

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

The tourism industry has encountered remarkable growth over the years, becoming one of the most significant contributors to global economies. However, alongside this rapid expansion, it also faces various challenges. The industry continues to face several challenges that will continue to test its resilience and will require innovative development, management, and marketing solutions. By encouraging teamwork and collaboration, the industry can continue to thrive while adapting to future demands and changes (Andrades et al, 2024). In line with the rapid growth of the tourism industry, The Special Region of Yogyakarta has become one of the leading destinations that offers a unique blend of cultural and natural heritage. Yogyakarta's success in attracting tourists, both local and foreign, reflects the importance of innovative and sustainable management to maintain its attractiveness.

The Special Region of Yogyakarta is a famous city that become a tourist attraction in Indonesia. The main attraction of tourism in the Special Region of Yogyakarta compared to other places is its cultural and natural heritage. According to Nugraha et al. (2023), many tourists make Yogyakarta one of their travel destinations because of these advantages, both local and foreign tourists. The reason that makes Yogyakarta a tourist city is its strategic location. There are some tourist attractions in Yogyakarta that have been known to tourists and are located in the center of the city, such as Titik Nol Kilometer, Malioboro, Keraton Jogja, Museum Benteng Vredeburg, and Taman Pintar Yogyakarta (Rizki and Utami, 2018)

Taman Pintar Yogyakarta is located in Jalan Panembahan Senopati 1 – 3, Special Region of Yogyakarta. In Taman Pintar, the visitors are mostly students, from pre-school to high school. They can freely deepen their understanding of the subject matter that has been received at school and at the same time have recreation. Taman Pintar Yogyakarta has several tourist attractions in its facilities that are divided into several zones. For example, there are the Oval-Kotak building, Planetarium, Kampung Kerajinan, Wisata Bahari, Lalu Lintas, and Paud Barat &

Paud Timur. Taman Pintar is also making improvements to the services and the attractions on offer. One of them is the upgrading of the Dome Area zone in the Oval-Kotak building starting from September to December 2024. The target of Taman Pintar's development is to introduce science to students from an early age, hopes that the creativity of students continues to be sharpened.

The uniqueness of Taman Pintar Yogyakarta as an educational attraction that combines science, technology, and culture in an interactive and interesting way makes the writer who doing internship for 6 month long in Taman Pintar Yogyakarta interested in conducting a preliminary study. Based on the results of a preliminary study that the writer conducted with a supervisor of public relations, the writer got information about Taman Pintar Yogyakarta. Taman Pintar is always improving its facilities and human resources, one of which is being improved is the information services division. The information division functions as a front liner whose responsibility is to serve visitors regarding information on the attractions and facilities at Taman Pintar. The delivery of this information is conducted through face-to-face and public address (PA) system announcements using Indonesian. It is found that the staff is not prepared to use English to deliver the information public address (PA) system announcements, meanwhile, the tourists that visit Taman Pintar Yogyakarta are not only local but also foreign tourists.

As a response to the problem above, the writer proposed to providing the announcement script in English version and also providing a tutorial video in bilingual, Bahasa Indonesia, and English. This approach aims to ensure that both local and foreign visitors can understand the information being conveyed clearly. Offering announcements in both languages will help improve communication and enhance the overall experience for tourists. Additionally, this initiative can reduce confusion and ensure that important information is accessible to all tourists.

## **1.2 Objective**

The objective of this final project is to make a tutorial video of being an announcer at the information division of Taman Pintar Yogyakarta in bilingual.

### **1.3 Significances**

Based on the objectives above, the writer hopes that this final project and product can provide benefits for several parties, such as:

#### **1.3.1 The Writer**

This project helps the writer to implement speaking and writing skills, especially pronunciation and translation while conducting the final project.

#### **1.3.2 Taman Pintar Yogyakarta**

The video can be a medium to help the staff to deliver announcement in English language and to help the staff of the information division learn how to pronounce the sentences correctly. In addition, it can develop the information center service.

#### **1.3.3 The Students of English Study Program**

The final project can be used as a reference for students of the English Study Program who will conduct the final project of the same product