

## DEVELOPING BILINGUAL GUIDEBOOK OF 'SOUTHERN BEACHES' OF MALANG

**Nabilla Hilda Faahira Nata**  
Politeknik Negeri Malang

### ABSTRACT

This study discussed Developing a bilingual guidebook for Southern Beaches in Malang. This research used was the Design and Development Research method with the procedures of Analysis, Product Design, Product Development, Implementation, and Evaluation. According to the expert validator, there were some inputs, namely, to paraphrase some of the results of the translation which still sounded like Indonesian when read. There were still some problems in the use of passive sentences and some input in the design of the guidebook, which included the use of spaces and layout on the product guidebook. According to visitors, the guidebook provided complete and precise information, but there was some room for improvement, namely, to develop the design of the guidebook further to attract readers.

The result of this research was that the bilingual guidebook about seven interesting and popular beaches. The purpose of this research was to develop the guidebook and help promote those beaches to the people. Besides that, the guidebook also gave detailed information about those seven beaches to local and foreign tourists who want to visit the beaches.

**Keywords:** *Guidebook, Southern Beaches, Bilingual Description*

### INTRODUCTION

Malang is one of the regions located in East Java which is famous for its tourist attractions. Southern Beaches in Malang are examples of tourist attractions in Malang since a long time ago. There are a lot of beaches there but sadly, there are still plenty of people who do not know about the existence of these beautiful beaches. Not many people know about how to get there, the ticket prices, access, or even the activities that they can do there and there is no written information such as posters, brochures, or guidebooks. Therefore, a guidebook is needed to facilitate visitors.

Based on the preliminary observation that has been done, the low number of foreign tourists visiting Southern beaches is because of a lack of detailed written

information about the beaches in the Southern. Therefore, this current research project was about developing English-Indonesian bilingual Southern Beaches Guidebook is as a promotional media to attract domestic and foreign tourists to visit Southern beaches of Malang.

### REVIEW OF RELATED LITERATURE

#### **Bilingual Guidebook**

A guidebook also known as travel guide, is a book of information about a place designed for the use of visitors or tourists. It will usually include information about sights, accommodation, restaurants, transportation, and activities. Maps of varying detail and historical and cultural information are often included. Different kinds of guidebooks exist, focusing on different aspects of travel, from adventure

travel to relaxation, or aimed at travellers with different incomes, or focusing on sexual orientation or types of diet. According to Peel and Sørensen in (Meili, 2017) the subject of travel guidebooks can be and has been studied from several perspectives. Firstly, the guidebook is both a source of information for travellers and an artefact of tourism. Like other objects related to the practice of tourism, such as the camera, photographs or souvenirs, the guidebook can be seen as a mediator of the tourists experience.

The modern form of guidebook, containing not only a description of a given country or city, but also proposals for sight-seeing tours and a great deal of practical information, appeared in the 19th century as a result of the publishing activity of J. Murray II (1778-1843) and K. Baedeker (1801-1859), followed by others (Palmowski, 2002, p. 109; Zuelow, 2016, p. 78).

For the purpose of the present study, a guidebook is defined as any literature that provides destination information for visitors including any form of travel guide. A guidebook can be seen as a tool to make independent tourists feel to find advice and information worth knowing about the place, attractions, accommodations, transport, eating out, etc. (Bender, Gidlow, and Fisher, 2013)

According to (Hokenson & Munson, 2007) a bilingual text is a self-translation, written by a writer who can write in several languages and translate his or her messages from one language to another. Therefore, the writer can conclude that bilingual guidebook is a guidebook written or developed by a written in two languages.

### Previous Research

According to Putri and Dewi (2014) have done research about *The Use of Travel Guide Books by visiting Yogyakarta*. This research aimed to knowing to what extend tourists use travel guidebooks for their visit to Yogyakarta. From this research, Putri and Dewi concluded that there are seven basic needs that are tourist needed in the use of travel guide books which are: functional needs, forward – looking needs, learning needs, autonomy needs, tension reduction needs, security needs, and

objectification needs, but not everything is needed, in developing English – Indonesian bilingual guide book in Southern beaches, the writer only refers to one tourist need, that is functional needs which according to the author are very dominant and needed because it can provide information needed by visitors.

Another researcher, Sarah (2005) which has done about *A Content Analysis of Travel Guidebooks*. The purpose of this research is to analyze and describe how travel guidebooks communicate information on socio-cultural, environmental, and other destination specific issues. The republic of Peru was the case study area for this research. Destination data was collected through interviews with tourism representatives in Peru, Destination Management Organization (DMO) website analysis, and participant observation. This data was analyzed to provide a coding scheme for the current issues and impacts in Peru relating to tourism. This coding scheme was used to analyze the content of the most used commercial guidebooks for Peru (Lonely Planet, South American Handbook, Rough Guide) to understand if and how guidebooks are addressing current issues in Peru tourism.

Qualitative content analysis of destination data resulted in 29 emergent categories which were evaluated based on theme distributions (socio-cultural, environmental, and other) and source information. Categories were grouped based on importance values to allow for further examination of the main issues and impacts involved in Peru tourism. Qualitative analysis of guidebook content resulted in 4 additional categories for a total of 33 items. Guidebook content was organized into groups based on importance values and compared with the importance groups found in the destination data to determine differences in category relevance.

The implications of this research in presenting information to tourists are discussed in terms of their relevance to socio – cultural and environmental interpretation, marketing and communication theory, and responsible tourism. Similarities and differences found in comparing destination and guidebook data are examined. Findings and discussions based on this research indicate

that the role of the guidebook is multi – dimensional. These texts, juxtaposed between host and guest, mediate and interpret ecological, cultural, and social information. Findings of this research suggest that though guidebooks are involved in persuasive messaging which raises issues of power and representation, guidebooks are the only popular tourist information source in Peru attempting to influence tourists to reduce cultural and environmental impacts. This discussion is followed by suggestions for future research in this area.

Linda (2007) also has done research which have similar topic about guidebook by he tittle *'Travel Guidebooks and The Independent Traveler in The Asia Pacific Region'*. This research has demonstrated that travel guidebooks are an aid in reducing risks associated with travelling independently, and they play a positive role in the recent tourism trend of a shift away from mass tourism towards independent tourism. This research has also demonstrated that cultural background is a determinant in the types of information searched and in the use of travel guidebooks while travelling. This research has provided a contribution to current theories of consumer behavior, with specific focus on independent tourism and information needs. This study also enables unbiased discussion on the possible directions for travel guidebook publishers to be successful in the Asian market.

## RESEARCH METHODS

### Design and scope

The research design is design and development research. According to Richey and Klein (2009), Design and Development Research (DDR) is a study which uses development and evaluation in the process with the aim is to establish an empirical basis of a new product that never exists before or to enhance the development of a product. This design is selected because it is the most suitable in the problem in the field.

The research project will cover seven beaches, namely:

- Balekambang Beach at Dusun Sumber Jambe, Srigonco Village, Bantur Sub-District, Malang. 67 kilometers from the center of Malang city,

- Regent Beach Dusun Sumber Jambe, Srigonco Village, Bantur Sub- District, Malang Regency, East Java
- Goa Cina Beach at Dusun Tumpak Awu, Sitarjo Village, Sumbermanjing Wetan Sub-District, Malang, East Java.
- Nglip Beach at Hutan Sub-District, Kedungsalam, Donomulyo, Malang, East Java.
- Ngantep Beach at Tumpakrejo Village, Gedangan Sub-District, Malang Regency, East Java.
- Ungapan Beach at Gajahrejo Village, Gedangan Sub-District, Malang Regency, East Java.
- Sendang Biru Beach at Dusun Sendangbiru, Tambakrejo Village, Sumbermanjing Wetan Sub-District, Malang Regency, East Java.

### Data Source and Data Collection

The data source for the research project includes the staff of Tourism and Cultural Department of Malang, and the manager of seven beaches. The type of data will consist of qualitative and quantitative. The qualitative data provided by management of seven beaches about the detailed information of seven beaches like the facilities, ticket price, history, uniqueness, activity that can be done there. The quantitative data that is owned by Cultural and Tourism Department of Malang about the number of visitors. The data were collected through interview, observation, and documents analysis. The writer conducted an interview with the Cultural and Tourism Agency of Malang Regency about the number of visitors who come, both local and foreign tourists, from the last three year and responses on the impact of making a guidebook. The writer also did observations in seven beaches regarding the physical condition of each beach. This observation provided data to support the accuracy of information that the writer got in interviewing management of seven beaches. For document analysis, the writer also read and analyzed data from several documents at the Tourism and Cultural Agency of Malang Regency.

**Product Development Steps**

The research conducted the product development based on the theory of Richey, Klein and Tracey (2011) in developing a new product divided into 5 steps: Analysis, Product Design, Product Development, Implementation, and Evaluation.

**Products Specification**

The product of this final project is Developing English-Indonesian Bilingual Southern beaches guidebook' this guidebook was in a bilingual version, Indonesian and English language. Because the target readers are not only for local tourists but also for foreign tourists. The guidebook gave detailed information about seven beaches, such as their unique, history, current location, accommodation, facilities, how to get there and the activities that can do. This guidebook is printed in A5 size with landscape position and using art paper that is white, smooth, and glossy with a slightly thin thickness of 120 gsm and 150 gsm and designed as attractive as possible to increase reader interest. The pages were around 38 pages.

Developing Bilingual Guidebook of Southern Beaches in Malang.

**Presentation of Product Development Process**

In developing this product, the writer do the steps as already mentioned above.

*Analysis*

In this step, the writer analyzed the problems that could be solved by developing the Bilingual Guidebook of Southern Beaches in Malang. The writer conducted an interview with The Cultural and Tourism Agency of Malang about which beaches are exciting and must be visited based on visitor data and opinions about what content should be in the development of this guidebook. The writer also collected data by distributing questionnaires to visitors, to find out about visitors' opinions. The data show that a bilingual guidebook is needed with certain requirements.

*Product Design*

From the data obtained by the writer from analysis process, the writer wanted to make guidebook from seven interesting and must-visit beaches, so this guidebook would help giving information to the local and foreigner

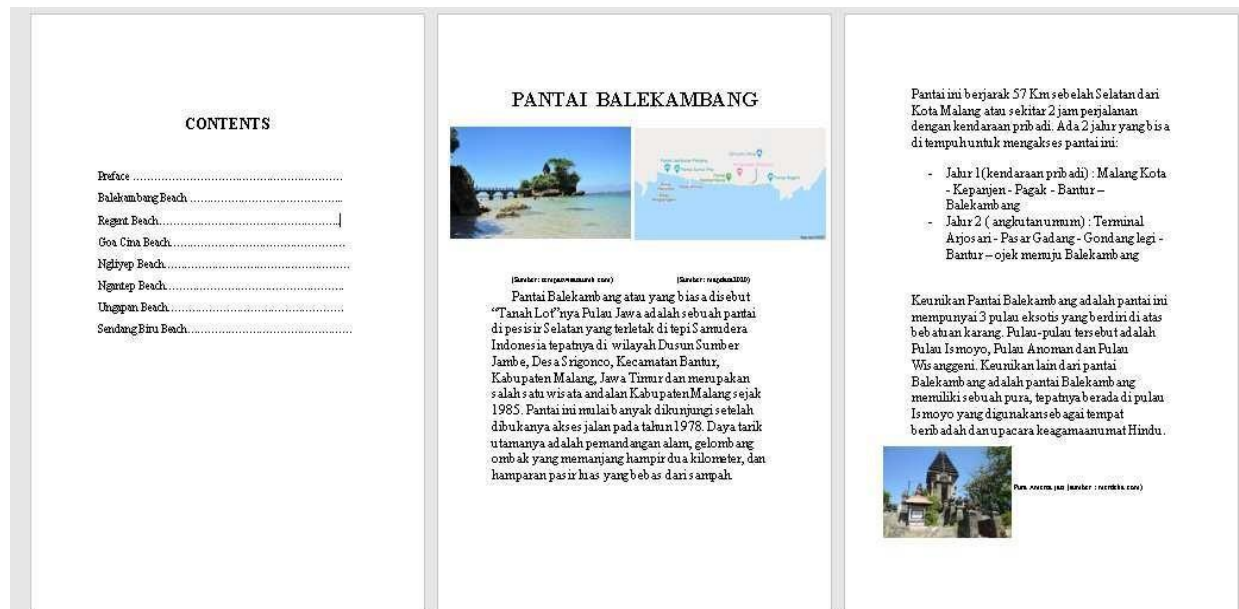


Figure 1 Draft of the Guidebook

**DEVELOPMENT RESULT AND DISCUSSION**

In this section the writer explains the development process and discussion in

who want to visit the beaches in Southern.

In designing this guidebook, the writer asked for help from one of her friends who was

proficient in design. The writer gave the existing content to that person to be designed as interesting as possible. The writer gives the draft of guidebook that the content has been translated for design, the first design as shown in Figure 1. However, the guidebook design is not suitable yet. Finally, the product design is revised again to produce the final result design that is shown in Figure 2.

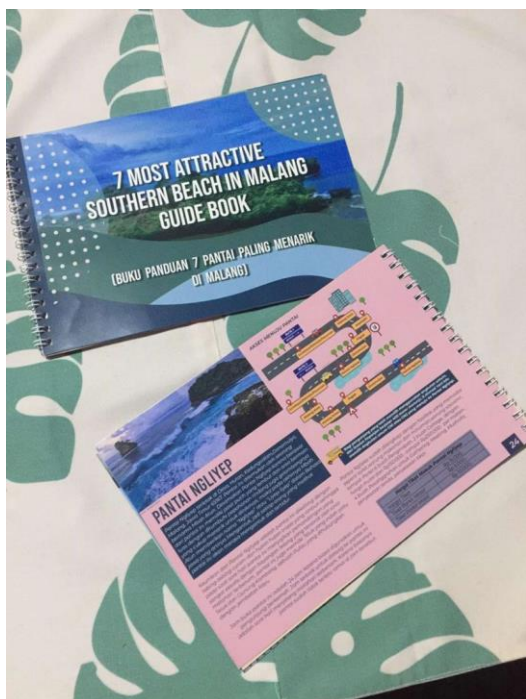


Figure 2. The Finished Product

**Product Development**

In this step, the writer explained about the product development process. The writer collected and summarized all the information data about each beach. The writer decided to make this guidebook in one book containing Indonesian and English version. The first sheet open with English sheet then it is followed with Indonesian translation in the following page that each was completed with figures.

The first step conducted by the writer was making the outline of the guidebook contents based on the respondent’s opinion result from the questionnaire distributed before. The contents of this guidebook consisted of location, short history, uniqueness, access,

available facilities, including the entry ticket, operational hours, and lastly the activities that can be done on each beach chosen.

Next, the writer was arranging every part based on the observation, interview result, and other references on the internet.

Then, the writer started to write Indonesian draft. After it was done, the writer translated the text into English supported with translation machine, then it was checked again about the usage of grammar by using Grammarly. The writer also asked the help from several friends to check the translation. Below are the translation result examples.

Table 1. Example of translation results

Indonesian	English
<p><b>1. Pantai Balekambang</b>                      Pantai Balekambang atau yang biasa disebut “Tanah Lot”nya Pulau Jawa adalah sebuah pantai di pesisir Selatan yang terletak di tepi <u>Samudera Indonesia</u> tepatnya di wilayah Dusun Sumber Jambe, <u>Desa Srigonco, Kecamatan Bantur, Kabupaten Malang, Jawa Timur</u> dan merupakan salah satu wisata andalan Kabupaten Malang sejak 1985. Pantai ini mulai banyak dikunjungi setelah dibukanya akses jalan pada tahun 1978. Daya tarik utamanya adalah pemandangan alam, gelombang ombak yang memanjang hampir dua kilometer, dan hamparan pasir luas yang bebas dari sampah.</p>	<p><b>1. Balekambang Beach</b>                      Balekambang Beach is <b>known</b> as The “Tanah Lot” of Java Island, located in the Southern Coast of The Indonesian Ocean in Sumber Jambe Sub-district, Srigonco Village, which is one of the most popular beaches in Malang since 1985. This beach gets more popular after they opened the main access in 1978. The attractive thing about this beach is its natural beauty, longwise waves almost two meters, and rubbish free beach.</p>

After the layout is done, the result is much better. The following (Figure 3-8) is an example of a complete bilingual description of a beach (Balekambang Beach).



Figure 3 Description of Balekambang Beach in Indonesian



Figure 4 Description of Balekambang Beach in English

## PANTAI BALEKAMBANG

Semua pulau dapat diakses dengan mudah dikarenakan adanya jembatan beton sebagai penghubung. Sebaiknya pengunjung mengunjungi pulau satu per satu sehingga dapat menikmati keelokannya masing-masing. Pantai Balekambang buka selama 24 jam. Waktu buka 24 jam ini dimaksudkan untuk memudahkan pengunjung, karena banyak pengunjung ingin berkemah disana. Pantai Balekambang sudah dilengkapi dengan fasilitas fasilitas yang cukup memadai seperti Hotel dan Penginapan dengan tarif Rp150.000 hingga Rp250.000 per malam, Toilet Umum, Rumah makan yang menyajikan aneka seafood dan makanan lainnya, Musholla, Toko Souvenir, Pendopo, Bungalow, Kantor informasi, area perkemahan, dan lahan parkir yang luas.

Harga Tiket	
Tiket masuk	Rp10.000,-/ orang (hari kerja)
	Rp15.000,- /orang ( hari libur)
Tiket Parkir	
Roda 2	Rp5.000,-
Roda 4	Rp10.000,-

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Figure 5 Description of Balekambang Beach Facilities in Indonesian

## BALEKAMBANG BEACH

All of the small exotics islands can be accessed easily because it has a concrete bridge as a connector. Visitors should visit each island to explore its natural beauty. Balekambang beach is open for 24 hours. This 24-hour opening time is meant to make it convenient for the visitors, as many visitors would like to camp there. Balekambang Beach has adequate facilities such as hotels and homestay at a rate of Rp150,000 to Rp250,000 per night, public toilets, restaurants that serve a variety of seafood and other foods, musollah, souvenir shops, gasebo, bungalows, Information Offices, campsites, and parking area.

Entrance Ticket Price	
Ticket Price	Rp10.000,- per person ( weekdays)
	Rp15.000,- per person ( weekend)
Parking Ticket	
2-wheel vehicles	Rp5.000,-
4-wheel vehicles	Rp10.000,-

5

Figure 6 Description of Balekambang Beach Facilities in English



Figure 7 Description of Balekambang Beach Activities in Indonesian



Figure 8 Description of Balekambang Beach Facilities in English



Then, the designed product would go through several validation processes. This guidebook would be validated by the expert, the goal is to know the appropriateness of this guidebook. This book would be validated by language expert which was done by English lecturer, Ms. Fitrotul Maulidiyah, S.Pd, M. Pd. And the content expert, which was representative from Cultural and Tourism Agency of Malang Regency, which was Mr. Armand, S.H. Validation step was conducted through online questionnaire which contained link of the guidebook and several related questions. Table 1 shows the validation result.

Table 1. The Result of Language Expert Validation

No	Criteria	Score				
		1	2	3	4	5
1	The Design and Layout of the Guidebook are attractive and appropriate.				√	
2	The descriptions of each beach in a Guidebook can provide a lot of knowledge and information to readers.					√
3	The Indonesian language used in the Guidebook is clear and easy to understand.	4			√	
4	The English used in the Guidebook is clear and easy to understand.			√		
5	Translation between the two languages is easy to understand and appropriate.			√		
6	The information in the Guidebook is clear and easy to understand.				√	
7	The Information that provides in a Guidebook complete and accurate.				√	
8	Some special terms are well explained in English.			√		
9	The sentences are grammatically correct, which include		√			

	conjunction, capital letter, etc.					
10	The choice of font types and sizes is clear and appropriate.				√	

Note: 1: Strongly disagree 5: Strongly agree

From the table it can be seen that the result of Language Expert validation. The expert agreed that the design and layout of the guidebook are attractive and appropriate. The expert strongly agreed that the descriptions of each beach in a Guidebook can provide a lot of knowledge and information to readers. The expert also agreed that The Indonesian used in the Guidebook is clear and easy to understand. But for The English used in the Guidebook was clear and easy to understand.

For the information the expert agreed that the guidebook provided complete and accurate information. Some specific terms were explained very well in English and it was marked neutral by the expert. But the expert disagreed for the statement that the sentences are grammatically correct, which included conjunction, capital letters and etc. Therefore, many revisions to the use of grammar were still needed. The expert strongly agreed for the statement that the choice of font types and sizes was clear and appropriate. The language expert also gave comments and suggestions.

The content validation expert conducted by Mr Armand, S.H, as representatives of The Cultural and Tourism Department of Malang, strongly agreed with all the questions that have been given, because the tourism department felt that it was helped very much by the making of the guidebook for the Southern Beaches.

*Implementation*

After all the processes including translation and product design process are finished, the product printed and then given to the Tourism and Cultural Agency of Malang Regency to be distributed to each beach manager or tourist information center office, and places that allow foreign tourists to visit such as airport, train station and others. The writer also provides a soft copy of the product to the Tourism and Cultural Department of Malang.

### *Evaluation*

In this step the writer tested the finished product by creating and distributing an online questionnaire with a number of questions for readers or visitors accompanied by links from guidebooks that can be accessed online. This questionnaire was distributed to 20 respondents of which 9 were male respondents while 11 others were female respondents. The purpose of this field-testing questionnaire is to find out the opinions of readers or visitors about the guidebook.

From the field testing, the following results were obtained. From the first item in the questionnaire, the design of the cover attracts readers with the average score of 4.7. From the score, the writer concluded that the guidebook design was interesting and attractive. Then for statement, the design and layout of the guidebook are attractive and appropriate, it received an average score of 4.45. The respondents mentioned that the design layout are attractive and appropriate. In the third statement, the contents of the guidebook are complete and appropriate, generating an average score of 4.6. The respondents considered that the content was complete and appropriate. For the fourth statement, the guidebook is useful for tourists who want to visit the Southern Beaches, the average score is 4.8. It means that the guidebook is very useful for tourists. In the next statement, the language used in the guidebook is clear and easy to understand, it had an average score of 4.55. It means that the respondents can understand the language used easily.

Then in the next statement, information in the guidebook is clear and easy to understand, this received an average score of 4.7. The respondents pointed out that the information was clear and understandable. The next statement, information in the guidebook is complete and accurate, generated an average score of 4.6. Moreover, it generated 4.85 average score for the last statement in the questionnaire that is, the description of each beach in the guidebook can provide a lot of knowledge and information to its readers.

### **Discussion**

The product of bilingual Guidebook of Southern Beaches was developed according to the development procedure as suggested by Richey, Klein and Tracey (2011) who stated that in developing a new product, the procedures were divided into 5 steps. They are Analysis, Design, Development, Implementation, and Evaluation. The writer follows all these procedures. These steps were also called the ADDIE model as an acronym. This guidebook explained about one of the tourists needed as written in the journal Putri and Dewi (2014) mentioned that there are seven basic needs that tourists need in The Use of Travel Guide Books which are: functional needs, forward – looking needs, learning needs, autonomy needs, tension reduction needs, security needs, and objectification needs, but not everything is needed.

In developing English – Indonesian bilingual guidebook in Southern beaches, the writer did differently but still included based on Putri and Dewi (2014). It only refers to one tourist need, that is functional needs which according to the author are very dominant and needed because it can provide information needed by visitors. About the place, how to get there, the uniqueness, the entrance ticket, facilities that are available, and information about activities that can be done in each beach.

Most of the respondents revealed that the guidebook will help visitors when visiting Southern Beaches without a tour guide. Based on the theory written by Linda (2007) that having a guidebook will help reduce the risks associated with traveling independently.

Based on the field testing, most respondents agreed that this guidebook could give more knowledge or information to the visitors.

### **CONCLUSION**

This Final Project Report focused on developing a bilingual guidebook of Southern Beaches. This guidebook consisted of descriptions of seven beaches that have been translated into English and made into one book. The purpose of the development of this bilingual guidebook was to help provide

information to visitors who would visit the Southern Beach, both local and foreign visitors, about most attractive and must-visit beaches. Therefore, to provide detailed information, the writer decided to develop a bilingual guidebook that discussed the information of seven beaches that have been determined in the previous chapters. The information included location, short history or description, uniqueness, access to the beach, available facilities and which activities that could be done in each beach. The writer also listed the price of entrance fee for each beach and its operating hours. This guidebook was developed through several stages, such as analysis, product design, Product development, Field testing, Evaluation, and Revision.

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