

DEVELOPING ENGLISH DESCRIPTION BOXES AND VIDEO PROMOTION FOR THE RECLINING BUDDHA STATUE

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Abstract

The aim of this research is to make description boxes and video promotion for the Trowulan Reclining Buddha Statue as the first step to attract more international visitors. Video has several advantages in advertising because it combines visual and audio. Thus, it is expected to be able to deliver the messages and attract viewers' attention. This final project focused on Developing English Description Boxes and A Video Promotion for The Trowulan Reclining Buddha Statue.

The researcher made two products to develop tourism services in the tourist attraction, there were the English description boxes and video promotion. Each product has an important role in developing the tourist attraction. For developing the product, the researcher also supported and helped by Advisors. The English description boxes made by the researcher provided information about some objects or statues in Mahavihara Majapahit. Meanwhile, video promotion has a role in attracting visitors to visit the Reclining Buddha Statue. These combining products will bring good impacts in the tourism industry.

Keywords: Tourism writing, video promotion, Trowulan Reclining Buddha Statue

INTRODUCTION

Indonesia has a varied sector which is a great potential to be developed in various fields, one of them is for the tourism industry. Many tourist destinations from Sabang to Merauke are visited not only by local tourists but also by international tourists. Therefore, Indonesia should develop its tourism potential for international tourists. For example, In the Eastern part of Java, there is one famous tourist attraction in Mahavihara Majapahit, the Reclining Buddha Statue, which is located in Jl. Candi Brahu I, Ds. Bejijong, Kec. Trowulan, Mojokerto.

Actually, the Mahavihara Majapahit built the statue for Buddhists to perform religious activities. However, the statue has become a tourist destination with great potentials. The Reclining Buddha Statue is 22 meters long, 6 meters wide, and 4,5 meters high, making it not only famous but also the third-largest Reclining Buddha Statue in Southeast Asia after Thailand and Nepal. Its large size may likely attract international tourists. Besides, there are many kinds of Buddha statue in Mahavihara Majapahit. Near the Reclining Buddha Statue, there are some tourist attractions such as Bajang

Ratu temple, Brahu temple, Majapahit Museum, Tikus temple, and Pendapa Agung.

Unfortunately, with the great potential it brings, the Reclining Buddha Statue has not been well developed since it has not provided enough access and information for international tourists. For example, it does not have English description boxes that help international visitors get information related to the objects shown. They only have brochures, which are quite ineffective because they are only available for people who visit the place. Another aspect to improve is that it does not have an official video to give enough information about the objects before the tourists come there, which makes it less appealing for international visitors.

The aims of this research is to make description boxes and video promotion for the Trowulan Reclining Buddha Statue as the first step to attract more international visitors. Video has several advantages in advertising because it combines visual and audio. Thus, it is expected to be able to deliver the messages and attract viewers' attention. This final project focused on Developing English Description Boxes and A Video Promotion for The Trowulan Reclining Buddha Statue.

The purposes of this study are: (a) to develop description boxes of statues in Mahavihara Majapahit, and (b) to develop a video promotion for the Reclining Buddha Statue

LITERATURE REVIEW

Based on Munday (2016:8), he explained that the process of translation between two different written languages involves the changing of an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language (the target language or TL). In this process, people changed their language from the original (source text) to the target language (TT) without losing the meaning.

As summarized by Reiss (as cited in Munday 2016:115), the main characteristics of informative text type views from the language function are representing objects and facts. The translation functional also uses as a media for

representing the objects and facts that exist, especially in the tourism field. It makes translation also has an important role in the tourism industry until now.

Promotional Media

McCabe (2009) stated that in a contemporary sense, marketing communications are not just 'presenting the brand' but also advertising it. It also relates to other forms of information and can be expanded to take the broader marketing strategic position in organizations. To promote a product or an object in tourism, promotional, or marketing should make sense and communicate about the product that they are offering. It also has to contain interesting and relevant information.

In today's digital era, promotional media also involved the use of social media. Social media has an important role in the aspect of promotion for distributing ideas, products, or introducing objects and products to other people. Social media in particular have a key role to play in promotional activities, distribution of the products, communication, management, and research (Leung 2013:6).

Voice Over/Dubbing

According to Lowenthal and Platt (2009), "a voice-over is the voice of an unseen narrator speaking (as in a motion picture or television commercial); the voice of a visible character (as in a motion picture) expressing unspoken thoughts." Voice over or dubbing refers to the lack of lip-synchronization between the translation and the interpreted voice, while the latter refers to timing, or rather to the language speech synchronization with the speech of the on-screen speaker (Franco 2010:34). In other words, voice-over expresses unspoken text or translation directly to the listeners or viewers.

Description Boxes

According to Alexander and Smith (as cited in Rubiales 2014), the endeavor is to interpret and reconstruct social texts in order to produce thick descriptions of the way artworks, such as produce and communicate social meanings and influence action and cognition. It can be concluded that the interpreting of the object or

description boxes is to communicate people with the way artworks and influence action. The description boxes are usually found in the tourist attraction that provides objects shown to visitors and has their own history or meanings, such as in Museum.

Previous Research

The past research about Video Promotion was conducted by Goenawan, Suwasono, and Salamoon (2015) from Petra Christian University Surabaya with the title "*Perancangan Video Promosi Pulau Bawean Beserta Media Pendukungnya*". The research focused on all the potential natural beauty of Bawean Island, using video footage styles, such as modern TV tourism advertisements with quality cinematography techniques by supporting media to promote this promotional video.

Besides, DDR on description boxes was conducted by Nugraha (2019) from Widyatama University with the title "Modelling of Information System of Tourism Object for Travellers". The research focused on tourist attractions in Pangandaran Regency and he made an application map for making tourists easier to get information about the tourist attractions.

RESEARCH METHOD

The design used in the research project is Design and Development Research (DDR), also known as Research and Development (R&D). Design and development research (DDR) are used because the objectives of this final project are to make description boxes and video promotion, two products that are useful for visitors. DDR is a way to establish procedures, techniques, and new tools based on the analysis of specific needs (Richey and Klein, 2014).

The research project was conducted at the Reclining Buddha Statue, in Mahavihara Majapahit, Mojokerto. Reclining Buddha Statue is a tourist destination and many visitors are interested to visit Reclining Buddha Statue, whether from local or domestic. It took around 30 minutes from the center of Mojokerto city. There were many activities that visitors can do there, such as praying for Buddha, sightseeing, taking a picture, and doing research. This final project aimed to inform visitors about some

object in Mahavihara Majapahit and promote the uniqueness of the tourist attraction.

Various information used in this project were obtained from websites, books, observations, and interviews. The data included qualitative data. The qualitative data were collected from the website, book, and interview with the guide in the Reclining Buddha Statue. The qualitative data included information about the history of the Reclining Buddha statue and all the statue's description in Buddhist. To optimize the data collection, the instruments used were

DEVELOPMENT RESULT AND DISCUSSION

There were five stages implemented to develop English description boxes and video promotion for this research. Those stages included analysis, design, development expert, expert validation, and evaluation. All five stages are presented in detail below.

Analysis

In this stage, the researcher did a preliminary study which was aimed to identify and confirm the need for the tourist attraction to develop the products. Firstly, the researcher arranged the permission letter given to the Mahavihara Majapahit management. Secondly, the researcher collected the data from direct observation and interviews with the guide. There were some direct questions asked to Mahavihara guides, Mr. Saryono, including the number of visitors (both from locals and foreigners), the promotional media of the tourist attraction, and the valid and detailed information about the object itself. Unfortunately, when the researcher was asking for the visitor's data, the Mahavihara Majapahit management could not give the written data or the list of visitors for no reason. So, the researcher could not ask for more information about the visitors' data.

Design

In the step of design, the researcher made the product design. The specification of the product was decided during this process. Six spots have been chosen for the English description boxes. The researcher chose the spots through a discussion with the guide in Mahavihara Majapahit. The English description

boxes would be displayed in front of the objects. For the video promotion, it was around 2-3 minutes duration with brief information about Mahavihara Majapahit it brings (especially about the Reclining Buddha Statue).

Development

English Description Boxes

After translating the description object, the researcher consulted it to the advisors and got feedback. The advisors told that the description of the object should be added more information. So the product was more informative for visitors. The researcher got some difficulties to find some Buddha's terms, but the researcher tried to read some books for references in Google Scholar, PDF Drive website, and online Wikipedia. The book's title was *Buddharupa* (2012) by Dhammadiro, and research by Murdihastomo (2019) with the title "Identification of Hindu-Buddhist Gods and Goddesses as Patron Deities of Seafaring". The result of the translated description texts consulted to the Advisors. The researcher also added a picture in each description object based on the direct documentation as mentioned in the previous chapter. Then, the researcher compiled the data. The picture below shows the example of the description objects that have been revised.

Besides, while the researcher was waiting for the feedback, the researcher also tried to make a design or template for the English description boxes and discussed the most attractive design with the advisors. After getting feedback and some revising process from the advisors, the researcher implemented the revised descriptive texts into the product design that has been discussed with the advisors. The picture below was an example of the product design that has been implemented.

4.1.3.2 Video Promotion

The development step started with making a script for video promotion. For the script data, the researcher took some important information from the interview. The researcher also watched some video promotions on YouTube to get inspiration. When the script was done, the

researcher consulted it to the advisors to get feedback. The picture below showed the example of the script video.

After getting feedback from the advisors, the researcher revised the script and rearranged the script and divided it into Indonesia (for the subtitle) and English (for the voice-over script). The table below showed the revised script from the advisors.

After revising the script, the researcher sent the script file to the videographer. The videographer also as the editor's name is Brilian Nurul Ubaidillah. The researcher chose him as the videographer because the researcher knew that he is mastering the editing and multimedia skills. He is also a freelance worker in a Photo and Video event management named 'Parmfoto'.

On the 2nd of June 2020, the researcher went to the Mahavihara Majapahit with the videographer to take videos. This process needed around 3 hours, from 10 A.M until 1 P.M. On this process, the researcher showed the videographer the idea of the shooted video. Then, the researcher asked for help from the videographer to edit the video because the researcher has limited skills in video making. The researcher also recorded the voice-over by herself directly through the mobile phone. The researcher got difficulty while working on the voice-over (dubbing) because the results of the voice-over record were too slow, so the researcher tried to make it many times. After the dubbing process was done, the researcher sent the voice-over record to the editor.

The editor was using Adobe Premiere CC to edit the video promotion. It needed around a week to finish the video. The picture below showed the example of the editing application used by the editor.

After going through several revisions, the researcher sent the video promotion's file to the Advisors to get revisions and feedback.

Expert Validation

English Description Boxes

In this process, the researcher started with validating the English Description boxes and

video promotion to Mr. Saryono as the guide in Mahavihara Majapahit. The researcher gave him the English description boxes product with the Indonesian description texts and the Google Drive link of the video promotion. The researcher gave the validation sheet through Google Form links. The expert validation gained from the contents expert which was from the guide in Mahavihara Majapahit.

The questionnaire showed that the guide mostly agreed with the results of the description is appropriate to the accuracy of the material with some suggestions in the table above. The information is interesting and understandable. The information was explained well and the design used is interesting.

For the video promotion, the questionnaire showed that the guide also interested in the video promotion result and give positive feedback in the suggestion form. Then, the researcher asked the language expert to validate the English description boxes and video promotion. The language expert was Mrs. Siti Rohani as a lecturer in the English Department from State Polytechnic of Malang. The researcher gave the validation sheet on July 15th, 2020. The researcher gave the validation sheet through Google Form links. The language expert gave feedback on July 16th, 2020.

From the language validation above, the expert sent the English description boxes file back to the researcher to be revised. She gave feedback in the PDF file with the comments. Then, the researcher revised the text above and compiled the file into PDF drive.

The questionnaire showed that Mrs. Siti Rohani mostly agreed with the results of the video promotion which appropriate to the KBBI for the Indonesian subtitles, vocabularies, punctuation, and conjunction are correct. She also suggested the table above. She said that she did not have any problem with the English voice-over

Evaluation

The evaluation of this product was performed by distributing the online questionnaires to respondents to obtain product feedback. The researcher distributed the Google Form link of the Field Testing via WhatsApp Group and

Instagram story. The Google Form questionnaire also contains the product file. So, it made the respondents easier to open the product file then filled the questionnaire. The questionnaire was distributed between three days, from July 16th, 2020, to July 18th, 2020. There were forty-four respondents filled the Google Form questionnaire.

Video Promotion

The evaluation of this product was performed by distributed the online questionnaires to respondents to obtain product feedback. The researcher uploaded the video promotion on Instagram TV then the researcher copied the link and shared it with the respondents. The researcher distributed the Google Form link of the Field Testing via WhatsApp Group and Instagram story. The researcher also got 700 views in three days and some positive comments on Instagram TV. The questionnaire was distributed between three days, from July 16th, 2020, to July 18th, 2020. There were forty-seven respondents filled the Google Form questionnaire. The questionnaire results of the respondents were presented in the chart below.

Discussion

In the English description boxes in Mahavihara, the contents were divided into 6 spots/objects. There were the Reclining Buddha statue, Dewi Tara statue, Buddha's Meditation statue, Buddha's holding the Patta statue, Raden Wijaya statue, and Gajahmada statue. As the researcher mentioned in the related theories that According to Alexander and Smith (as cited in Rubiales 2014), the endeavor is to interpret and reconstruct social texts to produce thick descriptions of the way artworks, such as produce and communicate social meanings and influence action and cognition.

Therefore, the description boxes made by the researcher confirms the description of Alexander and Smith. The description boxes had thick description and communicated social meanings to visitors. The description boxes are written in English which is an international language and it explained clear and valid information about the object.

The designed product is easy to catch by visitors because visitors can read the English description boxes near the object without using their mobile phones as the previous research has. The English description boxes show the specific information about each object in Mahavihara Majapahit. The researcher provided information about the history of the Reclining Buddha statue was built, and a brief history of the birth of Buddha until he died. Here was the example of English description boxes.

Moreover, the paper size for the English description boxes was made in A4 glossy paper. It displayed near the object to make visitors easier to catch the description box with the object.

Video Promotion

In the video promotion for Mahavihara Majapahit, the contents are divided into 2 languages, Indonesian subtitles, and English voice-over. The contents contained all the objects displayed in Mahavihara, the activities that visitors could do, ticketing, and other tourist destination near the Mahavihara. As the researcher mentioned in the similar research in the previous research study about video promotion was conducted by Goenawan, Suwasono, and Salamoon (2015) from Petra Christian University Surabaya with the title "Perancangan Video Promosi Pulau Bawean Beserta Media Pendukungnya". The research focused on all the potential natural beauty of Bawean Island. Meanwhile, in the researcher's video promotion, it focuses on providing visitors information in Mahavihara Majapahit, especially about the Reclining Buddha statue. Therefore, there were also some other tourist destinations as accommodation for visitors while visiting Trowulan, Mojokerto.

The researcher got some changes and revisions for the video promotion. The researcher revised the video promotion according to the language experts because the content experts and respondents' did not have any suggestions for the video promotion. In the video promotion, the language expert gave some suggestions about a scene that should be deleted, the part when the shops close changed

into the shops open, and changed some words in Indonesia subtitle. The changes are illustrated in figures below.



Figure 1 Deleted scene



Figure 2 Changes in scene

The researcher also received suggestions for the Language validator to change the terms "kalian" and "kamu" into the term "Anda" in Indonesia subtitles. Table 1 below shows some

of the revision on the subtitles from the language validator.

Table 1 Subtitle revisions from language validator

Previous Text	Revised Text
Ketika saya membagikan ini kepada kalian, pastikan bahwa kalian akan menjadi bagian dari memori ini.	Ketika saya membagikan ini kepada Anda, pastikan bahwa Anda akan menjadi bagian dari memori ini.
Kalian juga akan menjumpai beberapa warung kecil yang menjual makanan, minuman, dan aksesoris.	Anda juga akan menjumpai beberapa warung kecil yang menjual makanan, minuman, dan aksesoris.
Kalian hanya perlu membayar sekitar Rp. 4000/dewasa, and Rp.2000/anak-anak untuk bisa masuk.	Anda hanya perlu membayar sekitar Rp. 4000/dewasa, and Rp.2000/anak-anak untuk bisa masuk.
Sayangnya, kondisi akibat Covid-19 saat ini, membuat tempat ini harus tutup sementara waktu.	(Text deleted)

The video promotion was made into around 3-4 minutes. It has been uploaded into the researcher Instagram TV and reached around 700 more views in five days, and some positive comments from respondents.

CONCLUSION AND SUGGESTIONS

The final project was conducted in Mahavihara Majapahit Trowulan which has an object namely the Reclining Buddha Statue, the biggest Buddha statue in Indonesia. The researcher found problems that the Reclining Buddha statue and some of the statues there did not have any information and promotional media for visitors. It needed to be developed by the researcher, which can support the tourism industry in Indonesia.

Thus, the researcher made two products to develop tourism services in the tourist attraction, there were the English description boxes and video promotion. Each product has an important role to develop the tourist attraction. For developing the product, the researcher also supported and helped by Advisors. The English

description boxes made by the researcher provided information about some objects or statues in Mahavihara Majapahit. Meanwhile, video promotion has a role to attract visitors to visit the Reclining Buddha Statue. These combining products will bring good impacts in the tourism industry.

The making of English description boxes needed some process to be finished. Such as collecting data, interviewing guides, summarizing the data, translating the descriptive text, designing the template, and revising the product. It took time to make a good quality of the English description product development. For the making of video promotion, it also needed some steps to be finished by the researcher. The researcher also got help from the videographer as the editor. The researcher made the script content for Indonesian subtitles, recording the voice-over (dubbing), and revised the video promotion.

From this final project, the researcher learned and experienced many things, especially in the translation and tourism field. The researcher got knowledge about how to make a good an interesting descriptive text for describing objects in tourism. Moreover, the researcher implemented her skill in speaking English as the voice-over for the video promotion.

The limitation of these two products was the description boxes only used the English language. So local visitors can only get the information directly from the guide. But this limitation can also be a good benefit for local visitors, they can learn English and understand some Buddhist terms in English. For the video promotion, the limitation was it mostly provides information about the Reclining Buddha statue rather than other objects.

After the researcher did the final project with the title "Developing English Description Boxes and Video Promotion for the Reclining Buddha Statue", the researcher found some suggestions to improve future research.

The researcher suggests for the Mahavihara management to improve the facilities and promotional media to develop the tourist attraction (the Reclining Buddha statue), so visitors will attract to visit the Mahavihara not

only locals but also foreigners around the world. Visitors should know that there is the biggest Buddha statue in Indonesia, located in Trowulan Mojokerto.

The researcher also suggests for the future researcher to improve the product quality by

making the English description boxes into Indonesian-English description boxes, so visitors from local or foreigners get a better experience while visiting the Mahavihara Majapahit

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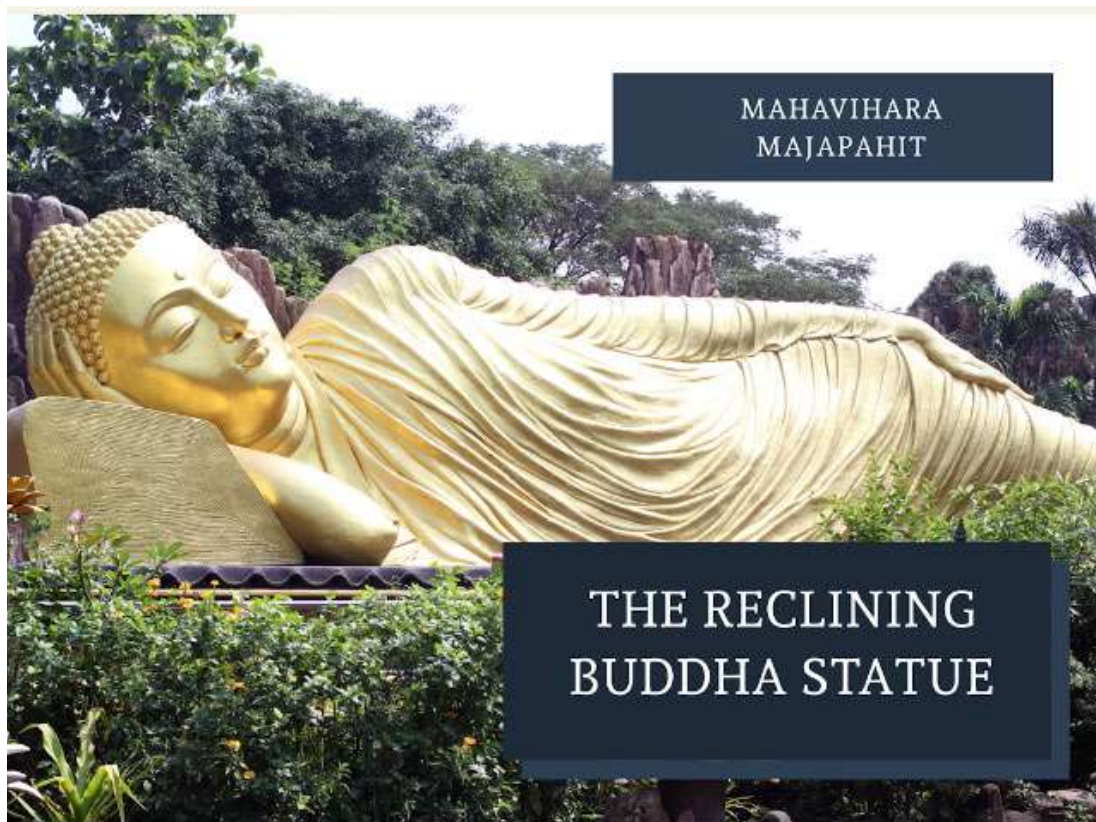
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APPENDIX

Picture of the description



Mahavihara Majapahit was built by Biku Wiryanadi Mahatera. In the 1980s, he had the idea to build a worship place for Buddhists (Monastery) in Trowulan area. In 1985, he established a foundation, Yayasan Lumbini, to collect funds for the development of his idea. Two years later, on the 31st of December 1989, Mahavihara Majapahit was inaugurated by Mr. Sularto (The Governor of East Java at that time).

In 1993, The Reclining Buddha Statue was built. In the Buddhist language, it is called the Rupang Buddha Maha Parinibbana. It defines the position of Sidharta Gautama, the inventor of Buddhism when he died. He was the son of a King in the Kosala Kingdom in Kapulawastu (now India and Nepal). Sidharta Gautama was born 600 years before Anno Domini (AD). He was born in Lumbini Park in 623 BC (Before Christ) at a Siddhi's full moon on Vesak month. When he was 29 years old, after he got married and had a child, he left his family to meditate.

MORE
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Appendix 2. Screenshots of the promotional video

