

## DEVELOPING A BILINGUAL GUIDEBOOK TO IMPROVE VISITORS' EXPERIENCE IN KAMPOENG HERITAGE KAJOETANGAN MALANG

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### ABSTRACT

Kampoeng Heritage Kajoetangan Malang, a potential home to a tourist magnet in Malang, is an tourism asset that has not been marketed well. Unfortunately, the local administration and inhabitants have not fully tapped into the area's prospective revenue streams. The number of visitors is still low. A bilingual guidebook is one of the solutions to improve the number. Based on this background, the objective of the research was to create a bilingual guidebook for Kampoeng Heritage Kajoetangan Malang to improve visitors' experience.

The researcher employed research and development paradigm and used Borg and Gall's developmental framework to craft a bilingual guidebook (in both Indonesian and English) for Kampoeng Heritage Kajoetangan Malang. Expert evaluations revealed favourable outcomes. Subsequent field trials confirmed the guidebook's utility, affirming its capacity to improve visitor experiences and provided comprehensive locale-related information.

**Key Words:** *Kampoeng Heritage Kajoetangan Malang, Bilingual Guidebook, Visitors' Experience*

### INTRODUCTION

#### *Background*

Situated in Malang's heart, precisely at Jl. Jendral Basuki Rachmat Gg. VI, Kauman, Klojen, lies Kampoeng Heritage Kajoetangan Malang. Since its official inauguration on April 22, 2018, Kajoetangan Village has earned Malang's government recognition as a cultural heritage precinct. Rooted in its significance as a historical zone, Kajoetangan served as a pivotal route during the Dutch colonial era. This historical essence is palpable through the well-preserved Dutch heritage structures, notably the authentic Kajoetangan village houses. These houses encapsulate the architectural legacy, offering cultural and historical edification. Beyond the architectural marvels, the village houses a

plethora of antique artifacts — bicycles, cookware, lighting, windows, cameras, telephones, and more. Moreover, the village retains vestiges of bygone eras, encompassing market edifices, the tomb of Eyang Honggo Kusumo, Tandak grave, Krempyeng Market, Dutch irrigation, waterways, Tangga Seribu, and other sites steeped in historical significance. Given its abundant potential, this village rightfully merits recognition as a captivating epicenter for tourism in Malang.

The untapped potential of Kampoeng Heritage Kajoetangan Malang requires effective management and development. Regrettably, the government and residents have not fully harnessed the potential income sources of the area. Notably, tourism stands as a significant avenue for regional revenue, given the

optimally manageable attraction within Kampong Heritage Kajoetangan Malang.

Despite its appeal as a novel tourist spot, Kampong Heritage Kajoetangan Malang remains inadequately managed. This study aims to create a guidebook that enhances the comprehension of both local and international tourists regarding Kampong Heritage Kajoetangan Malang.

#### *Research Purpose*

Based on this background, the aim of the research was to create a bilingual guidebook for Kampong Heritage Kajoetangan Malang to improve visitors' experience.

## **REVIEW OF RELATED LITERATURE**

### *Bilingual*

Bilingual choice is often driven by the belief that intervening in one language can aid another's development (Kohnert et al., 2005, as cited in Tsybina & Eriks-Brophy, 2010). Through translation from source to target languages, bilingualism fosters multilingual competence.

Kemp (2009), as noted by Garibay, Yalowitz & Editors (2015), defines "bilingual or bilingualism" as dual-language use and "multilingual/multilingualism" as employing three or more languages. Conversely, "monolingual/monolingualism" pertains to singular language use. At the community level, "multilingualism" refers to communities where some individuals use various languages, though not all members use more than one language (Garibay, Yalowitz, & Editors, 2015). In this research, bilingualism pertains to communities employing distinct languages within tourist attractions. This description aims to facilitate language distinctions and expand audience reach.

This study's outcomes intend to furnish data to both local and international tourists. Across regions and nations, unique local cultures prevail, often reflected in daily language usage. The choice of bilingualism, employing Indonesian, targets local tourists hailing from diverse Indonesian regions, ensuring comprehension of guidebook content as Indonesian serves as the national language. Simultaneously, English, a global language,

caters to foreign tourists from diverse countries, enhancing accessibility.

### *Tourist Guidebook Content*

Guidebooks serve as representations of geographical areas, encompassing diverse destinations, and offering valuable insights, while concurrently appraising the depicted region (Therkelsen and Sorensen, 2005, cited in Prats, 2011). Guidebooks have comprehensive inclusivity, ensuring visitors find all necessary information within their pages. These guidebooks are often the sole references for visitors exploring new places.

In this study, the researcher provides detailed information on the place. The guidebook's contents encompass the history of Kampong Heritage Kajoetangan Malang, house descriptions, and antique details. This content is presented with a bilingual approach, appealing to foreign tourists as an attraction.

### *Review of Previous Research Project*

The study by Putri & Dewi (2014) investigates "The Use of Travel Guidebooks by Tourists Visiting Yogyakarta" showed a noteworthy contrast in guidebook usage emerges across genders in the overall statements of respondents. Among seven identified needs, only tension reduction displays a significant gender-based disparity in guidebook use, while others do not. Publishers of travel guidebooks should furnish pertinent information catering to potential tourists' specific needs. This data could offer a lucid portrayal of Yogyakarta as an Indonesian tourism hub.

This study's findings offer valuable insights to the Yogyakarta government, specifically the tourism department, regarding tourists' requirements during visits. The government can furnish pertinent information aligned with these needs, extending beyond guidebooks to various media formats. Such endeavors hold the potential to amplify Yogyakarta's tourist influx. Notably, autonomy needs, the second-highest scoring category, underscore the necessity for explicit transportation information provision in Yogyakarta.

To optimize outcomes, travel guidebook publishers could tailor specific editions catering to women's tension reduction needs. Involving domestic tourists as respondents could unveil

distinct guidebook usage needs because of unique objectives. For example, local language acquisition might not be salient from a domestic tourist perspective. Last, prospective research could explore cross-national differences in guidebook utilization, reflecting distinct cultural impacts on behavior across countries.

Kalaska's (2018) study, titled "The Possibilities of Employing Guidebook Analysis Method for Investigating Urban Tourism Space Evolution in Maghreb Countries," addresses the challenge of examining urban tourism space evolution in a context with limited source materials. Data on urban tourism in this region lacks completeness, comparability, and credibility. The article outlines advantages and disadvantages of utilizing the guidebook analysis method for researching urban tourism space evolution in the Maghreb nations. LISZEWSKI underscores the sustained monitoring of transformations within Maghreb cities' tourism landscapes.

## RESEARCH METHOD

### *Research Design*

The research project adopts the Research and Development (R&D) or Design and Development Research (DDR) design, contingent on the subject and research objectives. The guidebook serves to furnish both local and foreign tourists with comprehensive and reliable insights into the location. Following the methodology of Borg & Gall, six phases of design and development research, as outlined by Wibawa (2018), were employed in crafting the bilingual guidebook. These stages encompass research and data collection, product design, product development, product validation, field testing, and product revision.

### *Data Collection*

The research derived data from the Kampoeng Heritage Kajoetangan Malang manager and interviewees. Qualitative data constituted the data type, with some supplied by the manager and others got through interviews with participants. Observation was the chosen instrument for gathering qualitative data, conducted during the research and data collection phase. This involved querying the manager on significant locations, entrance

tickets, activities, and the guidebook's role in advancing tourism and serving both local and foreign tourists.

### *Product Specification*

The resultant product, a guidebook, adheres to the following specifications:

1. Size / Dimension The guidebook's dimensions measure 14 x 20 cm, facilitating tourists in carrying it conveniently during travel.
2. Contents The guidebook encompasses house descriptions, maps, and notable locations within Kampoeng Heritage Kajoetangan Malang.
3. Material Art paper is utilized for the content, akin to materials in magazines or brochures. The cover employs art carton due to its greater thickness compared to art paper.

### *Research and Information Collecting*

The initial phase was Research and Information Collection. The researcher visited Kajoetangan Heritage Kampoeng Malang, engaging in observations and interviews. Interviews focused on long-term homeowners, possessing insights into the area's origins and their homes' history, often spanning over two decades. Supported by local management, observations assessed Kampoeng Heritage Kajoetangan Malang's actual status and requirements. Subsequently, the researcher elected to enhance the limited information available for tourists visiting the site.

### *Product Design*

The writer aimed to create an accessible and engaging guidebook for tourists, ensuring clarity and simplicity. The term "interesting" conveys a desire for a user-friendly design in white, with public appeal and high image quality.

The selected paper size was 14 x 20 cm, employing art paper for content and art carton for the cover, featuring the history of Kampoeng Heritage Kajoetangan Malang, house descriptions, and displayed antiques.

During Product Development, the researcher identified necessary facilities and infrastructure. Art paper and art carton measuring 14 x 20 cm were chosen for their suitability, commonly found in magazines,

catalogs, and brochures. Online resources like *Kateglo* and *Sederet* served as translation tools for intricate words. Grammarly rectified grammar errors in content, while Canva aided guidebook design.

### *Product Development*

The writer's goal was to craft a clear and engaging tourist guidebook, marked by accessibility and simplicity. The term "interesting" reflects a design aspiration for a user-friendly white layout, appealing to the public and boasting high-quality imagery.

Measuring 14 x 20 cm, the chosen paper size employs art paper for content and art carton for the cover, encompassing Kampoeng Heritage Kajoetangan Malang's history, house descriptions, and showcased antiques.

In Product Development, essential facilities and infrastructure were identified. Art paper and art cartons, each 14 x 20 cm, were preferred due to their typical use in magazines, catalogs, and brochures. For intricate word translation, online tools like *Kateglo* and *Sederet* were used. Grammarly addressed grammar errors, while Canva facilitated guidebook design.



Figure 1. Front cover

### *Product Validation*

Product validation is crucial for assessing the viability of the guidebook in aiding tourists at Kampoeng Heritage Kajoetangan Malang. Experts received the developed guidebook for validation, contributing suggestions that informed subsequent revisions.

The online validation process employed Google Forms. The writer engaged two experts—a linguist and a content specialist a representative of Kampoeng Heritage Kajoetangan Malang's management.

Scores from 1 to 5 were assigned, reflecting levels of agreement: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree. Suggestions were also welcomed to enhance the product. Several suggestions were gathered and will be applied during the Product Revision phase.

### *Field Testing*

At this stage, the extensive assessment of the effectiveness and adaptability of both product and content designs took place. Users completed the writer's questionnaire, offering suggestions to optimize the bilingual guidebook.

Questionnaires were distributed to gather data, with the Field Testing conducted through online dissemination using Google Forms. The sample comprised 28 respondents: 20 females and 8 males. Answers from the field-testing phase were scored on a scale of 1 (strongly disagree) to 5 (strongly agree), reflecting the degree of suitability. The writer also provided a suggestion section to collect improvement ideas from respondents.

The guidebook received a favorable response, 91.31%, indicating its suitability for ongoing research implementation. Additionally, the writer collected suggestions from respondents which will be addressed during the Product Revision phase.

### *Product Revision*

Product enhancement for the bilingual guidebook occurred in conjunction with product validation and field-testing phases. The resulting improvements substantiate the guidebook's commendable effectiveness, enhancing its reliability for local and foreign tourists visiting Kampoeng Heritage Kajoetangan Malang.

In the Product Validation phase, the writer consolidated suggestions from respondents. The linguist expert proposed using free translation for enhanced clarity, while the content expert recommended using new images for the guidebook, albeit hindered by Covid-19 restrictions.

Similarly, the writer aggregated suggestions from respondents in the field-testing phase. These recommendations centered on reorganizing the layout for greater visual appeal and enlarging the font to enhance readability.

## DISCUSSION

A tourist guidebook, designed to aid travelers, furnishes information about a locale, encompassing history, photos, activities, and culture. Such guidebooks benefit tourists by enhancing their comprehension of the historical and distinctive aspects of attractions. One such attraction is KJT, a historical tour showcasing Dutch-era heritage buildings in Malang. This study's guidebook aims to serve local and foreign tourists through bilingual content in Indonesian and English.

Prior research, like "The Use of Travel Guidebooks by Tourist Visiting Yogyakarta" (Putri & Dewi, 2014), used single-language guidebooks, limiting access for foreign tourists. Similarly, "The Possibilities of Using the Guidebook Analysis Method in Research on the Evolution of Urban Tourism Space in the Maghreb Countries" (Kalaska, 2018) employed a local language, posing comprehension challenges for foreign visitors.

When compared with the products of this study, the language used by the writer is two languages (bilingual) that are Indonesian and English. The target of this bilingual guidebook will be more comprehensive. So, local and foreign tourists will be helped in getting the information on this guidebook.

## CONCLUSION AND SUGGESTION

### Conclusion

This project aims to create a bilingual guidebook for convenient access to information about Kampoeng Heritage Kajoetangan Malang by both local and foreign tourists, also serving as an introduction to Malang's culture.

The research objective centered on developing a bilingual guidebook facilitating easy information retrieval for local and foreign tourists visiting Kampoeng Heritage Kajoetangan Malang. The guidebook's creation followed Borg and Gall's developmental steps. Initial research involved data collection through observations and interviews. Subsequently, the researcher determined necessary facilities, infrastructure, and tools during the product design phase. The product was then developed based on this design. Validation was sought from experts, followed by extensive field testing to assess product effectiveness and adaptability. The product was refined using insights gathered from both validation and field-testing phases.

### Suggestion

This study offers recommendations for Kampoeng Heritage Kajoetangan Malang. It is advised to enhance promotion to attract a broader local and foreign audience, establish a website for convenient access to attraction's details, and maintain an active social media presence. For future researchers, enhancing descriptions with updated information and creating user-friendly, appealing location maps is advised to adapt to changing circumstances and visitor needs.

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