

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Indonesia being an archipelagic nation holds considerable potential in the tourism sector. According to the Indonesian Ministry of Foreign Affairs (2018), with over 17.000 islands, Indonesia is the world's largest archipelagic nation. Indonesia, with its cultural diversity and stunning natural landscapes, has several of enchanting tourist cities that captivate visitors from around the world. There are numerous attractive areas in Indonesia with their distinctive tourism types. One of them is Yogyakarta, which is popular with its cultural and educational tourism. Regarding the educational tourism, Rodger (1998) as cited in Devi et al. (2018), conveyed that educational tourism is a related to activities in which tourists visit a destination to gain hands-on learning experiences at the tourist attraction. As implied, Yogyakarta is one of tourism cities in Indonesia that offers educational tourism.

Yogyakarta is one of the cities with numerous tourist attractions in Indonesia. Central Statistic Agency of Yogyakarta (2023) reported that tourists coming from foreign countries reached more than eighty thousand people until October 2023. It means that Yogyakarta is visited by many people. In addition to natural attractions, Yogyakarta offers a variety of cultural tourism, such as museums, temples, and historical sites. Besides, Yogyakarta also offers educational attractions. One of the destinations that offer educational experiences for tourists is Taman Pintar Yogyakarta.

Taman Pintar Yogyakarta stand as proof that Yogyakarta not only provides natural beauty and historical sites but also interactive learning experiences for visitors, especially children and teenagers. Taman Pintar Yogyakarta is a place where the visitors can get knowledge about many things. Taman Pintar is a Science Museum that provides many teaching aids related to science. This is a place where children and teenagers can get lots of lessons through the existing zones, such as studying weather in the BMKG zone, electricity in the electricity zone, and a library with lots of science books. Taman Pintar Yogyakarta is not

only an engaging learning space for visitors but also features a dedicated zone for innovative waste management. To maintain cleanliness and promote environmental awareness, Taman Pintar Yogyakarta provides an efficient and educational waste processing area.

The Waste Processing Zone in Taman Pintar Yogyakarta stands out as an innovative initiative in environment conservation efforts. Amri and Widyantoro (2017) stated that waste management processes require more individual change and behavioral formation than just advanced technology. It is best to start teaching and practicing waste management at a young age because it is the ideal period to study, easier to implement, and more likely to yield benefits. In addition, learning how to process waste can be started from a small scope. For instance, children can learn how to separate waste from organic and anorganic at home. Children are also taught how to throw rubbish in the right place.

The writer interviewed the Public Relations staff of Taman Pintar Yogyakarta for a preliminary study to get information regarding what they needed to support the Waste Processing Zone. Based on the results of the preliminary study, the Public Relations staff of Taman Pintar Yogyakarta said that Taman Pintar needed a booklet or similar informative media regarding the Waste Processing Zone. Furthermore, the booklet was presented bilingually in Indonesian and English. Indonesian was used since the majority of visitors in Taman Taman Pintar Yogyakarta are locals who use Indonesian as their primary language. Meanwhile, English was used so that foreign tourists who read the booklet can also learn about waste processing considering that Yogyakarta was a tourism city that was often visited by foreign tourists.

## **1.2 Objective**

The objective of this final project is to make a booklet as a promotional medium of Waste Processing Zone Taman Pintar Yogyakarta.

## **1.3 Significances**

Based on the objective above, hopefully, the report and the product of this final project can give advantages to the following parties:

#### 1.3.1 For The Writer

The writer can enhance the ability to think creatively and solve problems in social life according to the experience and knowledge gained during school and college. The writer can also improve the skill to transkrip the spoken information to the written information. Besides, the writer can also improve her computer skill, and her design skill by designing the booklet.

#### 1.3.2 For Taman Pintar Yogyakarta

Taman Pintar Yogyakarta can use the bilingual booklet to promote their Waste Processing Zone due to the detailed and informative content of the Bilingual booklet

#### 1.3.3 For The Readers or Visitors

The product of this final project could help the readers or visitors gain information about Waste Processing Zone Taman Pintar Yogyakarta and information about how to process waste properly and correctly.

#### 1.3.4 For Students of The English Study Program

The final project could be a reference for students of the English Study Program Politeknik Negeri Jember who will conduct a similar type of final project, especially making a bilingual booklet.