

DEVELOPING A BILINGUAL GUIDEBOOK OF PANJI MUSEUM

GUSTI AYU OPPY ARYANTI P.

Politeknik Negeri Malang

ABSTRACT

The Panji Museum, located in Malang, East Java, is an educational and cultural institution showcasing the story of Panji, historical relics, and the traditional culture of the Javanese people. However, the museum faces significant challenges in providing clear and comprehensive information to its visitors due to inadequate descriptive materials and supporting facilities. This lack of accessible and accurate information affects the visitor experience, particularly for international tourists. To address this issue, the present study aimed to develop a bilingual (Indonesian-English) guidebook for the Panji Museum, with the goal of enhancing information delivery and accessibility for both domestic and international audiences.

This research adopted a design and development methodology, consisting of five stages: analysis, design, development, expert validation, and evaluation. Data collection instruments included questionnaires and interviews conducted with both domestic and international visitors. The primary outcome was a bilingual guidebook featuring comprehensive information about the Panji Museum, including an overview of its history, the story of Panji, contributions of Panji researchers, and detailed descriptions of 37 curated collections. Additionally, the guidebook includes visual aids, such as photographs and a floor plan, as well as practical information about museum facilities, contact details, and social media presence.

Evaluation results indicate that the bilingual guidebook significantly improves visitors' understanding and engagement with the museum's collections. It effectively bridges the language barrier and enhances the overall museum experience, serving as a valuable resource for a diverse audience and contributing to cultural education and tourism in East Java.

Keywords: bilingual, design and development research, guidebook, heritage tourism

INTRODUCTION

English has become an essential global communication tool, bridging linguistic and cultural differences. As noted by Alfarhan (2016), English facilitates communication among people from various countries. It is particularly crucial in sectors like commerce, politics, and tourism. In the tourism industry, English serves as a vital medium

for communication and negotiation, as discussed by Prachanant (2012), and is a necessity for employees in hospitality and tourism, according to Leslie and Russell in Zahedpisheh, Zulkarnain, and Saffari (2017). English proficiency is therefore critical for professionals in the tourism and hospitality industries to effectively engage with diverse audiences.

Tourism, as defined by Sugiyama in Sitepu (2019), encompasses activities and services catering to the needs of tourists, including attractions, accommodations, and various travel-related services. In Indonesia, tourism is a significant economic sector, generating foreign currency and supporting local economies. East Java, including the city of Malang, is a prominent destination that attracts millions of domestic and international visitors. In 2019, Malang recorded 8.5 million tourist arrivals, an increase from 7.12 million in 2018 (Central Bureau of Statistics, 2020). Malang is especially known for its natural, culinary, shopping, and heritage tourism, with a growing interest in heritage tourism due to the region's historical richness.

Heritage tourism, according to the World Tourism Organization (Cahyadi & Gunawijaya, 2009), involves activities that allow tourists to experience history, culture, and heritage from different regions. Museums are key attractions in this sector. The International Council of Museums (2007) defines museums as institutions that conserve, research, and exhibit collections for public enjoyment and education. Panji Museum in Malang is one such institution, focusing on the Panji story, a significant cultural and literary narrative of Java.

Panji Museum showcases collections related to the Panji story and Javanese culture, spanning artifacts from the Kediri, Singhasari, and Majapahit kingdoms. The Panji story, a tale of love, adventure, and heroism, has spread across Southeast Asia and received UNESCO recognition as a "Memory of the World" in 2017 (Saputra, 2010; Nurcahyo in Maharani, 2018). Despite the museum's rich collections, it lacks adequate means to provide comprehensive information to both domestic and international visitors. The absence of an English-language guide or competent English-speaking tour guides limits the experience for non-Indonesian-speaking tourists.

In response to this issue, the development of a bilingual (Indonesian-English) guidebook for Panji Museum is proposed. This guidebook aims to provide detailed

information about the museum's collections, including a brief history of the museum and the Panji story, research on Panji, descriptions of 37 museum exhibits, and practical details such as the museum's floor plan, facilities, contact information, and social media accounts. According to a survey, 91.2% of respondents expressed a need for such a bilingual guidebook to enhance their understanding of the exhibits. The bilingual guidebook is expected to address the museum's informational shortcomings, making it more accessible to both domestic and international visitors, and thereby enhancing the overall visitor experience.

This research highlights the importance of improving the visitor experience at Panji Museum through a bilingual guidebook, providing a practical solution to the museum's current limitations in facilitating communication and enhancing educational value for a diverse audience. The proposed guidebook will help bridge the language barrier and ensure that all visitors, regardless of their background, can access detailed and accurate information about the museum's collections.

REVIEW OR RELATED THEORY

Heritage Tourism

According to World Tourism Organization in Patria (2015), heritage tourism is an immersion in the natural history, human heritage, arts, philosophy and institutions of another region or country. The National Trust for Historic Preservation in Cahyadi and Gunawijaya (2009:3), heritage tourism is an activity to enjoy artifacts and places that accurately depict the stories or history of ancient people and places.

Furthermore, according to Bruce in Kartika, Fajri and Kharimah (2017), heritage tourism is a personal encounter with customs, history, and culture. It is based upon the concept that each society has a unique story to tell. According to Pearson and Sullivan in Jewell and Crofts (2001), also stated heritage tourism is the desire to see and experience places that is unique to a society or region. In addition, Beck in Jewell and

Crotts (2001), stated buildings, artifacts, folk tales, languages, and art are all expressions of heritage. Although a region may contain a number of identical places but the individual stories of each place that makes it unique. Heritage provides tourists with a sense of places and customs.

One of the activities of heritage tourism is visiting museum. By visiting a museum the visitors can enjoy and learn the artifacts, collections, and customs. In the current study, the writer developed a bilingual guidebook of Panji Museum as a means to facilitate the visitors. This museum authentically presents the artifacts and arts related to Panji as a representation of Javanese culture. The visitors can enjoy the natural history, philosophy, and uniqueness of the collections in Panji Museum.

Guidebook

According to Bender in Noor (2018), a guidebook is defined as a literature that offers information for tourists. Guidebook is a traveler's tool for discovering valuable guideline. In addition, according to Kohdyat in Fitroni and Primayudi (2013), a guidebook must have complete information about the place used as objects and other information that will be useful to facilitate the visitors in their tourism activities.

According to Peel and Sorensen in Mieli (2017), the relevance of guidebook in the tourism is twofold: on one hand, it represents a source of information, while on the other hand it is artifacts of tourism and as such, they mediate the practice of tourism. Moreover, according to Lew in Noor (2018), a guidebook may affect individual travel decisions since it shows brief images of destinations and what is worth experiencing from the destinations. It provides a new perspective on important aspects of a destinations.

According to Vignelli (2010:36), there are two aspects that need to be considered in the process of designing a good guidebook: paper size and layout. The choice of layout for the book must be considered. This practice is required when combining images with text. For a good guidebook

quality, the proper considerations must be made. Since an appropriate layout was created, the bilingual guidebook will have a higher level of integrity.

It can be concluded that by choosing an appropriate size, the guidebook will be practical or easy to carry and by choosing the right design (layout), the guidebook will be more communicative. A guidebook is an important medium as a guideline for museum's visitors. In the current study, the guidebook is designed in two languages (Indonesian-English). This guidebook presents specific information regarding the collections of Panji Museum that could be useful to facilitate the visitors of Panji Museum both international and domestic. This bilingual guidebook gives a strong impact due to the function as a visitors' guideline. It could be the traveler's tool for discovering valuable information about the artifacts and collections in Panji Museum. Furthermore, the writer chose practical and communicative design for the bilingual guidebook of Panji Museum.

Bilingual Texts

According to Merriam Webster, bilingual means having or expressing in two languages. Based on Oxford Learners Dictionary, bilingual is using two languages; writing in two languages. In a book titled 'The bilingual text: history and theory of literary self-translation' by Hokenson and Munson (2014:2), bilingual text is a text that created from two languages that providing the fields of translation studies and comparative literature with a comprehensive account of literary self-translation. In addition, according to Aryana, Warpala and Santosa (2018), the usage of bilingual texts aims to improve the ability to communicate in English, both scientifically and non-scientifically, to reach scientific knowledge of various international media, and to communicate between other people.

A bilingual text is very needed in this era. It is used by various fields such as, business, technology, and hospitality industry. In the current study, the writer developed the guidebook that is written in two languages (Indonesian-English).

English plays an important role in tourism industry. Especially since there are so many tourist arrivals in Indonesia recorded, this bilingual guidebook can facilitate both domestic and international tourists. Thus, the bilingual guidebook presents the contents in communicative design so that the bilingual guidebook is easy to understand.

RESEARCH METHODOLOGY

Research Design

The research conducted by using the Design and Development Research method to develop a bilingual guidebook of Panji Museum. Design and development research is the 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, 2007:13). The procedure for product development, according to Richey and Klein in Wahyuni and Tantri (2019), comprises analysis, design, development, implementation, and evaluation. However, the procedures used in the current study were analysis, design, development, expert validation, and evaluation. The main reason the writer selected DDR as the research design because this study was to provide a solution to the lack of facility in Panji Museum. This research design is suitable for the writer's research which focused on developing a product. The writer developed the bilingual guidebook of Panji Museum which can help the tourists while visiting the Panji Museum.

Research Procedure

The development of a bilingual guidebook for Panji Museum followed a systematic process, comprising five stages.

1. **Analysis:** The writer conducted observations, interviews with the curator and tour guide, and distributed questionnaires to tourists. The observation helped understand the museum's environment, while the interviews provided insights into the visitors and collections. The questionnaires

aimed to assess the need for a bilingual guidebook.

2. **Design:** In this stage, the writer selected content for the guidebook, including materials gathered from interviews and additional sources. The guidebook was designed to be communicative, ensuring it was easily understandable by both domestic and international tourists. A practical design was planned, making the guidebook portable for visitors.

3. **Development:** The writer compiled materials, including documentation of collections, the history of Panji Museum, and details of 37 collections. The content was translated into English and formatted according to the planned design.

4. **Expert Validation:** The guidebook was reviewed by a translator for language accuracy, museum staff for content validation, and a book designer for design quality. Feedback was gathered through questionnaires to ensure the guidebook's quality.

5. **Evaluation:** In the final stage, the guidebook was distributed to both domestic and international tourists, who completed questionnaires assessing the guidebook's content quality, design, and language clarity. This evaluation helped determine the guidebook's effectiveness in meeting the needs of visitors and providing adequate information.

Research Setting

This research was conducted with the main subject of Panji Museum. It is located on Raya Bangilan Street, Dusun Ringin Anom, Slamet Village, Tumpang District, Malang. Panji Museum is a museum that stores the collections related to Panji and Javanese culture. It also exhibits several artifacts from three kingdoms that have existed in East Java, starting from the Kediri Kingdom, Singhasari, to Majapahit. The writer got many contents in the museum to be written in the bilingual guidebook. Respondents of the study were domestic and international tourists, a language expert validator, a book designer, and a museum expert validator.

The Instruments of Data Collection

The instruments of data collection used were direct observation, interview and questionnaire. In the analysis stage, the writer did the direct observation to Panji Museum to see the atmosphere around the research location. The writer visited Panji museum on March 2021. During the observation, the writer prepared the materials and documentations that would be used for research needs.

Furthermore, the writer interviewed the tour guide of Panji Museum in order to know the information of visitors who visit Panji Museum and also the details information of Panji Museum. Moreover, the writer also interviewed the curator of Panji Museum in order to know about the information of the collections in Panji Museum. At last, the writer distributed questionnaires related to the quality of the visitors to see whether the bilingual guidebook of Panji Museum is needed or not. In addition, in the expert validation stage, the writer distributed the questionnaire to the language, design, and museum experts in order to review the quality of the guidebook. Thus, in the evaluation stage the writer distributed the questionnaire to the domestic and international tourists in order to know the reviews from respondents.

The Product Specifications

The outcome of this study was a bilingual (Indonesian-English) guidebook specifically made for Panji Museum. The guidebook contained Panji Museum's floor plan, contact information, a brief information of the Panji Museum and Panji itself, a description of 37 collections in Panji Museum accompanied with the pictures, the Panji Museum's facilities, and social media account. The floor plan of the guidebook was the picture of every section of the museum. This bilingual guidebook entitled "Menjelajahi Museum Panji-Explore the Panji Museum" The guidebook contained 50 pages. The size of the book was A5 size (14.8cmx21cm). The paper was Art Paper (glossy paper) 150 gr. The font types used were Open Sans and Martel. The tone col-

ors of the bilingual guidebook of Panji Museum is brown and yellow.

DEVELOPMENT RESULT AND DISCUSSION

Analysis

During the analysis stage, observations, interviews, and questionnaires were conducted at Panji Museum. The museum blends a traditional design with a fun atmosphere, partly due to the inclusion of a swimming pool for recreational purposes. It showcases various elements of Javanese culture, particularly related to Panji stories. The museum features several sections: the wayang and mask room, a literary manuscript room with ancient books and writing tools, a prehistoric room with East Javanese artifacts, and an ancient kingdoms room presenting items from the Kediri to Majapahit eras—though many sections lack clear descriptions. There is also an underwater archaeology room displaying ceramics and a traditional culture and industry room that includes descriptions of utensils and cultural objects. Interviews conducted in April 2021 with the museum's tour guide and curator revealed that 70% of visitors are students, with regular international visitors from Singapore and Malaysia. However, the tour guide's limited English proficiency poses challenges for foreign guests. Most of the museum's collections focus on Javanese culture, supplemented by photographs of researchers studying Panji. Despite its cultural value, the museum could benefit from improved information displays and multilingual support to enhance the visitor experience.

Besides the observation and interview done above, a questionnaire was also distributed to the tourists from 9th March 2021 to 15th March 2021. In order to know whether the tourists needed a bilingual guidebook or not. The questionnaire was responded by 34 respondents which consisted of 18 people 52.9% (female) respondents and 16 people 47.1% (male) respondents. Furthermore, a total of 8.7% (3 people) of the respondents were 16-17 years old. A total of 73.6% (25 people) of the respondents were 19-22 years old. A

total of 5.8% (2 people) of the respondents were 18 and 25 years old. About 2.9% of the respondents were 33 years old. A total of 5.8% (2 people) of the respondents were 54-55 years old. 2.9% (1 people) of the respondent were 57 years old. The most respondents were aged around 19-22 years old.

The result of the questionnaire, the average answers regarding the clarity of information in the Panji Museum reached 4.0. Respondents argued that the information available in the Panji Museum is clear enough but the average answers regarding the need for the bilingual guidebook as a media of information to help visitors reached 4.67, so it proved that the bilingual guidebook is needed to help visitors while visiting the museum. A clear enough information is not very helpful for visitors. Visitors need very clear and helpful information.

The average answer regarding the guidebook's effectiveness reached 5.0. It proved that the guidebook is the right, helpful, and effective media for them to get more information and also learn more about the history in Panji Museum.

Furthermore, the average answer regarding the need for the bilingual guidebook for Panji Museum reached 5.08. It proved that the bilingual guidebook is needed. In addition, bilingual guidebook it's not only to help foreigners on explaining the content, the bilingual guidebook can also be used as a media for learning English as well as history for domestic tourists.

Design

During the design stage, the writer consulted Mr. Dwi Cahyono, owner of Panji Museum, who advised that the bilingual guidebook should follow the museum's storyline to avoid presenting the collections randomly. He also emphasized the need for simple, clear, and concise descriptions. Based on this, the writer selected content, took supporting photos, and included information such as the history of the museum and Panji, details of Panji re-

searchers, descriptions and images of 37 collections, a floor plan, facilities, contact info, and social media links. Data was gathered from observations, interviews with the curator and tour guide, and various written sources. The guidebook design features A5 size (14.8 cm x 21 cm), 50 pages, Art Paper (150 gr), Open Sans and Martel fonts, and a dominant yellow and black color scheme. To enhance communication, Indonesian text appears on the right and English on the left, accompanied by images for better readability.

Development

In the development stage the writer started to arrange all of the content of the bilingual guidebook that were collected. The writer arranged the content in Indonesian in the Microsoft Word and then translated the content into English. The writer did not use CAT tools but the writer translated the content of the guidebook manually with the help of various dictionaries. Thus, the writer started to add several pictures that support the content of the guidebook.

After translating the text and arranging the pictures, the process of designing the guidebook was started. The writer used Photoshop CC 2017 as a tool for designing the guidebook. The order of the guidebook was cover, table of content, a brief information of the history of Panji Museum, the museum's exploring routes, general information about Panji researchers, descriptions about 37 collections, the museum's facilities, contact information, and social media account. The dominant colors were brown and yellow. The book layout in one page was Indonesian and English text that accompanied with supporting picture.



Figure 1 Process of Designing the Guidebook

After finished designing the guidebook, the writer double checked the contents and made sure the contents were in the right order.

Expert Validation

In the expert validation stage, the bilingual guidebook of Panji Museum was reviewed by three professionals to ensure the quality of its content, design, and language. On June 22, 2021, validation sheets were sent to Mr. Syarifudin, the museum curator, and Mrs. Mariana Ulfa Hoesny, a lecturer and novelist, who reviewed the content and design respectively. On June 23, 2021, the language validation sheet was sent to Mrs. Maya Rizki Fauzia, an English lecturer at the State Polytechnic of Malang. All experts accessed the guidebook's soft file via a link in an online questionnaire and provided feedback.

The museum expert, Mr. Syarifudin, concluded that the guidebook content aligned well with the museum’s historical context and floor plan. He praised the accuracy of Indonesian terminology, readability of font, and the clarity and supportiveness of the images. The design was described as practical and user-friendly. However, he suggested labeling the Prajna-paramita and Grogol statues as "duplicates," since the originals are housed at the National Museum in Jakarta. He also recommended replacing an image of a relief with its actual replica found near the museum pond and adding more key information about the collections.

The overall evaluation from the muse-

um expert yielded a total score of 49 with an average of 5.4 out of 6, indicating the guidebook was of very good quality, particularly in content. The input from all experts contributed to refining the guidebook, ensuring it met both informational and aesthetic standards for domestic and international audiences.



Figure 2. Before and After Content Revision on Page 37

Another expert validator was a book designer that reviewed the design of bilingual guidebook of Panji Museum. From the result, it can be concluded that the design and layout of the bilingual guidebook was good. Thus, the book designer stated that the number of the guidebook's pages is excellent (no more or less). The font size and type used were appropriate and easy to be read by the readers. The colors combination marked as excellent. Furthermore, the content marked as good which mean the content was interesting to be read and the design also marked as good which mean the design was practical (easy to use). In addition, the quality of pictures marked as quite good.

However, the book expert gave the suggestions to be more pay attention to translation detail and grammar. The book expert also suggested to increase the quality of several pictures (Grogol statue, Golek puppet). The total score that the book expert given was 47 and the average score was 5.2 of 6 scales. It proved that the bilingual guidebook of Panji Museum was very good, especially the design of the guidebook.

The last expert validator was a language expert that reviewed the translation used in bilingual guidebook of Panji Muse-

um. The validation result revealed that the English version of the guidebook was good. The language expert agreed that English language being used in the guidebook was clear and easy to understand. Thus, the font size and type marked as good because the font size and font type were easy to be read. In addition, the use of tenses in the guidebook was correct and marked as good. The use of capital letters and punctuation were correct and the words' spelling in English was also correct. The language expert also agreed that use of Bahasa Indonesia and the words' spelling in Bahasa Indonesia were correct. In addition, the general design and the quality of pictures of the guidebook marked as good. Thus, the use of grammar and terms in English marked as quite good. The language expert also marked the content of the guidebook quite informative.

However, the language expert gave the suggestions to pay attention to grammar and do not stick to much on Indonesian language. The language expert also suggested to put cultural-related vocabulary in italic. The total score that the language expert given was 62 and the average score was 5.1 of 6 scales. It proved that the translation of bilingual guidebook of Panji Museum was very good.



Figure 3 Before and Ater Translation Revision Page 24

Evaluation

In the evaluation stage, the writer distributed the questionnaire to domestic and international tourists in order to know the feedback and the response from the tourists. The questionnaire made with Google Form and there was a link to access the bilingual guidebook of Panji Museum. The questionnaire was distributed on July 2, 2021 until July 10, 2021. There were 71 domestic tourists and 7 international tourists. The result of the evaluation revealed

the final average 5.36 of 6 scales. Another result of the evaluation of bilingual guidebook of Panji Museum from international respondents showed the final average score 5.53 of 6 scales.

CONCLUSION AND SUGGESTION

Conclusion

This study was developing a bilingual guidebook of Panji Museum. The outcome of this study is bilingual (Indonesian-English) guidebook of Panji Museum. It contained about Panji researchers, the history of Panji Museum and Panji itself, and 37 collections in Panji Museum. The contents of the guidebook are the information of Panji researchers, a brief information of the Panji Museum and Panji itself, a description of 37 collections in Panji Museum accompanied with the pictures, the Panji Museum's facilities, floor plan, contact information and social media account.

The product had been developed after following the five stages namely, analysis, design, development, expert validation, and evaluation. In the analysis stage. From the result of the questionnaire that distributed, the writer found the problem that the information in Panji Museum are not clear enough. Therefore, the visitors of Panji Museum need a medium to provides clearer information. Furthermore, the respondent of the questionnaire stated that a bilingual guidebook is needed to facilitate them.

After knowing the problem, the writer decided to collect information related to Panji Museum and design the product. The writer found out the information through interviews with the tour guide and curator of Panji Museum, from e-books, articles and journals. After the information design was done, the following stage was development. In this stage, the writer developed the content of bilingual guidebook of Panji Museum. Moreover, the product was validated by the several experts. In the evaluation stage, the product was distributed to the readers. The result of the evaluation was the bilingual guidebook of Panji Museum could facilitate the tourists to get more

information of the collections in Panji Museum. It was also as a medium to add their insight about Javanese Culture.

Suggestion

For future research on similar topics, it is recommended to use translation applications to ease the translation process, as this study relied on manual translation due to limited resources. Additionally, future guidebooks should feature more creative designs, as the current one is quite simple. Lastly, considering most museums in Malang lack bilingual guidebooks, researchers are encouraged to develop more, as they effectively support both domestic and international visitors in accessing museum information.

REFERENCES

- Adha, A. (2018)). *An English Indonesian Annotated Translation in Lucy Diamond's Novel Me and Mr. Jones*. Jakarta: Jurusan Bhasa Inggris dan Kebudayaan Fakultas Ilmu Budaya. Retrieved from: http://elibrary.unsada.ac.id/index.php?p=show_detail&id=23301
- Alfarhan, I. (2016). *English as Global Language and the Effects on Culture and Identity*. Retrieved from: <https://www.arjonline.org/papers/arjel/v2-i1/10.pdf&ved=2ahUKEwiFv5GN5dzxAhWV73MBHb97ASgQFjACegQIChAC&usg=AOvVaw0fcXPckLS5CKyvCWRBrbS9>
- Amalia, S. (2018). *Pengembangan Buku Panduan wisata Edukasi Desa Wisata Jernih Kabupaten Sarolangun untuk SMP dan SMA*. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Jamibi. Retrieved from: <https://repository.unja.ac.id/5804/>
- Aryana, I. B., Warpala, I. W., & Santosa, M. H. (2008). *Pengembangan Model Pembelajaran Bilingual Preview-Review dipandu Strategi Kooperatif STAD dalam Pembelajaran Sains di SMA*. Jurnal Pendidikan dan Pengajaran. Retrieved from: <https://ejournal.undiksha.ac.id/index.php/JPP/article/view/1754>
- Azalia, A. (2015). *Perancangan Buku Panduan Wisata sebagai Media Informasi Pariwisata Kota Depok*. Retrieved from: https://openlibrary.telkomuniversity.ac.id/pustaka/files/102041/jurnal_eproc/perancangan-buku-panduan-wisata-sebagai-media-informasi-pariwisata-ko-tadepok.pdf&ved=2ahUKEwiMu6mj5tZxAhXUDnIKHW23A8AQFjABegQIB-BAC&usg=AOvVaw0GvJr-pcXXEwQezFTIDu2Q
- Baker, M. (1992). *In Other Words a Coursebook on Translation*. London: Routledge.
- Bilingual. (2021). *Merriam-Webster Dictionary*. Retrieved from: <https://www.merriam-webster.com/dictionary/bilingual>
- Bilingual. (2021). *Oxford-Learners Dictionary*. Retrieved from: <https://www.oxfordlearnersdictionaries.com/>
- Cahyadi, R., Gunawijaya, J. (2009). *Pariwisata Pusaka Masa Depan bagi Kita, Alam dan Warisan Budaya Bersama*. Retrieved from: <https://www.google.com/amp/s/docplayer.info/amp/73718-Pariwisata-pusaka-masa-depan-bagi-kita-alam-dan-warisan-budaya-bersama.html>
- Central Bureau of Statistics. (2020). *Jumlah Wisatawan Mancanegara dan Domestik yang Datang ke Kabupaten Malang tahun 2010-2019*. Retrieved from: <https://malangkab.bps.go.id/statictable/2020/05/04/810/jumlah-wisatawan-mancanegara-dan-domestik-yang-datang-ke-kabupaten-malang-tahun-2010---2019.html>
- Darta, S. (2015). *Perancangan Aplikasi Mobile Panduan Wisata Museum di Jakarta*. Jurnal Tugas Akhir. Universitas Telkom. Retrieved from: <https://openlibrarypublications.telkomuniversity->

- ty.ac.id/index.php/artdesign/article/view/4693/4628
- Fitroni, A., & Primayudi, K. (2013). *Travel Guidebook "The Epic Journey of Sumenep"*. Retrieved from: <http://eprints.upnjatim.ac.id/4732/>
- Hatim, B., & Mason, I. (1993). *Discourse and the Translator (4th ed)*. Retrieved from: https://www.researchgate.net/publication/49617681_Hatim_B_Mason_I_Discourse_and_the_Translator_London_Longman_1990_Hatim_B_Mason_I_Discourse_and_the_Translator_London_Longman_1990
- Hidayat, N. (2019). *Perancangan Buku Panduan Wisata Kabupaten Purwakarta*. Retrieved from: <https://openlibrarypublications.telkomuniversity.ac.id/index.php/artdesign/article/view/4557>
- Hokenson, J., & Munson, M. (2007) *The Bilingual Text History and Theory of Literary Self-Translation*.
- ICOM Statues. (2007). *ICOM: Museum Definition*. Retrieved from: <https://icom.museum/en/resources/standards-guidelines/museum-definition/>
- Iskartina, F. (2016). *A Translation Strategy Analysis Used in The Runner Novel*. Retrieved from: <https://www.google.com/url?sa=t&source=web&rct=j&url=http://eprints.ums.ac.id/45644/19/PUBLICATION%2520ARTICLE.pdf&ved=2ahUKEwixsujBzvbxA-hXEbn0KHWtmCxIQFjABegQIBRAC&usg=AOvVaw1OjotRajYoyWGUD2ROFmmBM>
- Jewell, B., & Crotts, J. (2001). *Adding Psychological Value to Heritage Experiences*. Retrieved from: https://www.researchgate.net/publication/37617182_Adding_Psychological_Value_to_Heritage_Tourism_Experiences
- Kartika, T., Fajri, K., Kharima, R. (2017). *Pengenmbangan Wisata Heritage Sebagai Daya Tarik Kota Cimahi*. Retrieved from: <https://ejournal.upi.edu/index.php/jurnal/article/view/9102>
- KWRI UNESCO (2017). *Naskah Kuno Cerita Panji didaftarkan ke UNESCO*. Retrieved from: <https://kwriu.kemdikbud.go.id/berita/naskah-kuno-cerita-panji-didaftarkan-ke-unesco/>
- Maharani, A. (2018). *Tiga Versi Cerita Panji Kajian Naratologi Menurut Perspektif AJ.Greimas; Jurusan Sastra Indonesia*. Fakultas Sastra Universitas Sanata Dharma. Yogyakarta. Retrieved from: <https://repository.usd.ac.id/31028/>
- Mieli, M. (2017). *The Value of Travel Guidebooks in The digital Edge*. Retrieved from: <https://lup.lub.lu.se/student-papers/search/publication/8914895>
- Noor, F. (2018). *The Design of Travel Guidebook for Four Priority of Tourism Destination of Central Sulawesi as a Media Promotion Tool for Department of Central Sulawesi Tourism*. President University. Cikarang. Retrieved from: <http://repository.president.ac.id/bitstream/handle/123456789/1608/009201300021.pdf?sequence=1&isAllowed=y>
- Nugroho, A. B. (2005). *Meaning and Translation*. Retrieved from: <https://journal.uui.ac.id/JEE/article/view/6442>
- Patria, T. A. (2015). *Dinamika Perkembangan Pariwisata Pusaka Tinjauan dari Sisi Penawaran dan Permintaan di Kota Bandung*. Retrieved from: https://www.researchgate.net/publication/304548721_Dinamika_Perkembangan_Pariwisata_Pusaka_Tinjauan_dari_Sisi_Penawaran_dan_Permintaan_di_Kota_Bandung
- Prachanant, N. (2012). *Needs Analysis on English Language Use in Tourism Industry*. Retrieved from:

- <https://www.sciencedirect.com/science/article/pii/S187704281205238X>
- Richey, R. C., & Klein, J. D. (2007). *Design and Development Research: Methods, Strategies, and Issues*. Lawrence Erlbaum Associates.
- Saputra, K. H. (2010). *Cerita Panji: Representasi Laku Orang Jawa*. Retrieved from: <https://ejournal.perpusnas.go.id/jm/article/view/00100120104>
- Sitepu, H. Y. (2019). *Proses Penawaran Produk dan Jasa pada Departemen Sales di Quest Hotel Kuta Bali*. Jurusan Ilmu Administrasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Jember. Retrieved from: <https://repository.unej.ac.id/handle/123456789/94103>
- Tjahja, W. I., & Aditya, Y. (2019). *Penyajian Koleksi Museum Sejarah dan Budaya Kota Malang*. Retrieved from: <https://jurnal.senirupaikj.ac.id/index.php/jsrw/article/view/71>
- Vignelli, M. (2010). *The Vignelli Canon*. Baden: Lars Müller. Retrieved from: <https://www.rit.edu/vignellicenter/sites/rit.edu.vignellicenter/files/documents/The%20Vignelli%20Canon.pdf>
- Wahyuni & Tantri. (2019). *English Learning Media for EFL Elementary Learners*. Retrieved from: <https://www.atlantispress.com/proceedings/icirad-19/125932540>
- Wibowo, E. C. K., Aditia, P., & Swasty, W. (2016). *Buku Panduan Wisata Budaya Kabupaten Klaten*. Jurnal Kalatanda. Retrieved from: <https://journals.telkomuniversity.ac.id/kalatanda/article/view/1368>
- Zahedpishe, N., Zulkarnain, B. A., & Saffari, N. 2017. *English for Tourism and Hospitality Purpose*. Retrieved from: https://www.researchgate.net/publication/319013073_English_for_Tourism_and_Hospitality_Purposes_ETP