

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a fascinating country with an extraordinary historical heritage and culture. These heritages have an important economic role, so they must be developed (Wibowo et al., 2022). Preserving historical and cultural heritage is crucial for maintaining the nation's identity and economic growth through tourism. One area known for its preserved historical relics is the Special Region of Yogyakarta.

The Special Region of Yogyakarta is a province in Indonesia that has many historical relics. There are lots of buildings, traditions, and artifacts that are still well-preserved today. These historical relics are collected in the museum, a permanent institution that exhibits and preserves for educational purposes. Museums are organized into different types based on their collections: local, regional, and national (Nurtanio & Ginting, 2022). One of the regional museums in the Special Region of Yogyakarta is Monumen Yogya Kembali, which preserves the history of Indonesia's independence struggle and is a source of education for visitors.

Monumen Yogya Kembali, also known as Monjali, is a historical museum with an important meaning because it commemorates the return of Yogyakarta as Indonesia's capital city during the independence struggle. Monumen Yogya Kembali is located at Padjajaran Street (North Ring Road), Jongkang, Sariharjo, Ngaglik District, Sleman Regency, Special Region of Yogyakarta. This museum collects artifacts, dioramas, and documents about the Indonesian fighters against colonialists. Visitors can explore different museum sections, such as an exhibition hall, a library, and a theater that screens historical documentaries. Additionally, this museum has a unique building shape, namely conical. The symbol of the conical shape is struggle, purity, and balance, inspired by *tumpeng* as a representation of the strength and respect for the heroes. This unique architectural design adds to the museum's identity, making it an important cultural and historical landmark.

The writer conducted the preliminary study at Monumen Yogya Kembali in September 2024 by interviewing a head of Marketing Public Relations from Monumen Yogya Kembali. The result is that Monumen Yogya Kembali is open every Tuesday until Sunday, from 8 AM to 4 PM. From the whole visitors, there are 90% local and 10% foreigners. They come from Korea, China, Malaysia, Singapore, Brunei Darussalam, Kazakhstan, Australia, and the Netherlands. Moreover, Monumen Yogya Kembali has promotional media on several social media, such as the TikTok account (@museum\_monjaliasofficial), which only has 104 followers; the Instagram account (monjaliyogyakarta) has 4.168 followers; the YouTube account (Museum Monumen Jogja Kembali) has 87 subscribers, and Facebook account (Monjali) has 595 friends. In addition, Monumen Yogya Kembali has a website (<https://monjali-jogja.com/>) where new information about Monumen Yogya Kembali can be shared. This museum already has a guidebook printed in 2020 using Indonesian. However, the Head of Marketing Public Relations wants to introduce Indonesia's historical heritage to foreign tourists, especially at Monumen Yogya Kembali. Although several promotional media are already available, they are still not enough because the content mostly only shows the activities there. Some collections are mentioned, but the information is still very limited. The Head of Marketing and Public Relations also wants to add information about the new collections available so that local and foreign visitors can know about them. Furthermore, the use of English in content promotion is still low.

Based on the information of the Head of Marketing and Public Relations, the writer proposed creating a bilingual (English and Indonesian) booklet as a promotional medium to attract both local and foreign visitors. The Head of Marketing and Public Relations also suggested including information about photo spots and available facilities at Monumen Yogya Kembali. According to Indrawati et al. (2023), booklets have several advantages, such as self-study, can be read repeatedly, the contents are more informative, easy to carry anywhere, and can be accessed anytime. The writer created digital and printed versions. The digital booklet will be uploaded on the Monumen Yogya Kembali website and social media in soft file form. Meanwhile, the printed version will be distributed at the

west and east entrance gates of Monumen Yogya Kembali and the Language, Communication, and Tourism Department. The Head of Marketing and Public Relations can duplicate and print it using the digital version provided, with the writer's approval.

## **1.2 Objective**

This final project aims to create a bilingual booklet as a promotional medium for Monumen Yogya Kembali.

## **1.3 Significances**

Based on the objective above, the report and the product can provide benefits to the following parties:

### **1.3.1 For the writer**

The final project can help the writer to apply writing skills, improve creativity when designing the booklet, and improve translation skills by using bilingualism by translating the script from Indonesia to English.

### **1.3.2 For the readers**

The product can help both local and foreign visitors get detail and complete information about Monumen Yogya Kembali in Indonesian and English.

### **1.3.3 For Monumen Yogya Kembali**

This product can be used to attract more visitors by providing useful information, and to serve as a promotional medium to increase public interest in Monumen Yogya Kembali.

### **1.3.4 For Students of the English Study Program**

The final project can be used as a reference for the other students to conduct a similar final project with a different idea.