

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a beautiful country with diverse ethnic groups and has a lot of tourism potential. Indonesia's tourism sector continues to progress and develop rapidly. The rapid development of the tourism sector is increasingly visible from many achievements of Indonesia that are recognized globally. (Auliah *et al.*, 2022). This diversity enables the creation and development of a thriving tourism industry. In recent decades the tourism industry has shown sustained growth in both revenues and the number of tourists and has left broad economic, social, cultural, and environmental (Cholik 2017).

Yogyakarta is one of Indonesia's special cities, boasting immense tourism potential and a rich artistic and cultural heritage. Historical buildings, landmarks, shopping centers, and museums are generally interesting places for tourists (Wibowo *et al.*, 2021). Based on the attraction quality index report destination tourist areas (Daya Tarik Wisata) and excellent service tourist destination in Yogyakarta 2024, there are museums with the most visited including Museum Sandi, Museum Benteng Vredeburg Museum Pusat TNI Angkatan Darat Dharma Wiratama as an educational tourism destination in Yogyakarta. It means that the museum is the most favorite tourist destination visited by many tourists, both domestic and international. The museum has become a tourist place as well as a place for informal education activities.

Museum Sandi is one of the education tourism objects in Yogyakarta. This museum showcases the history of cryptography and the development of Indonesia's State Cryptography Agency from the late 1940s onwards. Museum Sandi consists of four rooms containing the collection and dioramas about the struggle of cipher experts in the struggle to defend Indonesia's independence. This museum provides various engaging activities, including watching a documentary film about the history of cryptography in Indonesia, solving interactive codes and puzzles, and exploring the museum's collections. This uniqueness is considered a strength of Museum Sandi, as it offers features that are not commonly found in

other museums. Therefore, this became the idea for promoting Museum Sandi, considering that its visitors not only domestic tourists but also international ones. Furthermore, the limited ability of some staff's and museum guides to communicate in English highlighted the need for improve multilingual support as a motivating factor for the writer to conduct this final project.

The writer conducted the preliminary study by interviewing the staff, as the educator and museum collection analyst. It was conducted on 11 September 2024 in the Museum Sandi office in Yogyakarta. Based on the result of the preliminary study, Museum Sandi needs a promotional medium that can inform the visitors to know more about the museum object collection, description and details directly. She also said that the visitors are not only domestic people but also from Germany, Spain and Italy. Museum Sandi already has some social media for promotion such as Instagram, TiktTok, and Youtube also the website but there is no promotional media in bilingual version. The result of the discussion based on the problems and challenges faced by Museum Sandi in promotion is the lack of promotional media that can present museum sandi collection in two languages Indonesian and English. Briefly, museum Sandi urgently needed a bilingual promotion media which could be accessed both domestic and foreign visitors. In getting a solution to attract more international visitors, the writer and staff decided to create a booklet with descriptions of the museum's collections in Indonesian and English for domestic and international visitors. The Bilingual booklet also presented the exciting activities that the visitors can do in museum Sandi. The booklet is made into printed and electronic booklets. Both versions of the booklets, it did not only do offline promotion but also online promotion. The printed booklet would be placed in the Museum Sandi in Yogyakarta

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Objective

The objective of this final project is to make a bilingual booklet as a promotional medium for Museum Sandi Yogyakarta to attract more local and International tourists to visit this destination.

1.2 Significances

Based on the objective, this final project can give the benefit to several parties, namely:

1.3.1 For the Writer

The writer can implement academic writing for the script and report of the final project in making the booklet. The writer can also implement translation skill by making the booklet script bilingual in English and Indonesian.

1.3.2 For the Readers

The product would be expected for the readers to give the information about objects collections in Museum Sandi.

1.3.3 For Management of Museum Sandi Yogyakarta

The product can help the Museum Sandi to introduce and promote Museum Sandi to attract more visitors both domestic and international.

1.3.4 For the Students of the English Study Program

The product can be used as a supporting reference for students of the English study program who want to make a similar final project, especially in making a booklet.