interaction with traveler overseas is the part that is getting bigger important in development North Sumatra tourism. Conditions This demand existence source Power human beings who do not only understand object tour but also has ability communicate with traveler from background behind different languages and cultures.

Ability Language foreign be one of competencies that can support communication in service and promotion tourism. One of the relevant language in context the is French Because used by the community from various countries and regions speak the language French. Learning French For need tourism, because That need directed at use language and situation real communication, not only on mastery structure grammatical. Pranowo and Sumiati show that learning Français du Tourisme need development competence communicative and linguistic. At the same time non- linguistic knowledge, including history, culture and customs Indonesian customs. Findings the show that learning Language French For tourist need integrate ability Language with knowledge about context the tour that will be explained to tourists.

A number of study previously has develop language teaching materials French related with need tourism. Arsiyana and Amalia developed French-Language coursebook For student field hospitality based on analysis needs. Research the show that analysis need can become base in determine material appropriate language with field work student. Next, Yamin, Hardini, Sofiawati, and Brebion develop Français du Tourisme digital teaching materials via Instagram media as alternative digital learning. Research the show that digital media can utilized For present material learning Language More French in accordance with development technology learning. Samosir and Polili also developed material learning Français du tourisme based wisdom local Batak Karo with using Doratoon Web. Product the integrate material tourist with

element local and stated worthy based on results validation expert materials and media.

Development language teaching materials French based context local also has done in form other. Research about development dictionary Français du Tourisme based wisdom local use Wordtheme produce digital media that contains vocabulary tourism and elements Toba Batak culture (Novianti, 2021). In addition that, research about development of learning media Français du Tourisme based wisdom local using WordPress shows that need towards related learning media with context local become attention in learning Language French in college tall. Study about mentoring Language French tourist for integrator tourism in the Regency Pangandaran (Racmadhany et al., 2022) also shows that use Language French in context guide can directed at conversation simple and introductory object tour local through activity simulation and role play.

Findings study previously the show existence trend that learning Language For tourist become more meaningful when material associated with need communication and characteristics destination local. The same thing seen in research in the field Language English For tourism. Suparsa et al., emphasized importance aspect social and cultural in tour guiding teaching materials Because guide tour No only convey information, but also communicate with traveler in context culture certain.

Fortune and Sunshine through analysis need English for tour guides in Bogor also shows importance enter need language and culture local to in ESP materials for guide tourism. Meanwhile That Zulhermindra develop English for Tourism based teaching materials wisdom local Minangkabau which contains expression general, conversation, and role play For support activity tour guiding. Development Digital teaching materials also show the same tendency. Oktarina, Indrawati, and Petrus developed reading teaching materials based culture local with context destination Palembang tourism and placing need student as base development product.

Study about need student to English for Tourism digital teaching materials also show that student need easy teaching materials accessible, easy

understandable, interesting visually, as well as can used flexibly. Study other about development digital- based teaching materials culture local in form flipbook show that integration digital technology and context culture can produce assessed teaching materials feasible and practical used in learning.

With Thus, research previously show that digitalization teaching materials and integration context local is two relevant aspects in development learning Language For need special. Although study previously has discuss development language teaching materials French For tourism, digital teaching materials, wisdom local and needs communication guide tourism, still there is room development that has not been Lots reviewed in a way integrated. Some Study focus on language French For hospitality, vocabulary tourism, wisdom local certain, or use of certain digital platforms. Research other develop tour guiding teaching materials in Language English. However, still limited language teaching materials French in the form of an e-book which is special integrate vocabulary, expressions communicative, guiding dialogue, and description destination North Sumatra tourism in something product demonstrated learning for student education Language France. With Thus, the need to teaching materials that connect learning Language French skills tour guiding, digital technology, and potential tour local Still relevant For developed. Based on gap said, research This offer novelty in the development of language e-books French based tour guiding which is special use potential North Sumatra tourism as context learning. E-books do not only functioning as gathering information about destination tourism, but designed as teaching materials that combine element language and practice communication guidance.

Material can covers related vocabulary with tourism, expression For welcome and give information to tourists, example of guide dialogue with tourists, as well as description destination North Sumatra tourism. Integration the expected give more context near with need students who study Language French and potential use Language the in activity scouting tour. Development this teaching material own significance in two aspect. From the side learning, e-books can become source digital learning that helps student learn Language

French through situation more communication contextual and applicable. From the side tourism, materials that use destination local can help student train convey information about potential North Sumatra tourism to traveler overseas. With Thus, development teaching materials not only directed at use language, but also on skills use Language the in context professional and local.

Based on description said, research This aim For develop e-book language teaching materials French based tour guiding in learning promotion North Sumatra tourism. Products developed expected can become relevant, contextual, and applicable digital teaching materials For support learning Language French as well as practice student tour guiding. Development This at a time expected can give alternative teaching materials that connect learning Language foreign with potential tourist local so that student own chance For develop ability communication Language French in context guide and promotion destination North Sumatra tourism.

B. Method

Study This use Research and Development (R&D) methods for produce teaching materials in the form of French e-books based on tour guiding in learning promotion North Sumatra tourism. Based on stages applied in the process of development and presentation results research, development product using the ADDIE model consisting on Analysis, Design, Development, Implementation, and Evaluation. The model used with adapt needs and space scope development teaching materials in study this. Report study explain that product developed through analysis requirements, design, development, validation, testing, and refinement product.

Study implemented in the French Language Education Study Program, Faculty of Languages and Arts, State University of Medan in 2026. Subject study consists of on French Language Education Study Program students and expert validators material and media experts. Students chosen in a way purposive in accordance with characteristics target e-book usage. Expert validator material evaluate suitability content, French language material, tour guiding material, information promotion tourism, destination learning, and

practice. Media experts assess appearance, design, structure, navigation, readability, usability images, and aspects e-book technical.

Stage Analysis done For identify need students. Data obtained through questionnaires, interviews, observations, and studies literature. Analysis need directed at French language competency, the need vocabulary tourism, tour guiding expressions, material promotion tourism, as well as form expected teaching materials students. Stage Design done based on results analysis needs. At this stage This arranged e-book structure, purpose learning, vocabulary, expressions, tour guiding dialogue, description destinations, training, and design view. Structure product consists of into five parts main, namely Introduction au Tour Guiding, Vocabulaire du Tourisme, Expressions du Guide Touristique, Destinations Touristiques de Sumatra du Nord, dan Dialogues de Tour Guiding. Stage Development done with develop design become digital e-book products. Products load vocabulary tourist Language French, tour guiding dialogue, text descriptive about North Sumatra destinations, pictures and illustrations, exercises understanding, as well as the connected QR Code with learning videos. After the product finished, done validation by experts material and media experts. Stage Implementation done with trialling e-books to students. Students using e-books as guide in activity tour guiding simulation and practice method introduce as well as promote destination North Sumatra tourism using French. Stage Evaluation done through questionnaire response student as well as input from the validator. Qualitative data in the form of results interviews, validator comments and suggestions, responses students, as well as documentation analyzed in a way descriptive use stages data reduction, data presentation, and data extraction conclusion. Quantitative data originate from questionnaire analysis needs, validation experts, and responses students. Percentage eligibility counted with formula :

$$P = (\Sigma X / \Sigma Xi) \times 100\%$$

Description : P is percentage feasibility / practicality, ΣX is amount the scores obtained, and ΣXi is amount score maximum. Criteria used in report is 81–100%

very decent, 61–80% decent, 41–60% sufficient decent, 21–40% less feasible, and ≤20% not worthy.

C. Results & Discussion

Results and discussion in several sub- topics following, including analysis needs and characteristics product, e-book development and feasibility, validation experts and revisions products, and implementation. Analysis results need show that student need more French language teaching materials context specific tourism and tour guiding. Analysis beginning involving nine students. Based on results questionnaire, as many as eight student or 88.9% gave evaluation tall to need teaching materials that teach method become guide tour in Language France, meanwhile One student give evaluation moderate. Needs to vocabulary Language French about tourist show more results strong. All respondents give assessment in category tall to need said. With Thus, the need student to vocabulary tourist reached 100%. Findings This show that vocabulary special field tourist be one of component main thing that is needed provided in teaching materials. Needs to digital access also shows same result. All student give evaluation tall to need teaching materials that can accessible through smartphone. Findings This become base selection of e-book formats in research. The use of e-books allows student access material through more devices flexible and able used outside activity learning face face. The results of the analysis also show that 77.8% of students give evaluation tall to importance ability introduce object North Sumatra tourism in Language France. This is show that material promotion tour local own relevance direct with need learning. The results in line with study Arsiyana and Amalia who placed analysis need as base in development French language teaching materials For hospitality sector.

Table 1. Analysis Results Need

Needs Results	Aspect	Interpretation
Need teaching materials for Study become a tour guide	88.9% category tall	Much Needed

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Needs Results	Aspect	Interpretation
Need French vocabulary about tourist	100% category tall	Very needed
Need teaching materials that can accessible through smartphone	100% category tall	Very needed
Importance introduce object North Sumatra tourism in French	77.8% category tall	Needed
Once learn material tourist in Language French	55.6% have	Experience Study Not yet evenly
Once learn technique tour guiding	33.3% have	Part big Not yet Once

Source : Analysis data need research, 2026.

Findings the show existence gap between need students and experience learning previously. As many as 55.6% of respondents state Once learn material tourist in French, while 44.4% have not ever. Condition the more seen in learning tour guiding techniques, because only 33.3% of respondents stated Once studied it, while 66.7% have not ever. Therefore that, e-book development is not only based on needs towards digital media, but also on the needs to more material specific and applicable.

E-Book Development and Feasibility

Based on analysis needs, e-books are designed with integrate French language materials and context North Sumatra tourism products No only containing text informative, but also vocabulary, expressions, dialogues, exercises, illustrations, and supporting videos. The structure the designed so that students can learn Language French at a time use it in simulation tour guiding.

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Table 2. Structure E-Book Material

Chapter	Material	Objective
1	Introduction to Tour Guiding	Understand draft basic tour guiding
2	Tourism Vocabulary	Control vocabulary French tourism
3	Expressions du Guide Touristique	Use expression in scouting tour
4	Destinations Touristiques de Sumatra du Nord	Describe destination North Sumatra tourism
5	Tour Guiding Dialogues	Practicing dialogue between guides and tourists

Source : Development product research, 2026.

Destinations entered covering Lake Toba, Island Samosir, Maimun Palace, Al- Mashun Grand Mosque, Bukit Lawang, and Waterfall Sipiso-piso. Election destination the give context real for student For practicing French. Students can use material For explain history, culture, characteristics and uniqueness destination to tourists. From multimedia aspects, products equipped connected images, illustrations, exercises, and QR Codes with video. Integration the give variation in presentation material. Students No only read information about destination, but also obtain supporting media that can used in activity learning. Development based teaching materials context local the own similarities with study Samosir and Polili who developed material Français du Tourisme based wisdom local Batak Karo. The difference, research This centralize products in the form of e-books that integrate tour guiding, promotions North Sumatra destinations, and supporting videos in One teaching materials.

Expert Validation and Revision Product

Products that have been developed validated by experts material and media experts. Validation expert material done For evaluate suitability content,

use Language French, grammatical accuracy, material tour guiding, as well as information culture and destinations. Validation results show that product is in the category worthy used. Material validator give a number of input, especially related improvement structure sentence Language France, addition vocabulary tourism, and enrichment information culture local at destination. Validation media experts focused on aspects appearance, design graphics, readability, navigation, and usability usage. Validation results show that e-books have attractive and accessible appearance used. However, the validator provides suggestions for add visual illustrations, improving layout text, and adjust combination color to make it more comfortable read. Input from both validators are used as base revision. Revision No only repair error linguistics, but also strengthens connection between content material and context North Sumatra culture. In terms of media, the revision done through addition Photo object tourism, illustrations, and repair View. Students in the trial stage The beginning also provides suggestions for add picture destinations and more dialogue examples communicative. With Thus, the validation process in study This No only functioning For give category eligibility product, but also become stage important in improvement the content and appearance of the e-book. This process in line with characteristics study development that places input experts and users as base For repair product before used in a way more wide.

Implementation product done with using e-books in activity simulation tour guiding. Students using e-books as guide For introduce and promote destination tour use Language France. In activity said, students play a role as guide tour and explain history, culture, and characteristics destination.Palace Maimun and Al- Mashun Grand Mosque become location used in simulation. Use destinations in the area local allows student connect the knowledge they have have about place tour with use Language French. Student can use vocabulary, expressions and dialogues available in e-book as base For do practice. Observation results show that student show enthusiasm to use of e-books. They feel helped by the provision of vocabulary tourism, tour guiding dialogue, and videos that can accessible via QR Code. Students also show trust a better self Good when do presentation and simulation Because materials used

relate direct with destination North Sumatra tourism. Response student the show that contextual teaching materials can help connect learning Language French with situation use language. This is in line with direction development French language materials tourism that emphasizes competence communicative and needs professional candidate guide tourism. Research Indrayatti et al., for example, emphasize the need blending materials tour guide professionalism, French special, context destination local, and competence communicative.

Products produced contains Introduction au Tour Guiding, Vocabulaire du Tourisme, Expressions du Guide Touristique, Destinations du Touristiques de Sumatra du Nord, dan Dialogues de Tour Guiding. Materials are also provided description destinations, images, exercises, and connected QR Codes with video. Destinations used covering Lake Toba, Island Samosir, Maimun Palace, Al- Mashun Grand Mosque, Bukit Lawang, and Waterfall Sipiso-piso. Validation results expert show that product worthy used with a number of improvements in grammatical aspects, information culture, visual design, layout, and illustration. Response student to The use of e-books is also positive. The implementation through tour guiding simulation shows that e-books can used as guide in practice communication Language French related with promotion tour. Study This give contribution in the form of digital teaching materials that integrate French, tour guiding, and potential tour local North Sumatra. However, research This Not yet do testing effectiveness through pre-test and post-test. Therefore that, research furthermore need test effectiveness of e-books on ability speaking, mastery vocabulary, and tour guiding skills with involving more respondents wide.

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Figure 1. E-book display

D. Conclusion

Study This produce language e-books French based on tour guiding developed For support learning promotion North Sumatra tourism development product done through stages Analysis, Design, Development, Implementation, and Evaluation. Analysis results need show that student need more teaching materials specific to the field tourism. As many as 88.9% of students give evaluation tall to need teaching materials that teach method become guide tourism, while need to vocabulary tourism and teaching materials that can accessible via their respective smartphones reach 100%. Products produced load Introduction au Tour Guiding, Vocabulaire du Tourisme, Expressions du Guide Touristique, Destinations Touristiques de Sumatra du Nord, dan Dialogues de Tour Guiding. Materials are also provided description destinations, images, exercises, and connected QR Codes with video. Destinations used covering Lake Toba, Island Samosir, Maimun Palace, Al- Mashun Grand Mosque, Bukit Lawang, and Waterfall Sipiso-piso. Validation results expert show that product worthy used with a number of improvements in grammatical aspects, information culture, visual design, layout, and illustration. Response student to The use of e-books is also positive.

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F. Statement About Conflict Interest.

The authors state that No there is conflict interest in publication article This..

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