

CHAPTER I

INTRODUCTION

1.1 Background of the study

In our increasingly interconnected world, promoting cultural diversity through tourism has become an essential goal for local communities and travel destinations. The city of Bekasi, Indonesia, provides a compelling example, rich in cultural heritage yet often overlooked in mainstream tourism discussions. As a vibrant urban center within the Greater Jakarta metropolitan area, Bekasi offers a rich tapestry of traditions, customs, and historical landmarks that are waiting to be explored (Adeng, 2014). Bekasi cultural landscape is shaped by its diverse population, which blends indigenous Sundanese tradition with Javanese influences and the dynamic aspects of modern Indonesian society. From its lively markets filled with the sounds of traditional gamelan music to its ancient temples that quietly bear witness to the past. Bekasi embodies the essence of Indonesia's rich cultural mosaic (Ramdiansyah, 2020).

Despite its cultural richness, Bekasi often remains in the shadow of its more famous metropolis in the tourism sector. The lack of comprehensive promotional materials designed for both local and international visitors has hindered efforts to highlight Bekasi's unique identity and appeal. Recognizing the potential of cultural tourism as a driver for economic development and cultural preservation, there is an urgent need to create innovative tools that effectively present Bekasi's tourism offerings to a broader audience (Khadijah, 2012). One such tool that can help bridge this gap is a bilingual booklet, because bilingual booklet can connect a lot of culture between country and tradition. a versatile medium capable of conveying intricate cultural details while remaining accessible to diverse audiences. By combining engaging visual design with informative content, a well-crafted bilingual booklet has the potential to introduce visitors to Bekasi's cultural treasures, offering them an immersive journey through its rich history and vibrant present.

In tourism promotion, the importance of bilingual materials cannot be overstated. By overcoming language barriers, bilingual booklets serve as essential guides for travelers who wish to explore the cultural complexities of destinations like Bekasi. This introduction sets the foundation for exploring Bekasi's cultural heritage and the crucial role of bilingual

booklets in promoting and preserving it (Smith, 2020). Tourism is an essential sector that contributes not only to the economy but also to the preservation and promotion of local culture. In Indonesia, tourism has developed significantly in recent years, supported by diverse cultural and natural resources across the archipelago. However, despite being part of the Greater Jakarta metropolitan area, Bekasi City is often overlooked as a tourism destination. Many people associate Bekasi only with industry, traffic, and urban growth, while its historical landmarks, cultural heritage, and culinary traditions remain underexposed. This situation creates an urgent need for promotional media that can highlight the city's hidden potential and change public perception (Hardiyanti & Rahman, 2023).

One of the most effective tools for tourism promotion is a booklet. A booklet can serve as a compact yet comprehensive medium that provides both visual and textual information about destinations, cultural events, culinary options, transportation, and accommodation. Unlike digital advertisements that are often fragmented and easily forgotten, a booklet offers structured and long-lasting information. For foreign tourists in particular, the availability of a bilingual booklet (English–Indonesian) becomes highly important, as it bridges language barriers and ensures better accessibility to information (Bayu et al., 2022). Bekasi has many attractions that could be interesting for both domestic and international tourists. These include historical sites such as Gedung Juang 45, natural destinations like Muara Beting Beach and the city forest, religious landmarks including Hok Lay Kiong Temple and Al-Barkah Mosque, as well as traditional culinary icons like Soto Tangkar and Gabus Pucung. Unfortunately, most of these attractions are not yet promoted through professional and standardized tourism materials. A booklet can therefore function as a practical guide that introduces tourists to these attractions in an organized and appealing way.

Another reason why a booklet is needed is the shift in tourists' behavior. Many travelers today demand authentic experiences supported by clear and trustworthy information. Without proper promotional media, Bekasi risks being left behind in the competitive tourism market, as neighboring cities such as Jakarta and Bogor already have established promotional strategies. A well-designed booklet can act as both an educational and promotional tool, guiding tourists while simultaneously reinforcing the identity of Bekasi as a city with cultural and historical depth (Widya Indah & Widiartini 2023).

In addition to promoting destinations, a booklet also helps in preserving cultural heritage. By documenting traditional dances, clothing, and culinary practices, the booklet serves not only as a guide for tourists but also as an archive for local identity. This is particularly relevant in a rapidly modernizing city like Bekasi, where cultural elements are at risk of being overshadowed by urban development. A booklet thus becomes a bridge between the past and the present, and between the local community and visitors. To ensure that the booklet is both effective and relevant, the research adopts the Research and Development (R&D) method by Borg and Gall (1983). This method is widely used in educational and media product design because it emphasizes systematic development combined with continuous evaluation. The process includes several stages such as needs analysis, planning, product design, expert validation, field testing, revision, and final product development. Each stage allows for feedback and improvements, ensuring that the final booklet is accurate, engaging, and user-oriented (Novita et al., 2024).

The strength of the Borg and Gall R&D model lies in its iterative process. Unlike traditional research methods that end after data collection and analysis, R&D produces a tangible product that can be tested and refined in real contexts. In this study, the booklet will be validated not only by academic experts but also by local communities and tourists as the end users. Their input is crucial to making the booklet both informative and practical. This participatory element increases the credibility and usability of the final product. Moreover, the R&D method aligns with the objectives of tourism promotion, which requires innovative and adaptive strategies. Tourism is a dynamic field influenced by changing traveler preferences, technological advancements, and socio-cultural factors. By applying Borg and Gall's model, the development of a bilingual tourism booklet for Bekasi will not only focus on content accuracy but also on design quality, readability, and accessibility. This ensures that the booklet can effectively serve as a promotional medium while meeting the needs of diverse audiences (Universitas Sriwijaya, 2023).

Through this approach, the research aims to contribute to both academic and practical outcomes. Academically, it demonstrates how the R&D method can be applied in the field of tourism communication and media design. Practically, it provides a concrete product that can be used by the local government, tourism agencies, and cultural organizations in Bekasi to attract more visitors. It also supports the local economy by encouraging tourists to explore culinary spots, stay in local accommodations, and purchase

souvenirs from small businesses. In conclusion, the creation of a bilingual tourism booklet for Bekasi is highly relevant and urgently needed. It addresses the lack of structured promotional materials, counters negative stereotypes about the city, and promotes its cultural and natural richness. By applying Borg and Gall's R&D method, the study ensures that the final product is both scientifically grounded and practically useful. Ultimately, this booklet will not only serve as a guide for tourists but also as a representation of Bekasi's identity, offering long-term benefits for tourism development and cultural preservation in the city (Kurnia et al., 2023).

1.2 Statements of the problem

This study examined the design process for an English-language booklet intended to help foreign tourists obtain comprehensive historical and cultural information about Bekasi City. The specific issues to be discussed are:

- a. How the process of creating an English-language booklet to provide foreign tourists with complete historical and cultural information about Bekasi City?
- b. How is the stakeholders feedback of the product Tourism booklet in Bekasi City?

1.3 Objectives of the Study

This study has two main objectives:

- a. To describe the process of designing an English-language booklet to help foreign tourists gain historical and cultural insights into Bekasi City.
- b. To understand the feedback of stakeholders for bilingual booklet in helping foreign tourists obtain comprehensive historical and cultural information about Bekasi City.

1.4 Significance of the Study

This research is expected to offer several benefits:

- a. This study successfully produced a bilingual tourism bilingual booklet that presents comprehensive information about the history, culture, culinary, transportation, and accommodation in Bekasi City with an attractive and user-friendly design.
- b. Based on the testing results, the booklet proved to be effective in helping both foreign tourists and local communities access complete tourism information about Bekasi and received positive responses from experts and users.

- c. This booklet provides theoretical benefits as a contribution to the development of tourism promotion media and practical benefits as a promotional tool for the government, tourism stakeholders, and local communities to enhance tourism attractiveness and support the local economy.

1.5 Output of the Study

The study result is the creation of a booklet “Bekasi Travel Guide” that includes information on the history, customs, tourist destinations, cultural events, and overall culture of Bekasi City with so many guides that helping foreign tourist to visit and have a mobility inside Bekasi City. This booklet will provide comprehensive information on these topics, guiding readers through Bekasi's attractions from the first to the last page. The booklet is B5 size and 59 pages total with the title “Bekasi Travel Guide”.