CHAPTER 1. INTRODUCTION

1.1 Background

The tourism industry in Indonesia has developed and become one of the important sectors for national economic growth. According to the latest data, the tourism sector contributed 4.1% to the Gross Domestic Product (GDP) of Indonesia in 2024 (Ministry of Tourism and Creative Economy, 2024). As an archipelago, Indonesia has a variety of unique tourist destinations in each region. Therefore, local governments massively promote tourism destinations in each region to capitalize on this huge potential. This effort can attract more tourists and increase the tourism sector's contribution to the regional and national economy. One of the famous tourist areas in Indonesia that significantly contributes to the national economy is the Special Region of Yogyakarta.

Yogyakarta is known for its rich culture, history, and art. These three aspects are present in various captivating educational tourist attractions, from temple museums to interactive parks. This has transformed the Special Region of Yogyakarta into a center of educational tourism that allows tourists to enjoy their vacations while learning. The combination of fun and educational travel experiences makes Yogyakarta an ideal choice for those who want to explore historical places while deepening their knowledge.

Regarding educational tourism in Yogyakarta, one of the popular destinations is Taman Pintar Yogyakarta. Inaugurated by the sixth President on December 16, 2008, it aims to educate visitors through an interactive learning experience by combining science, technology, and culture. Taman Pintar Yogyakarta has many zones that visitors can try. Taman Pintar Yogyakarta has a special zone called Kampung Kerajinan. This zone also known as the creativity program, is one of the most popular, and often crowded because it offers visitors a chance to be creative. The program supports educational tourism by providing guides who assist visitors in the zone.

The writer conducted a preliminary study at Taman Pintar Yogyakarta in September 2024, which was conducted as an internship program. The writer conducted a preliminary study by interviewing a staff supervisor of the relations and public services division of Taman Pintar Yogyakarta. The result showed that Taman Pintar Yogyakarta has several promotional media, such as websites (tamanpintar.co.id), Instagram (@tamanpintar_yogyakarta), and YouTube (Taman Pintar Yogyakarta). The promotional media contains information about Taman Pintar zones, the prices of each zone, and the operating schedule. The writer also interviewed ten guides from Taman Pintar Yogyakarta to analyze the problems of the Taman Pintar zones. The results showed that there was a language barrier between guides and tourists, which resulted in a lack of guiding information for foreign tourists, especially in the Kampung Kerajinan zone. Furthermore, the writer consulted with a staff supervisor of the relations and public services division to address the problem and propose solutions.

Based on the preliminary study conducted, the writer proposes to create an informational medium in the form of a digital booklet. This booklet will contain information about the activities in Kampung Kerajinan, presented in both English and Indonesian. The goal of this informational medium is to help foreign tourists better understand the activities available and enhance their experience when visiting Taman Pintar Yogyakarta.

1.2 Objective

This final project aims to create a bilingual digital booklet that provides information about Kampung Kerajinan, including its operating hours and the craft-making process.

1.3 Significances

The report and the product of this final project are important because they aim to provide valuable feedback to various stakeholders:

1.3.1 For the Writer

The writer can develop her skills in writing by creating scripts that will be used in the product. The writer can develop her skills in translating sentences by making translations easily understood by readers. The writer can also develop her skills in editing by designing a digital booklet independently.

1.3.2 For Taman Pintar Yogyakarta

This product has the potential to enhance the services provided by Taman Pintar Yogyakarta to its visitors. It includes information in two languages, making it easier for visitors to understand what the guides are conveying. This is particularly beneficial for the guides who assist foreign visitors in Kampung Kerajinan at Taman Pintar Yogyakarta.

1.3.3 For the Visitors

This product can assist both local and foreign visitors in understanding what to do in Kampung Krajinan, as the digital booklet is available in two languages: English and Indonesian.

1.3.4 For the Students of the English Study Program

This final project may serve as a reference for students in the English Study Program at Politeknik Negeri Jember who will conduct a similar type of final project, particularly in creating informational media.