

DEVELOPING BILINGUAL GUIDEBOOK FOR VISITORS OF BENTAR BEACH TO IMPROVE THEIR EXPERIENCE.

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ABSTRACT

Vocational college students need to always upgrade their skills to be able to catch up with the demand of the industry in which they would work. One way of doing it is by practicing their skills based on the learned theories and the guide of relevant expert advisor. The project is research and development. Developing Guidebook for visitors of Bentar Beach to Improve Their Experience is my final project. The guidebook is needed to find out interesting places in Bentar Beach tourist attractions, and also to know the history of Bentar Beach tourist attractions. The project was based on a preliminary study conducted in Bentar Beach Probolinggo. The project focused on developing a guidebook in bilingual, English and Indonesian versions, which can help foreign and domestic tourists to get to Bentar Beach easily.

In developing this product, the writer adapted procedure of making guidebook from Richey & Klein (2014). In conducting this final project, the writer applied the language and writing skills that got in English Study Program, State Polytechnic of Malang. This research project findings are especially beneficial for developing guidebook and students of D3 Program in Applied English at State Polytechnic of Malang. The findings offer possible solutions for similar problems they encounter during making a guidebook.

Keywords: *experience, development, bilingual guidebook, visitor*

INTRODUCTION

Probolinggo is one of the cities in East Java, Indonesia. Probolinggo has many tourist attractions such as Bromo Volcanic Mountain, Madakaripura Waterfall, Bee Jay Bakau Resort and also Bentar Beach. Probolinggo has a tourist attraction that has developed rapidly and has even become a major tourist destination.

Bentar Beach is a famous tourist destination in Probolinggo, located in *Desa* Curahsawo, Gending, which offers tours that are close to the beach. Bentar Beach is not only about enjoying the beauty of the beach but also mangrove forests, playgrounds, and whale shark. Bentar Beach is a famous tourist destination in Probolinggo and has interesting spots to take pictures (Probolinggo Regency's

Youth, Sports, Tourism and Culture Department, 2020).

Year after year, the number of tourists continues to increase in Bentar Beach. In Bentar Beach, there is no guidebook to facilitate the tourists to explore each spot it has. The tourists just enjoy the beach without having any information related to the place.

The guidebook is needed to find out interesting places in Bentar Beach tourist attractions and to know the history of Bentar Beach tourist attractions. The use of guidebook is to make tourists easily get information available at Bentar Beach (Based on an interview with Field Coordinator Bentar Beach, February 2020). According to Bender, Gidlow, and Fisher (2013) the guidebook can be seen as a tool for making independent visitors feel they

need advice and knowledge worth learning about places, attractions, accommodation, transportation, food, etc. Furthermore, guidebooks may strengthen the tourists' positive image towards Bentar Beach. The guidebook can make Bentar Beach increasingly better known for its marvelous services for tourists.

Based on the background mentioned above, it is necessary to develop a guidebook consisting of detail information about Bentar Beach for visitors to improve their experience.

Statement of Research Purpose

The purpose of this research is to develop visitors' guidebook in Bentar Beach to improve visitors' experience.

Research Significance

Based on the objective above, the report and product of this final project are expected to give benefits for the following parties. For the writer, the final project can be a means to apply the skill in English and make the description of each spot in Bentar Beach, explain the detail information, and also design the guidebook to make interesting and to be easily understood.

For the tourists, the product of this final project can help the tourists to know the detail information about Bentar Beach Probolinggo.

For the management of Bentar Beach, the guidebook will give a benefit to Bentar Beach Probolinggo to attract tourists and can increase income from the foreign and local tourism and also to produce the best service for tourists.

For the students of English Department, the report and product of this final project can be used as references for students of English Department State Polytechnic of Malang who want to conduct a similar final project, especially in making a guidebook in a tourist destination.

REVIEW OF RELATED LITERATURE

This chapter discusses about language and tourism industry, definition of tourism attraction, media to promote tourism attraction, definition of guidebook, profile of Bentar Beach, and previous related research.

Media to Promote Tourism Attraction

The importance of tourism media is the result

of global interest in tourism, increased competition between many countries and competition between tourism as a product and other products. In the end, tourism media has emerged as an urgent necessity to serve millions of tourists, in addition to be a skilled knowledge activity which constitutes the true value of the tourism product (Kotler, 2008).

According to Esu and Ebitu (2010), the importance of the promotion lies in the fact that it has a high potential to generate potential benefits, increase the interest in the destination, demonstrate the advantages of the destination, distinguish the destination, create an impression of the destination and may also inspire visitors to stay longer in the destination.

From the explanation above, it can be concluded that media to promote tourism attraction are important for the tourist destination because they can increase competition among many countries and competition between tourism as a product and other products.

Definition of Guidebook

The guidebook can be seen as a tool for making independent travelers feel they need guidance and information worth learning about locations, attractions, lodging, transportation, food. (Bender, Gidlow, and Fisher, 2013). Meanwhile, according to Black (2011), guidebook is a tourist book which explains what to see in a place, where to stay, how to travel and where to eat.

In addition, according to Lew (1991) Guidebooks may have a positive or negative effect on individual travel decisions as they offer the character of a destination and what it is worth seeing and experiencing from it. Moreover, in accordance with the purpose of this travel guide book, complete information is provided on the location needed as a place of information to be used in a tourist guidebook. (Kohdyat, 1996, p. 10).

The guidebooks have been used more in the case of individual mass tourist sightseeing or excursion tours purchased during holidays and undertaken as part of a group, followed by explorers a tour party undertaking self-guided holidays and organized mass tourists a tour

party participating in an organized tour for most or all of the holidays. (Bieger and Laesser 2013).

From the explanation above, the writer concluded that a guidebook is a book given to tourist about general information such as accommodation, tourism destination, area, culinary and so on so that the tourist can know new knowledge or information through the guidebook.

The Elements of Guidebook Design

Resnick (2003, p. 23 – 24), state that the elements of design are line, shape, texture, shape, size and value.

Line is the length element that connects any two points as a mark. Line can organize, direct, separate, expressive, suggest emotion, or create a rhythm. They could also join or divide the elements by using a rule that is a line that separates one element in a design from another.

Shape focuses on the external outline of the shape or anything that has height and width. An example would be the basic shapes of the tree: the circle, the square, and the triangle, which are considered to be the fundamental shapes found in all designs.

Texture is the appearance and feel of the surface. In a two-dimensional form, the texture is essentially visual and adds richness and dimension to the work. Texture can also refer to patterns, which are visual textures.

Space refers to the difference between forms and shapes, but in architecture it is better understood as white space or negative space—words used to refer to empty but sometimes active areas that are void of visual elements.

Size is how large or small something is to some object in proportion. Scale refers to the method in which size relationships are made. This is difficult to distinguish the relative size of the object and the value they represent unless there is a scale of comparison within the design.

Value is the relative lightness of an area or entity, or darkness. Value adds dimension to a concept by creating the impression of depth. You can build and express a mood with the addition of color, to reinforce a strong idea.

It will be about sample design

improvement based on field test.

RESEARCH METHOD

This chapter discusses about research design, research setting, data collection method and research instruments, development procedures, and product specification.

Research Design

The present research project is a Design and Development Research. Design and Development Research are selected because it is the most suitable for the purpose of conducting the present research project. According to Tuckman and Harper (2012, p. 387), in order to construct a coherent understanding of data, qualitative research requires an inseparable relationship between data collection and data analysis. The writer concluded that qualitative research is a research procedure that produces written or spoken descriptive research data that can be observed. Specifically, the present research coverage is trying to develop a guidebook for tourists.

There was still no guidebook available to facilitate the visitors in Bentar Beach Probolinggo. Therefore, the guidebook is needed to improve the visitors' experience in Bentar Beach Probolinggo.

Research Setting

The research project was conducted at Bentar Beach. Bentar Beach is a tourist destination in Probolinggo. Bentar Beach is located in the *Desa Curahsawo, Gending, Kabupaten Probolinggo, East Java*. The price of the entrance ticket is Rp. 7,500 for adults and Rp. 5,000 for children. The access to Bentar Beach is easy because it is on the edge of the main highway of the Probolinggo – Situbondo – Banyuwangi. It is located on approximately 7 km from the center of Probolinggo.

In Bentar Beach, there is white sand that spread along the beach and watches the interest of sea waves. The visitors can also fish and do other holiday activities, such as swimming, boating, sunbathing, and playing beach volley. The final project was done for three months, from March to May 2020

Data Collection Method and Research Instruments

The data sources for this research project include the managers and the visitors of Bentar

Beach and also Coordinator Probolinggo Regency's Youth, Sports, Tourism and Culture Department as well as the available document.

The methods used for collecting qualitative data would be observation, documentation, and interview and also questionnaire. Observation consists of recording some of the information that occurs and conducting research in Bentar Beach. The interview consists of asking the coordinator of Bentar Beach, staff of Coordinator Probolinggo Regency's Youth, Sports, Tourism and Culture Department.

For field test about the guidebook, the writer make questionnaire for visitors who have been to Bentar Beach Tourism. The writer interview six visitors who have been to Bentar Beach Tourism by WhatsApp Messenger because the situation is Pandemic COVID-19. Documentation consists of the records that the writer collects including information such as picture of every object in Bentar Beach Probolinggo.

Development Procedures

The writer prefers to use Richey and Klein (2014) theory in this research to planned product development. There are 6 steps, which are analysis, development, implementation, evaluation and revision.

The first step is to analyze the problem in Bentar Beach Probolinggo, and to solve the problem in Bentar Beach. In Bentar Beach Probolinggo, there is no guidebook for visitors.

The second step is to design the guidebook based on the analysis in Bentar Beach Probolinggo.

In product development step, the writer should determine the design of the guidebook to be developed. It includes the facilities that the writer used during the research, such as: printing, observing and creating the guidebook.

Next step is implementation. It is conducted with field test of the guidebook. The writer will give the guidebook to the visitors and coordinator in Bentar Beach Probolinggo and also to the Department of Tourism Probolinggo.

If there were any other weaknesses, the writer needs to evaluate the guidebook they have produced. Next, in the product revision stage the design is improved based on the field

test.

Product Specification

The final project is about developing a guidebook for visitors. The guidebook is in bilingual version, Indonesia and English. The targets readers are foreigners and domestics. The guidebook includes about the detail information about Bentar Beach Probolinggo description of the history, tourism attraction or famous sports in Bentar Beach and how to go in Bentar Beach Probolinggo. The content explains the detail information about everything in Bentar Beach Probolinggo. The guidebook was then printed in a colorful design. For the size of the paper is A5 so it will make it easy for tourists to bring.

DEVELOPMENT RESULT AND DISCUSSION

This chapter discusses about presentation of product development process and discussion about a guidebook for visitors in Bentar Beach Probolinggo.

Preliminary Study

In the preliminary study, the writer interviewed Coordinator of Bentar Beach Probolinggo. The writer observed about the information in Bentar Beach Tourism and the writer carried out the documentation process by taking pictures directly.

Interview Result

The writer used the interview as the first method of data collection. The writer interviewed the Coordinator of Bentar Beach Tourism Probolinggo at 11.00 AM, Tuesday, February 11th, 2020. The writer got some information about Bentar Beach Tourism especially about historical, transportation, accommodation, facilities in Bentar Beach Tourism.

According to the Coordinator of Bentar Beach Tourism, Bentar Beach located in *Kabupaten* Probolinggo, Gending. It was founded in 1998. Bentar Beach Tourism initially had an area of only 1 hectare, then had an area of 3.184 hectares. Bentar Beach Tourism had been open to the public since 2006.

In regard to the facilities of Bentar Beach, it was told that it had 10 toilets, prayer rooms, children's pools, mini-train, water bikes, boat tours, motorbike parking, cars and buses. Boat

tours will take visitors to Gili Island or see whale sharks in the rainy season from December to April.

The third information was about the price at Bentar Beach. The ticket cost Rp.7,500 for adults and Rp. 5,000 for children, and for the weekend it cost Rp. 12,500 for adults and Rp. 6,000 for the children. The price for transportation by online transport was around Rp. 22,000 – Rp. 30,000 from Probolinggo Train Station.

The last information was about culinary in Bentar Beach. Bentar Beach Tourism provided small stalls to sell food and drinks, such as meatballs, chicken noodles, coconut, coffee and other beverages. Price ranges from Rp. 5,000 to Rp. 30,000. The result of interview could be seen in *Appendix 3*.

Observation Result

Observation was carried out on March 14th, 2020. First of all, the writer learned all available promotional media in Probolinggo Regency's Youth, Sports, Tourism and Culture Department. The writer could summarize from those that there was no specific description of any tourism object in Bentar Beach Tourism. Therefore, the writer decided to make an observation so as to obtain updated information and to know the full condition of Bentar Beach Tourism.

The result was that the writer had a lot of information about the facilities, the tourist attractions, ticket price, and the existence of guidebook in Bentar Beach. There were many photo spots in Bentar Beach Tourism to attract

tourists. The tourist could rent a boat on Bentar Beach Tourism to go to Gili Island to see whale sharks in the middle of the sea. Whale sharks usually appeared between December and April or in the rainy season. The facilities at Bentar Beach Tourism included 10 restrooms and prayer rooms, children's pools, mini trains, water bikes, boat tours, food stalls that sold food and beverages, and also parking area. For tourists, there were many tourists that came to Bentar Beach, both local and foreign tourists. The tourists visited Bentar Beach for recreation, family gathering, taking pictures, and also seeing whale sharks.

Documentation Result

Documentation was the last data collection method used in these activities. It was to gain additional information needed for my final product. The documentation was developed at Bentar Beach Tourism Probolinggo on 14 March 2020. The writer carried out the documentation process by taking pictures directly, such as the bridge of dock, the monument of Whale Shark, the monument of Lion, Bentar Beach bridge, Eiffel Tower and Windmills monuments, children's playground and also culinary in Bentar Beach Tourism Probolinggo.

Expert Validation

The writer has selected two validators. First, the validator was from Probolinggo Regency's Youth, Sports, Tourism and Culture Department as the Head of tourism destination. Second, the validator was a

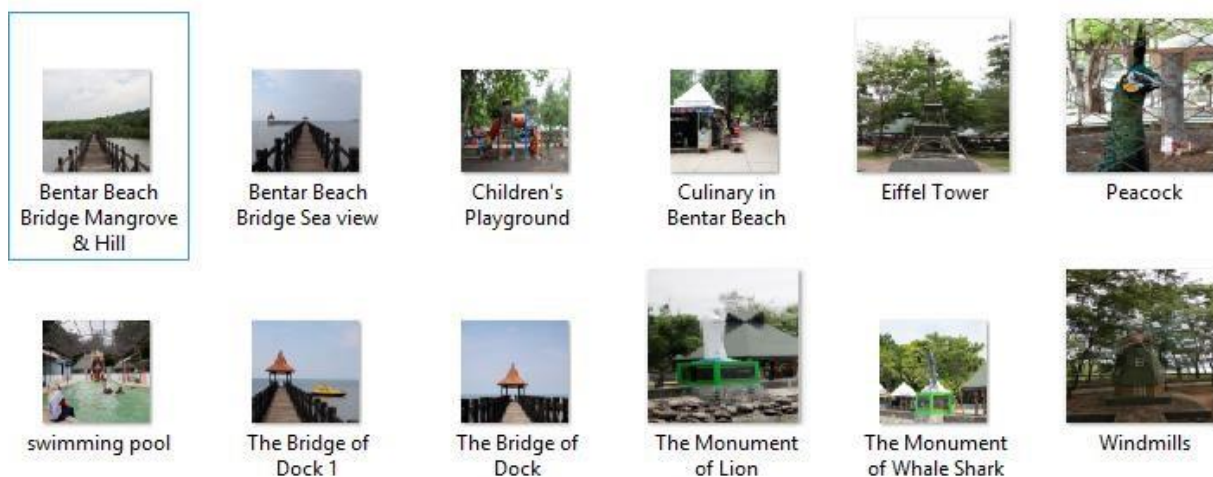


Figure 1. Documentation Result in Bentar Beach Tourism

lecturer of English Department State Polytechnic of Malang teaching courses of Writing, and Scientific and Technical Text Translation

First, the writer interviewed Mr. Musa as an expert validator. Mr. Musa is the head of tourism destination in Probolinggo Regency's Youth, Sports, Tourism and Culture Department. The interview was carried out at 12.02 AM, Thursday, June 25th, 2020, in the office of Probolinggo Regency's Youth, Sports, Tourism and Culture Department

The writer got some corrections from him especially about the design. In cover of the Bentar Beach Guidebook, there must be more pictures to attract visitors to read

the guidebook. About the background color of the guidebook especially in preface and the English version of the Bentar Beach Guidebook, must change the background of the color to make it easier to read. The result of interview could be seen in *Appendix 1*.

Second, the writer interviewed Mr. Ardian Wahyu Setiawan, SS., M.Ed., E.d.D. as expert validator. He is a lecturer. He teaches courses of Writing, and Scientific and Technical Text Translation from English Department State Polytechnic of Malang.

The interview was carried out at 20.15 PM, Tuesday, June 30th, 2020, via Zoom Application.

The writer got some corrections from Mr. Ardian. especially about the spelling and about whale shark. The spelling, must have been carefully reviewed and in the page of The Monument of whale shark in Bentar Beach Guidebook, a picture of a whale shark must be added so that tourists have no misunderstandings about whale sharks. The result of interview could be seen in *Appendix 2*.

After the writer completed the validation, the writer made a revision which had been suggested by validators. The writer had two validation sessions. The first was with Mr. Musa as the head of tourism destination. The second was with Mr. Ardian Wahyu Setiawan a lecturer from English Department State Polytechnic of Malang.

Field Testing

The field testing for Bentar Beach Guidebook was conducted and the instruments used during the field testing were questionnaires.

The writer interviewed six visitors via online and a coordinator of Bentar Beach. The writer gave the Bentar Beach Guidebook to visitors who had visited Bentar Beach Tourism. The writer has chosen six visitors because they were visited Bentar Beach Tourism and know about the details of Bentar Beach Tourism, and most of the visitors were students of the English program of study.

The result of field testing showed that the writer got some comments from three visitors. First, the font color especially in English version must be black. Second, Bentar Beach Guidebook must provide more pictures about the visitors who had been to Bentar Beach. In addition, the guidebook is very good, informative, and the explanation is very easy to understand.

Discussion

In designing a tourism guidebook entitled "Bentar Beach Guidebook Probolinggo," the writer used a bilingual version, Indonesian and English to give tourists full information and make this guidebook easy for the foreign tourists to understand. This guidebook was completed with detailed information and the best pictures of tourist objects in Bentar Beach Tourism. In designing the guidebook, the writer adapted the procedures for designing the guidebook proposed by Richey and Klein (2014) such as, product design, analysis, product development, implementation, evaluation, and product revision. The steps were explained below.

Analysis

The first step was to analyze the problem in Bentar Beach Tourism Probolinggo. There is no guidebook for visitors in Bentar Beach Probolinggo. In analyzing the problem in Bentar Beach Tourism, the writer decided on the idea.

Deciding on the idea can help the writer to find ideas about the spot in Bentar Beach Tourism. The writer decided to choose eight tourist objects in Bentar Beach Tourism because the Coordinator of Bentar Beach Tourism had already recommended these types of tourist objects as suggestions from visitors who had already visited Bentar Beach. The eight tourist objects in Bentar Beach Tourism are the bridge of dock, the monument of Whale Shark, the monument of Lion, Bentar

Beach bridge, Eiffel

Tower and Windmills monuments, children's playground and also culinary in Bentar Beach Tourism Probolinggo. The target audiences were domestic and foreign tourists. It also included the latest information collected from interviews, observations, and documentation.

Product Design

In product design, the writer outlined some of the concepts to be used in the guidebook by giving some points, such as the arrangement of the information, the colors of the background and description, and shape of the Bentar Beach Guidebook.

The first step was arrangement of the information. According to Kohdyat (1996, p. 10), the purpose of this travel guidebook is to complete information which tells about the place needed as a place of information to be used in the tourist guide book. The writer arranged the information of Bentar Beach Guidebook systematically starting from preface, the history of Bentar Beach, Bentar Beach Tourism access, the bridge of dock, the monument of Whale Shark, the monument of

Lion, Bentar Beach bridge with sea view, Bentar Beach with mangrove and hill views, Eiffel Tower and Windmills monuments, children's playground and also culinary in Bentar Beach Tourism Probolinggo.

The writer designed the product based on the request of the head of tourism destination in Probolinggo Regency's Youth, Sports, Tourism and Culture Department and the theory of the elements of design, as mentioned in Chapter II.

The theory used by the writer to make the design of guidebook is the theory by Resnick (2003, p. 23 – 24) which states that the elements of design are line, shape, texture, size and value. It was mentioned that the line should be organized, direct, expressive, should suggest an emotion, or should create a rhythm. In addition, the shape of the guidebook should be easier to bring and simple to read. For quality, the guidebook must add dimension to the design by creating an impression of depth.

With the choice of color, the writer makes the guidebook full of colors to attract tourists. The writer uses black for the font description,

and the writer uses bright colors for the background such as blue and tosca and also pictures from documentation, and the guidebook should build and express a mood to reinforce a strong idea.

Product Development

In this step, the writer should determine the design of the guidebook to be developed. It includes the facilities that the writer used during the research, such as: writing, designing and printing.

The first step was to write. Writing the Bentar Beach Guidebook, the writer explained Bentar Beach Tourism description and information. According to Verderber (1999, p. 52) language is the body of words and the system for their use in communicating that are common to the people of the same community or nation, the same geographical area, or the same cultural tradition. The writer first wrote Indonesian version then translated into English version, making it easy to understand for the foreign tourists and local tourists at Bentar Beach Tourism.

Designing was the second step. The writer has designed the Bentar Beach Guidebook and the cover of the Bentar Beach Guidebook. The writer used the best place in Bentar Beach Tourism to attract tourists to read, and the shape of the guidebook is the size A5, easy to bring anywhere. The next step was printing. The writer gave printed version of the Bentar Beach Guidebook to expert validation in Probolinggo Regency's Youth, Sports, Tourism and Culture Department. Meanwhile for expert validation from English Department and Field test has already done by Google Mail and WhatsApp Messenger.

Implementation

Next step was implementation. It is conducted with field test of the guidebook. The writer gave the guidebook to the visitors and coordinator in Bentar Beach Probolinggo and also to Probolinggo Regency's Youth, Sports, Tourism and Culture Department.

The writer gave the Bentar Beach Guidebook to visitors who have been to Bentar Beach Tourism by WhatsApp Messenger. The writer interviewed six visitors by WhatsApp Messenger and two Expert Validators from Probolinggo Regency's Youth, Sports, Tourism

and Culture Department and also from English Department, State Polytechnic of Malang.

Evaluation

For the evaluation, the writer needs to make an evaluation of the guidebook hemade. Bentar Beach Guidebook there was any weakness such as, first about the spelling, must be carefully reviewed for spelling. Second, in the page of The Monument of whale shark in Bentar Beach Guidebook, a picture of a whale shark must be added so that tourists do not have misunderstandings about whale sharks.

Third, the evaluation was about the background color of the guidebook especially in preface and the English version of the Bentar Beach Guidebook. Next, the writer should change the background of the color to make it easier to read.

Product Revision

The revision was done by evaluating the guidebook based on the feedback from the result of expert validators and also from field testing with the visitors, to make Bentar Beach Guidebook better than before. The writer revised the Bentar Beach Guidebook such as, text color description, background color, picture, layout and also spelling.

Dissemination the product

The writer disseminated the Bentar Beach Guidebook in Probolinggo Regency's Youth, Sports, Tourism and Culture Department. The writer sent the Bentar Beach Guidebook via WhatsApp Messenger to the Mr. Musa as the head of tourist destination in Probolinggo Regency's Youth, Sports, Tourism and Culture Department.

CONCLUSION AND SUGGESTIONS

This chapter discusses about conclusion and suggestion about a guidebook for visitors in Bentar Beach Probolinggo.

Tourism Guidebook of Bentar Beach Tourism entitled "Bentar Beach Guidebook Probolinggo" was developed as a promotional media to give information about Bentar Beach Tourism. It can be used as a guidance and reference for visitors. The guidebook description is about situation in Bentar Beach, location, ticket price, facility, tourist attraction, access with maps, and accommodation.

In preliminary study, the writer interviewed the coordinator of Bentar Beach Beach Tourism. Next, the writer interviewed the validators, First validator from Probolinggo Regency's Youth, Sports, Tourism and Culture Department. Second validator was from department State Polytechnic of Malang. Then, the writer observed about the information in Bentar Beach Tourism and took the documentation process by taking pictures directly. From expert validators' opinion and result of field testing about Bentar Beach Guidebook, the content of the guidebook as a whole is easy to understand and the language used is very clear and simple. There are only a few elements that need to be revised such as the background color and the addition of pictures.

Suggestions

For Probolinggo Regency's Youth, Sports, Tourism and Culture Department

There is a lot of tourism in Probolinggo, but there was no guidebook especially for detailed information on tourism in bilingual languages (Indonesian and English). It is also more efficient if Probolinggo Regency's Youth, Sports, Tourism and Culture Department provides a guidebook to other tourist destinations to attract visitors to Probolinggo to visit and also to improve their experience.

English Department State Polytechnic of Malang

The Bentar Beach Guidebook could be used as a reference for the students at the State Polytechnic of Malang, especially for the English Department, and provided more knowledge and information on tourism, as well as a reference for developing guidebooks for visitors to improve their experience.

For Bentar Beach Tourism company, it could make use of this findings to attract foreign tourists or local tourists to Bentar Beach Tourism Probolinggo. For future researchers, research could increase and expand the scope of study, such as accommodation around Bentar Beach Tourism, traditional foods, and also the design of the guidebook.

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