

DEVELOPING A BILINGUAL GUIDEBOOK FOR BRAWIJAYA MUSEUM MALANG

[Pengembangan Buku Panduan Bilingual untuk Museum Brawijaya, Malang]

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ABSTRACT

This research aims to develop a bilingual guidebook for the Brawijaya Museum Malang using the *Design and Development Research method*, which includes five stages: analysis, design, development, implementation, and evaluation. In collecting data, researchers interviewed museum staff, conducted observations, and distributed questionnaires. At the design stage, the researcher begins to design the guidebook, including the cover, font, color, and background of the guidebook. The researcher compiles the content of the manual, translates the material, and validates media and language experts to evaluate every aspect of the guidebook at the development stage. The validation results of media experts and linguists show that the guidebook has been good. At the implementation stage, the researcher distributed a trial questionnaire. The questionnaire was distributed to 60 respondents with results showing that more than half of the respondents gave positive feedback to all statements. The researcher made several revisions at the evaluation stage based on the inputs and suggestions provided from the questionnaire. Finally, this bilingual guidebook can be used as a source of information about the museum's collections for local and international tourists.

Keywords: bilingual guidebook, Brawijaya museum, Design and Development Research (DDR)

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan buku panduan dwibahasa untuk Museum Brawijaya Malang dengan menggunakan metode *Design and Development Research*, yang meliputi lima tahap: analisis, desain, pengembangan, implementasi, dan evaluasi. Dalam mengumpulkan data, peneliti mewawancarai staf museum, melakukan observasi, dan menyebarkan kuesioner. Pada tahap desain, peneliti mulai merancang buku panduan tersebut, termasuk sampul, font, warna, dan latar belakang buku panduan. Peneliti menyusun isi buku panduan, menerjemahkan materi, dan melakukan validasi ahli media dan bahasa untuk mengevaluasi setiap aspek buku panduan pada tahap pengembangan. Hasil validasi ahli media dan ahli bahasa menunjukkan bahwa buku panduan telah bagus. Pada tahap implementasi, peneliti menyebarkan kuesioner uji coba. Kuesioner dibagikan kepada 60 responden dengan hasil yang menunjukkan bahwa lebih dari separuh responden memberikan masukan positif terhadap semua pernyataan. Peneliti melakukan beberapa revisi pada tahap evaluasi berdasarkan masukan dan saran yang diberikan dari kuesioner. Akhirnya, buku panduan dwibahasa ini dapat digunakan sebagai sumber informasi mengenai koleksi museum bagi wisatawan lokal dan internasional.

Keywords: buku panduan bilingual, Museum Brawijaya, Design and Development Research (DDR)

INTRODUCTION

Indonesia is a country that is rich in culture and history. The community should appreciate the cultural diversity owned by historical events and known as the nation's identity. Historical events themselves can be seen in several museums in Indonesia. Museums are suitable places to display historical relics of the past, which are certainly highly appreciated by the local community and foreign tourists. A museum is a permanent institution that conducts research, collects, protects, interprets, and displays tangible and intangible cultural heritage (Ros, 2023). Museums are an important part of the tourism industry, and it is natural for tourists to visit museums as places of historical heritage.

According to the data of museum visitors in 2023 and 2024, the Brawijaya Museum had around 2000 monthly visitors. Moreover, there were also foreign tourists, with the number of visitors around 10-20 people per month. Foreign visitors to this museum were mostly from the Netherlands. Based on the interview, the average number of museum visitors is mostly from students, college students, and schools with study tours, museum visits, and foreign tourists. According to the document analysis, it is indicated that the museum had an e-book form in Indonesian that consisted of 30 pages, and the layout was less interesting. The last is from the observation. The researcher took some pictures of museum collections that were not included in the existing e-book.

According to Douglas Allan (1967), as cited in Alexander (2014) museum, it is essentially a structure that houses collections of artefacts that are open for public viewing, analysis, and enjoyment. A museum's success depends on a strong sense of purpose shared by every museum, and an illustrious history can help make a museum great (Black, 2014). Museums are institutions dedicated to conserving and explaining the primary tangible evidence of humanity and the environment (Lewis, 2024). After an interview with the staff at Brawijaya Museum, it was found that the museum has a guidebook with an e-book form in Indonesian version. The layout was less interesting and consisted of only 30 pages, the

quality of images was not good, several collections did not include pictures and descriptions, and the layout was not well organized, so it was difficult to read.

At the same time, they did not have a tour guide who could speak English and also did not have an English guidebook version. Hence, the museum still lacks media to facilitate visitors' understanding of the museum collections, which can be accessed by local visitors and foreign tourists. This problem may reduce their understanding of the collections and content of the artefacts or exhibits provided by the museum.

This research aims to develop a bilingual guidebook compared to the existing guidebook in the Brawijaya Museum.

LITERATURE REVIEW

Bilingual guidebooks are valuable for enhancing literacy and language development in multilingual settings. They provide linguistic resources for vocabulary growth across languages (Semington et al., 2015), and can be effective for teaching new words, regardless of guidebook format or language proficiency (Brouillard et al., 2020).

Based on Petterson (2022), readers are satisfied with the text with good typography and good illustrations. Arntson (2007) and Petterson (2022) also added that design is an element that can help society shape and expect the world to be reflected in it. Thus, there are some basics in creating a good guidebook, as mentioned below.

Paper sizes

The paper must be in accordance with the purpose of the guidebook. The choice of paper sizes in a printed guidebook must be compatible with its purpose, that is, a handy guidebook to help the visitors easily. Each paper size has its usage. The A5 format is also common in its usage for printing books since the size is smaller than that of A4, and it does not require a huge space in a bag. UK (2022) added that A5 paper has many common uses and is designed as a light compact size.

Layout

Graham (2011) mentioned that layout is the design and placement of visual elements on a page. This could also be called the management of form and space in line with the aesthetic scheme. The good arrangement of the layout can help the readers feel comfortable reading the book easily. NCERT (2011) emphasized three categories: text-dominant, image-dominant, and image and text.

Color

Color is included as a decoration to create harmony and can help the viewer achieve compositional balance. According to Noor (2018), there are several basic colors, such as red, blue, yellow, green, grey, cream, black, and white. According to Sherin (2012), as cited in Noor (2018), there are 5 color fundamental, light color which is identically soft color dark color which refers to black, bright color, which refers to highlighting products and attracting people's highlighting products and attracting people's attention, hot color that is identically warm tone, and cold color that refers to blue color.

Tourist attractions are a location or place that is visited by tourists and have cultural, historical, and natural importance. This can include historical structures, natural settings, and other points of interest. For instance, because of its cultural and historical relevance, wooden sacral architecture in Ukraine is considered a tourist attraction (Laromenko et al., 2019).

Translation is usually defined as copying or translating from one language to another (Harliani, 2019). Translating or mediating written texts of different lengths (from words and sentences) from one human language to another is known as translation. (Colina, 2015).

Review of Previous Research

Based on Nata's previous research (2021), this research is about developing a bilingual guidebook for the "Southern Beaches" in Malang. This research aimed to develop a guidebook and help promote those beaches to the public. The purpose of this research is

creating the guidebook as a medium of information for visitors and foreign tourists to promote the tourist attraction using design and development research methods.

Furthermore, Faiha and Sugiat (2016) carried out the next research. This research concerns a tourism guidebook used as media information for Padang and Bukittinggi, West Sumatra. This research aimed to get complete information for visitors about West Sumatra, specifically Padang City and Bukittinggi, using a handy guidebook.

Based on previous research by Putri (2021), this research is about the use of travel guidebooks by tourists visiting Yogyakarta. The purpose of this research is to know to what extent tourists used travel guidebooks for their visit to Yogyakarta, one of the tourist destinations in Indonesia. The research focuses on the use and benefits of travel guides for tourists visiting Yogyakarta as a tourist attraction in Indonesia.

RESEARCH METHOD

The researcher used Design and Development Research (DDR) by Richey & Klein (2014) in this study. Design and Development Research is a systematic study of design, development, and evaluation processes with the aim of establishing an empirical basis for the creation of instructional and non-instructional products and tools and new or enhanced models that govern their development (Richey & Klein, 2014). This model consisted of five stages: analysis, design, development, implementation, and evaluation. The research model can be seen in Figure 1 below.

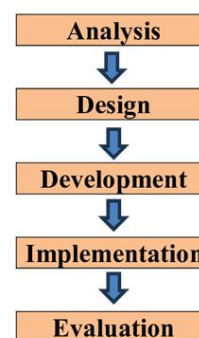


Figure 1. Design and Development Procedure Adapted from Richey & Klein (2014)

The data needed for the guidebook were obtained from interviews, document analysis, surveys, observations, and expert validation.

This bilingual guidebook contains descriptions of the museum collection in two languages (Indonesian-English). The guidebook size is A5, because this size is not too big and not too small and easy to bring, using art paper in portrait form, army and yellow are the colour. The exact size of the guidebook is 210 mm in length and 148 mm in width. The total of the bilingual guidebook is 58 pages.

FINDINGS AND DISCUSSION

Analysis

In the analysis stage, the researcher conducted preliminary research to identify and confirm the need to develop a bilingual guidebook for Brawijaya Museum Malang. The researcher used some methods and instruments to collect the data, including interview guidelines, observation checklists, and online questionnaires using Google Forms through WhatsApp. Firstly, the researcher interviewed the staff of Brawijaya Museum. The interview aimed to gain information about management problems related to facilities in the Brawijaya Museum, especially the existing guidebook. Based on the interview, the museum had a guidebook, which is still in Indonesian, in e-book form. He expected to have a guidebook in English to help visitors from abroad. He also requested that the guidebook layout be developed to be more interesting than the previous guidebook.

In addition to the interview about the need to develop an English guidebook, the researcher also requested data on museum visitors. According to the data below, the museum visitors were mostly students. The number of visitors to the Brawijaya Museum is around 2000 people every month. Moreover, there were also foreign tourists, with the number of visitors around 10-20 people per month.

After conducting the interview, the researcher distributed an online questionnaire to local visitors and foreign tourists to determine whether the visitors needed a

bilingual guidebook. This questionnaire was filled out by 51 respondents, The local respondents who filled out the questionnaire were 46 respondents, while the foreign tourists were 5 people.

Based on the interview and questionnaire results, the Brawijaya Museum needs a bilingual guidebook to increase visitors' experience and knowledge about the museum collections because the visitors are not only local but also from abroad.

Design

In the design stage, the researcher created a concept for the guidebook that used an army theme in accordance with the context of the Brawijaya Museum Malang. The guidebook's content the researcher chose was brief and clear information about historical artefacts. All materials entered were taken from the observation results, interviews with the museum's manager and staff, and the museum's previous e-book.

This bilingual guidebook contains museum collection descriptions in two languages (Indonesian-English). The guidebook was made more interesting or attractive than the previous guidebook, including the layout and design, the cover, and the contents of the guidebook. The guidebook size was A5, using art paper in portrait form, army and yellow were the color. The exact size of the guidebook was 210 mm in length and 148 mm in width. The researcher made a bilingual guidebook consisting of 58 pages. The guidebook consisted of a cover, table of contents, welcoming remark from the Head of Mental Development and History and also from the researcher, the history of the museum, information about the museum, about Malang city, museum collections supporting with several pictures, museum facilities, the events held in the museum, nearby iconic and culinary places in Malang with QR-code to support visitors got more information about tourist destinations.

This was a challenge for the researcher because the researcher was not good at design. However, the researcher overcame this problem by often practicing tutorials on

several channels, such as YouTube and TikTok, on designing books well.

Development

In the development stage, the researcher arranged the guidebook's content. The tools used by the researcher were Microsoft Word, Google Documents, e-dictionary, Google Forms, Chrome, and Canva application.

After arranging the guidebook, the researcher needed to read and understand all the material that had been arranged. Then, the researcher translated the materials from the source language to the target language using Microsoft Word because it was the easiest and clearest way. (See Figure 2 for the picture of the working sheet.) After the translation was done, the researcher copied and inputted the material into Canva.

The guidebook consisted of a cover, table of contents, welcoming remarks from the Head of Mental Development and History also from the researcher, the history of the museum, museum information about Malang city, the museum's map, museum collections supporting with several pictures, museum facilities, the events held in the museum, and nearby iconic and culinary places in Malang with QR-code.

After finishing designing the guidebook, the researcher double-checked the content and information provided in the guidebook, as well as the layout of the guidebook, the description and the explanation of the guidebook to ensure that the researcher gave valid information and did not cause severe errors. A sample of the page can be seen in Figure 3 below.

ST	TI
Buku Panduan Dwibahasa Museum Brawijaya Malang	<i>Bilingual Guidebook of Brawijaya Museum Malang</i>
Sambutan	<i>Welcoming Remark</i>
Sambutan Kepala Pembinaan Mental dan Sejarah Komando Daerah Militer V/Brawijaya	<i>Remarks by the Head of Mental Development and History of the V/Brawijaya Military Region Command</i>
Puji syukur kita panjatkan kepada Tuhan yang Maha Esa.	<i>Praise be to God Almighty.</i>
Pembinaan Mental dan Sejarah Komando Daerah Militer V/Brawijaya telah berhasil menyelesaikan pembimbingan penelitian skripsi dengan judul "Developing a Bilingual Guidebook for Brawijaya Museum Malang".	<i>The Mental and Historical Development of the V/Brawijaya Military Region Command has successfully completed the supervision of thesis research titled "Developing a Bilingual Guidebook for Brawijaya Museum Malang".</i>
Merupakan suatu penghargaan penelitian membantu tugas pokok kesejarahan mewariskan nilai nilai patriotisme perjuangan cinta tanah air dan rela berkorban demi bangsa dan Negara Kesatuan Republik Indonesia kepada generasi TNI khususnya dan seluruh generasi penerus bangsa Indonesia pada umumnya.	<i>It is an honour for research to help the main task of history to pass on the values of patriotism, love for the country and willingness to sacrifice for the nation and the Unitary State of the Republic of Indonesia to the TNI generation in particular and all future generations of the Indonesian nation in general.</i>
Museum Brawijaya Pembinaan Mental dan Sejarah Komando Daerah Militer V/Brawijaya merupakan tempat pembinaan Dokumen, Penulisan, Perpustakaan, Monumen, dan Tradisi Kodam V/Brawijaya sebagai wadah pembinaan sejarah.	<i>The Brawijaya Museum of Mental Development and History of the V/Brawijaya Military Region Command is a place for the development of Documents, Writing, Libraries, Monuments, and Traditions of the V/Brawijaya Military Region Command as a place for historical development.</i>
Komando Daerah Militer V/Brawijaya memiliki literasi arsip/dokumen statis dan	<i>he V/Brawijaya Military Regional Command has static and dynamic archive/document</i>

Figure 2. Screenshot of the working sheet for the translation

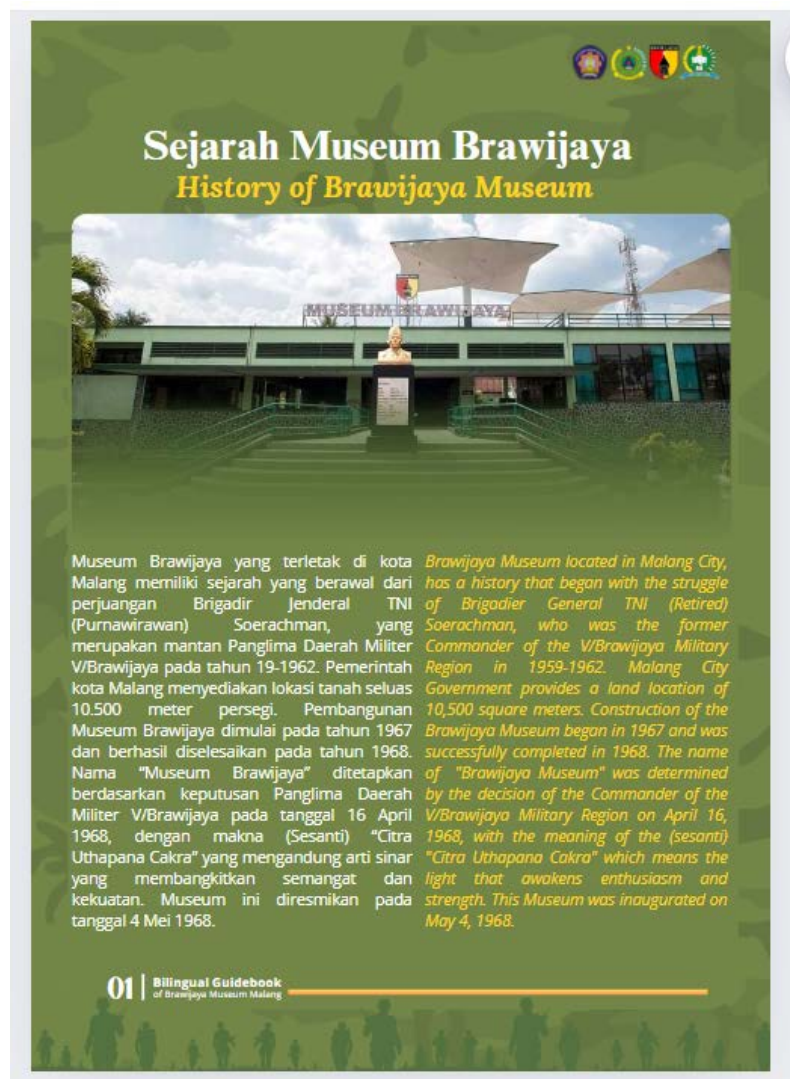


Figure 3. A page sample from the developed guidebook

The researcher also created QR-code in the pages to support the information needed in the guidebook, especially for the section containing interesting attractions near Brawijaya museum.

After finishing designing the guidebook, the researcher double-checked the content and information provided in the guidebook, as well as the layout of the guidebook, the description and the explanation of the guidebook to ensure that the researcher gave valid information and did not cause severe errors.

Media Expert Validation

After the researcher developed the guidebook, the researcher needed the media expert validation to evaluate the following aspects:

the guidebook's functions, the guidebook design, and typography.

At this validation stage, there were five scales (1-5) for each aspect: strongly disagree, disagree, neutral, agree, and strongly agree. Score 1 was converted into 20, 2 into 40, 3 into 60, 4 into 80, and 5 into 100. The result showed that the score was 87 out of 100. The criteria of validity for the media expert can be seen in Table 1 below.

Table 1. Criteria for expert validation

Criteria of Validity	Validity Level
81 – 100	Excellent
61 – 80	Good
41 – 60	Good enough
21 – 40	Bad

The media expert agreed to almost all the statements stated, including the guidebook's functions, guidebook design aspects (cover, design, and layout), and typography aspects. The media expert agreed with the guidebook's aims, such as the guidebook gave informative information about the museum collections for the readers; the guidebook was suitable for readers both from the young to old generation (17 years old to 55 years old), the guidebook could be a tourist guideline who will visit the museum, the guidebook could give more knowledge about museum collections, the guidebook could increase readers' understandings about the historical event in Indonesia.

Moreover, the expert also agreed with the guidebook's design aspects, including the attractive design, good and neat layout, well-combined colors, clear images that support the content, and appropriate arrangement of layout elements on the book cover.

Lastly, the media expert also agreed with the typography aspects, including the guidebook title, which is good and attracts readers. The font size and type are appropriate

and easy to read, the font color is interactive and well-combined, the text does not use too many fonts, the spacing between lines is normal text arrangement, and so on. The result of media expert was 87 out of 100. Overall, the media expert agreed on each aspect of the guidebook.

After validating several aspects, the media expert offered suggestions and feedback. The details of each can be seen below.

- *“For me, the museum's map is hard to understand as it is too technical. You need to create your own that common people can easily understand.”*
- *“Then, for colour scheme, consider using a white background and dark text colour if you want to print it, but if it is in the form of an e-book, a dark background and contrast text colour is the best.”*

The researcher had revised the museum's map (See Figure 4.), but for the suggestion about the guidebook color, the researcher could not revise it because the museum requested the color of the guidebook to be green color in accordance with the theme of the Brawijaya Museum.

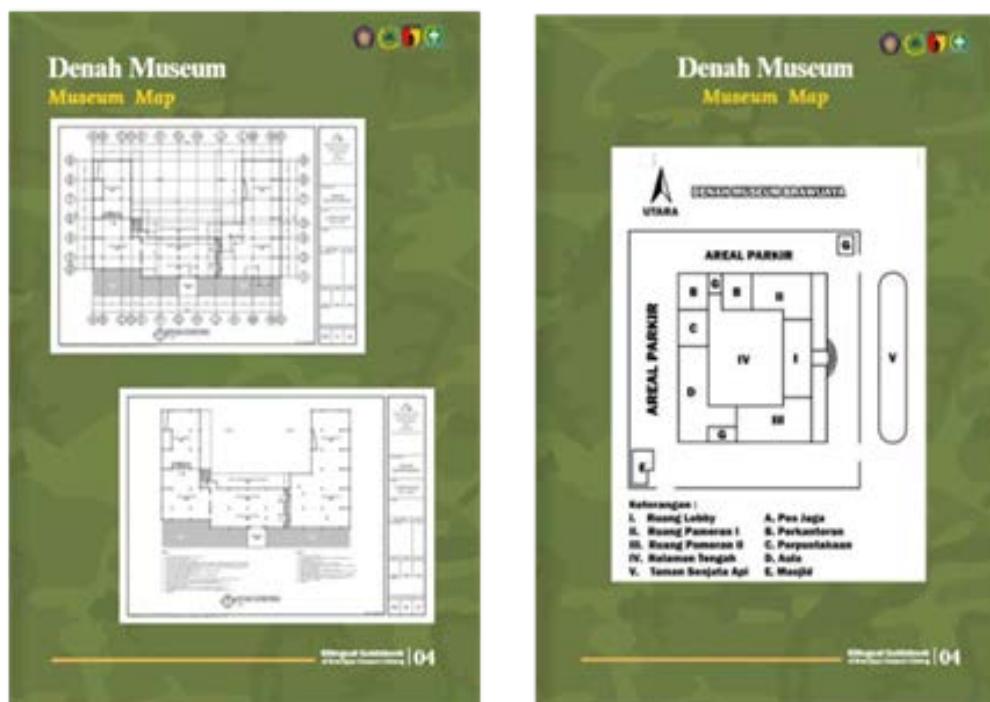


Figure 4. The map, before (left) and after revision (right)

Language Expert Validation

After the researcher had done the media validation, the researcher also did a language expert validation. The language expert (a master's degree holder in English teaching) validated the languages used in the bilingual descriptions covering two aspects: Indonesian description (spelling, capitalization, and diction) and English description (grammar, tenses, spelling, capitalization, and diction).

At this validation stage, there were five scales (1-5) for each aspect: strongly disagree, disagree, neutral, agree, and strongly agree. As in the media expert validation, score 1 was converted into 20, 2 into 40, 3 into 60, 4 into 80, and 5 into 100. The result showed that the score was 80 out of 100, which means excellent. The expert agreed with the Indonesian aspects, such as the description containing correct spellings according to KBBI, the description in Bahasa having correct punctuation, the rules of capitalization in the description being correct, and the description having a good choice of words.

The language expert also agreed about the English aspects. For instance, the English description has correct grammar, the tenses used are correct, the punctuation is correct, the rules of capitalization in English descriptions are correct, the spelling is correct, the description contains a good choice of words, and the English translation is of good quality. Overall, the result of language expert was 80 out of 100. It can be concluded that the language expert gave positive feedback and agreed with the statements on Indonesian and English descriptions. The following was the comment given by her.

- *“The bilingual guidebook has a very good significance and therefore should be written carefully.”*
- *“Aspects like diction, capitalization, and grammar, in addition to translation, should be a great concern for revising and improving the quality of the guidebook, both in language and the content.”*
- *“The good photos make it well illustrated, and the QR codes are helpful for the readers.”*

However, some suggestions were given and the researcher revised accordingly. See Table 2 below.

Table 2. Language revision sample

Before	After
SL: Terletak 90 km dari selatan Kota Surabaya dan wilayahnya dikelilingi oleh kabupaten Malang. TT: 90 km from south Surabaya and surrounded by Malang regency.	ST: Terletak 90 km Di selatan Kota Surabaya yang wilayahnya berbatasan dengan kota Malang dan Kota Batu. TT: <i>Located 90 km South of Surabaya city which is bordered by Malang city and Batu city.</i>
ST: Keunggulan Kota Malang diantaranya adalah sektor jasa pendidikan dengan adanya banyak perguruan tinggi. TT: The advantages of Malang City is the education service sector with many universities	ST: Malang memiliki beberapa sektor layanan pendidikan dengan banyak universitas. TT: <i>Malang boasts several of having many education services sectors with many universities.</i>
ST: yang telah sangat membantu dan memfasilitasi penulis dalam proses pengembangan buku ini. TT: who has been very helpful and facilitated the author in developing this book.	ST: yang telah memberikan izin kepada penulis untuk melakukan penelitian sebagai bagian dari jurusan Bahasa Inggris Politeknik Negeri Malang di Museum Brawijaya. TT: who has permitted the author to conduct research as part of the Malang State Polytechnic English department at the Brawijaya Museum.

Implementation

After all of the validation stages, including the revisions, were completed, the researcher implemented or conducted field testing for the users. In this stage, the researcher distributed an online questionnaire using Google Forms

through WhatsApp. The questionnaire aimed to get feedback and suggestions regarding the guidebook's quality.

The questionnaire covered the aspects of guidebook creation aims, design, typography, and illustration and pictures. It contained 18 mandatory questions, and was filled out by 60 respondents, 58 local respondents and 2 foreign tourists. The respondents were to select one alternative out of five alternatives, namely: strongly disagree, disagree, neutral, agree, and strongly agree. Based on the analysis of the responses, it was found that more than half of the respondents provided positive feedback with all the statements. Therefore, the bilingual guidebook could be applied to real use.

Evaluation

After distributing the questionnaire to users, the researcher evaluated and improved the guidebook based on the field-testing results. The researcher accepted several suggestions from the respondents. One of the suggestions was to improve the bilingual guidebook. The suggestions and feedback can be seen below:

- In the museum information section, point 2 about discounts, for educational purposes/groups advise not to mention the amount, write down "get a discount".
- The guidebook has educated readers because it provides clear information
- This book is essential in the knowledge of history. If possible, reproduce it and make it into a pocketbook or print it
- This guidebook is beneficial for the literacy of readers/visitors to the Brawijaya Museum.

Based on the respondents' suggestions and feedback, the respondents were generally satisfied with the bilingual guidebook for the Brawijaya Museum. However, the researcher must revise the guidebook according to the respondents' results, especially in the museum information section. The example of the result of the guidebook revision can be seen Table 3 below.

Table 3. The revision sample

Before	After
ST: Biaya Masuk: 10.000 per orang. (Apabila keperluan widya wisata dan rombongan akan mendapat diskon 50%). TT: Entry Fee: 10,000 per person. (If you need a tour and group, will get 50% discount)	ST: Biaya Masuk: 10.000 per orang. (Apabila keperluan widya wisata dan rombongan akan mendapat diskon). TT: The entrance fee IDR 10,000 per person. (If it is a study tour and a group will get a discount).

Discussion

The researcher developed a bilingual guidebook for the Brawijaya Museum in Malang. In developing the guidebook, the researcher applied the Design and Development method from Richey & Klein (2014), which has five stages: analysis, design, development, implementation, and evaluation.

Secondly, the researcher designed the guidebook by arranging the content through the Canva application. The researcher included brief and clear information about historical artefacts in the guidebook. The researcher also chose several specifications for the bilingual guidebook's design, including colour, size, font, images, and content, that supported the improvement of the guidebook.

Following the design stage, the researcher proceeded to develop the guidebook. In developing the guidebook, the researcher arranged and developed the content and translated the guidebook description. The researcher followed the translation method by (Newmark, 1988).

In the implementation stage, the researcher distributed an online questionnaire to the users for the product's field testing. This questionnaire aimed to get suggestions and feedback from the respondents, which was used to evaluate the guidebook in the evaluation stage.

CONCLUSION

The museum is a popular tourist attraction. It also offers several collections, and visitors can do activities such as recreation, study tours, and school assignments. Therefore, the researcher developed a bilingual guidebook to help the museum's information media support visitors' understanding of the historical artefacts or collections. The researcher developed a bilingual guidebook for Brawijaya Museum Malang, adapting Design and Development Research by Richey & Klein (2014). The researcher employed five stages in the development process: analysis, design, development, implementation, and evaluation. The result of this research is a bilingual guidebook (Indonesian-English) with 58 pages. The color is army green and cream combinations, and this guidebook is printed on A5 paper in portrait form using art paper.

The first stage was analysis. The researcher conducted direct and indirect interviews with Mr. Tutar Suwanto, Cavalry Lieutenant Colonel. This interview aimed to get information about management problems in museum facilities, especially the existing guidebook. The second stage was designed; the researcher created a concept for the guidebook using an army theme of the Brawijaya museum. After the researcher met Mr. Tutar Suwanto as Cavalry Lieutenant Colonel. He suggested what could be improved about the interest of the bilingual guidebook. Based on his suggestion, the guidebook should be designed in army green, considering the museum was a military museum in Malang.

The third stage was development. During this stage, the researcher started to arrange the guidebook's content. After arranging the contents, the researcher read and understood all of the materials and then translated the materials using Microsoft Word. The researcher translated the source languages into target languages. However, expert validation was needed to evaluate all of the guidebook aspects. The validation including media and language expert validation, this stage was needed before the visitors used the guidebook. The next stage was implementation. After all the validation stages,

including the revisions, were completed, the researcher implemented or conducted field testing for the users. The last stage was evaluation. The researcher evaluated the product based on the questionnaire filled out by the respondents. The researcher then distributed it to local visitors and foreign tourists. The result of this research is a bilingual guidebook. The bilingual guidebook is hoped to be beneficial for local and foreign visitors.

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