

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia's tourism industry has a strategic position to increase Gross Domestic Product (GDP). This happens because of the number of foreign tourists who visit several Indonesian destinations. Indonesia's tourism industry is the second-best contributor to the country's Gross Domestic Product for years (Irawan et al., 2019). Indonesian tourism potential is rich and diverse. This variety of potential includes the diversity of national tourism resource and growth of infrastructure development. A tourist destination must have at least one important aspect called 3A, which includes attractiveness, amenities or facilities, and accessibility. Attractions are what tourists can see and do in the destination. Meanwhile, amenity refers to facilities outside accommodation, such as restaurants, souvenir shops, and public facilities such as worship facilities, health, parks, and others. Accessibility is regarding the facilities and infrastructure to get to the destination, such as roads, availability of transportation facilities, and road signs. With complete and adequate facilities, a tourist destination will be able to attract visitors to come.

The example of tourism city in Indonesia is Yogyakarta. Yogyakarta is popular destination both for domestic and international tourists. Yogyakarta is tourism city with various kinds of tourist attractions, starting from natural tourism, historical tourism, and educational tourism. The example of educational tourism in Yogyakarta is Taman Pintar Yogyakarta. Taman Pintar is science education tourism center in Yogyakarta. The destination provides the visitors with educational experiences through science and technology learning aids. Taman Pintar presents One Stop Destination for visiting tourists. This has several attractions such as the Oval-Kotak Building, Planetarium, PAUD Building, Bahari, Traffic Zone, and Kampung Kerajinan. There are several main zones in Taman Pintar, namely the Oval-Kotak Building, which present teaching aids that apply scientific systems and are developed using current technology. To increase tourism visits, the Government of Yogyakarta

has conducted various technological development and advances that are applied to its tourist attractions. The Yogyakarta city government was innovation by launching the Taman Pintar development program to bring the linkage between the science and technological development based on education. It has become a tourist destination as well as a place for informal education (edutainment).

Apart from that, the attraction that is the main characteristic of Taman Pintar Yogyakarta is the Planetarium. The planetarium presents displays of outer space condition and the condition of the Yogyakarta night sky. Planetarium is place specially designed, domed, and equipped with optical-mechanical equipment to show about outer space for educational purposes. It is a room with a projector device that accurately depicts the stars and planets at any time including past, present and future from any part of the earth or space. Planetarium Taman Pintar Yogyakarta has specialty, namely the use of a digital projector to demonstrate celestial objects. The Planetarium show simulation of the atmosphere Yogyakarta sky at night along with various stars at that time. The show continues with a film screening about humans' journey on the Moon. Everything is projected on a semi-circular dome, equipped with reclining audience chairs, so that the entire show can be enjoyed comfortably.

The writer obtained information through offline preliminary study in December 2023 with the Planetarium Taman Pintar Yogyakarta staff, Mrs. Zuanita and Mr. Roni. Mrs Zuanita was a public relations division staff and Mr. Roni was a service division staff. They said that Planetarium Taman Pintar Yogyakarta only does the promotion through social media such as in Instagram, TikTok, and Website. During weekdays, there were only a few visitors visiting the Planetarium. In addition, there were local and foreign visitors who needed guidance and explanations about the Planetarium Taman Pintar. Therefore, they needed other promotional media that could easily be distributed to tourists. Moreover, the staff of Planetarium Taman Pintar Yogyakarta wanted their destination to be better known by local and foreign tourists.

Based on the preliminary study, the writer had discussed the issue with the staff to find solution to make promotional media for Planetarium Taman Pintar Yogyakarta.

The staff management had solution to make a booklet to Planetarium Taman Pintar. The booklet was provided by the writer was bilingual (Indonesian and English). Management staff supports if additional promotional media created to explain the Taman Pintar Yogyakarta Planetarium to increase visitors who watch the Planetarium video. In addition, the booklet aimed to increase target market.

1.2 Objective

This final project was to make a bilingual promotional booklet for Planetarium Taman Pintar Yogyakarta to attract local and foreign tourists to visit this destination.

1.3 Significances

The importance of the report and the product of this final project was to be helpful and provide significant feedback to several parties, namely:

For the writer

This project could apply her writing skill when making a script. Besides, the writer could apply her translation skill especially in writing the Indonesian and English contents of the booklet.

1.3.2 For Management of Planetarium Taman Pintar Yogyakarta

The management of Planetarium Taman Pintar Yogyakarta could use this booklet as a resource to promote the Planetarium.

1.3.3 For the Readers

The product of this final project could help customers or readers to get more information about Planetarium Taman Pintar Yogyakarta.

1.3.4 For the Students of English Study Program

This final project could be a references for students of English Study Program Politeknik Negeri Jember, who will adopt the same type of final project, especially making a promotional booklet.