

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi is a regency in East Java Province, Indonesia, that is well known for its rich cultural diversity and historical heritage, which have been preserved to this day. Besides its cultural wealth, Banyuwangi is also recognized for the numerous cultural festivals held annually as part of its commitment to preserving local traditions. The region is home to various historical sites, including the heritage of the Blambangan Kingdom, colonial-era buildings, and the indigenous Osing culture. Iconic destinations such as the Blambangan Museum, Pendopo Sabha Swagatha, and the Osing Traditional Village provide valuable insights into the history of eastern Java and have become attractions for both domestic and international tourists. Therefore, preserving historical objects through museums is essential because museums serve as places to collect, preserve, and present objects for research, education, and public appreciation (Douglas & Desintha, 2002).

Museum Blambangan Banyuwangi is a museum that preserves and exhibits historical collections related to the cultural and historical heritage of Banyuwangi, including artefacts from different historical periods. According to Devi (1996, p. 7), a museum is a building used to house collections of objects for research, study, and public appreciation. The collections displayed at Museum Blambangan Banyuwangi include large jars, the Vishnu statue, typewriters, antique telephones, daggers, spears, ancient coins, and replicas of Gandrung dancers. The museum was selected as the object of this final project because it lacked bilingual promotional media that could provide comprehensive information about its history, collections, galleries, facilities, and visitor activities for both local and international visitors.

Based on preliminary study, the writer obtained information regarding the museum's history. The museum was named "Blambangan Museum" because the Blambangan Kingdom was one of the most prominent kingdoms during the

Majapahit era. The museum building itself was originally a Dutch colonial building that functioned as the Assistant Regent's Office (District Office). Initially, the museum was located in Pendopo Sabha Swagatha before being relocated on 4 January 2004 to the Banyuwangi Regency Culture and Tourism Office. Since its relocation, the museum has been managed by the Banyuwangi Regency Culture and Tourism Office.

Museum Blambangan Banyuwangi plays an important role in preserving and promoting the cultural and historical heritage of Banyuwangi. The museum provides visitors with information about the region's history through its collections and exhibitions, making it a valuable destination for both educational and cultural tourism. However, the museum has limited bilingual promotional media that can provide comprehensive information for local and international visitors. Therefore, developing a bilingual booklet is expected to support the museum in introducing its collections and facilities to a wider audience.

As one of Banyuwangi's tourist attractions that receives international visitors, the Blambangan Museum promotes its collections and activities through several digital platforms, including Instagram (@museumblambangan), TikTok (@MuseumBlambangan), and its official website, SIJAMUWANGI. At the time of the writer's internship in 2025, the museum's Instagram account had 1,918 followers, while its TikTok account had 170 followers. These platforms function as promotional media by presenting the museum's tourism components, including attractions, activities, accessibility, and services, through photographs and videos. However, all of the existing promotional media use Bahasa Indonesia. Based on the interview with the museum staff, Museum Blambangan Banyuwangi also receives visits from foreign tourists, although the available promotional media are only provided in Bahasa Indonesia. Therefore, foreign visitors may experience difficulties in obtaining information about the museum's history, collections, galleries, facilities, and visitor activities. This information was obtained during the interview conducted by the writer while undertaking an internship program at the museum in 2025.

To address this gap, the writer proposes the development of both a bilingual printed booklet and an e-booklet as promotional media for the Blambangan Museum. An e-booklet is an electronic booklet containing concise information accompanied by attractive visual illustrations (Fitriani et al., 2023). As a digital promotional medium, an e-booklet offers practical advantages because it is easily accessible through smartphones and other mobile devices while presenting information in a concise and engaging format (Qomariah et al., 2022). The e-booklet will be published on the museum's official website, whereas the printed bilingual booklet will be distributed to museum visitors.

By providing information in both Indonesian and English, these promotional media are expected to improve accessibility for local visitors while also supporting international tourists in understanding the museum's collections and historical significance. Consequently, the bilingual booklet and e-booklet can broaden the museum's promotional reach and contribute to enhancing visitors' educational and cultural experiences.

1.2 Objective

The objective of this final project is to Make a bilingual Booklet as Promotional Media for Museum Blambangan Banyuwangi.

1.3 Significances

Based on the objective, the report and the final project products provide benefits to the following parties:

1.3.1 For the writer

The writer is able to improve writing skill and translation by making the script of the promotional booklet content.

1.3.2 For Museum Blambangan

The management of Museum Blambangan can use this bilingual booklet for promotion to have a wider range of visitors, not only for the local visitor but also for the international.

1.3.3 For Visitors and Readers

The booklet can help visitors and readers to get detailed information about museum Blambangan, collection, and attractions in Museum Blambangan.

1.3.4 For Students of the English Study Program

This report and final project can be used as a supporting reference for English Study Programme students in doing similar final projects, especially making a booklet as a promotional medium.

