

CHAPTER I

INTRODUCTION

1.1. Background of Study

Tourism, particularly in the context of cultural tourism, is highly appealing to foreign tourists, leading many of them to visit a region to gain tourism experiences. This indicates that the boundaries between nations are becoming increasingly blurred, signaling the onset of globalization. Amid the rapid pace of globalization, the tourism industry considers English as a crucial tool that every tourism service provider must master to establish effective communication with tourists (Laba & Narlianti, 2025). Such effective communication can create a meaningful travel experience for tourists by conveying the values and messages of a destination, thereby fostering an emotional connection with them. This is crucial for improving the quality of service and the ratings of a destination (Trivenna & Eviana, 2024).

One sector of the tourism industry that relies heavily on the quality of its storytelling and communication is the museum. Museums serve not only as recreational destinations but also as educational tools that must convey cultural values and messages to visitors (Uwase & University Researchcentre, Kampala International, 2025). In the local context, the Sonobudoyo Museum, located on Jl. Ngupasan, Pangurakan, Gondomanan, Yogyakarta, is an example of a museum that plays a strategic role in representing the cultural diversity of the Indonesian archipelago. As the museum with the second-largest collection in Indonesia (Museum Sonobudoyo, n.d.), this museum attracts many tourists, particularly international visitors who wish to learn about or simply explore local culture.

The Sonobudoyo Museum also provides free bilingual guides for visitors, which aligns with the museum's own vision to enhance service

quality in order to become an internationally renowned museum (Sonobudoyo Museum, n.d.). The available guides consist of permanent staff as well as auxiliary workers such as interns or beginner guides. The presence of beginner guides is very helpful in meeting the human resource needs for delivering bilingual guided tours at the museum, as the number of international tourists is projected to reach 24,164 by 2024 (Yogyakarta Special Region Tourism Office, n.d.).

One of the most important sections of Sonobudoyo Museum is the Thomas Karsten Building, named after Thomas Karsten, a Dutch architect who played a significant role in the development of modern architecture and museum design in Indonesia. This building houses the museum's main collections and serves as one of the primary areas visited during guided tours. However, based on the researcher's observations conducted over the course of approximately three months of internship, a communication gap was identified among beginner guides, due to the historical significance and complexity of the collections displayed in this building in both languages, Indonesian and English. This was reinforced by interviews with several beginner guides at Sonobudoyo Museum who had limited vocabulary and low self-confidence when communicating in English, as well as a lack of practical guides that could be immediately used or studied by them. These communication difficulties stem from the absence of practical support tools.

Although there is already a reference book in the form of a bilingual guidebook for the Sonobudoyo Museum, the beginner guide found it too descriptive and not beginner-friendly. Some research conducted by Riana and Indrianty (2024) and Hajar, Atmowardoyo, and Taufik (2024) examined hospitality standards for permanent staff in the context of training and the provision of guidelines for outdoor tours. However, those studies did not provide practical tools for beginner guides. They have also not identified any specific studies that have developed practical narrative aids with a direct approach to the target audience to

address technical communication barriers and assist in the learning of complex material for beginner guides at the Sonobudoyo Museum.

To address these challenges, a practical learning resource is needed to support beginner guides in understanding museum content and preparing for guiding activities. Based on those studies, this study aims to design a handbook entitled “PETA (*Panduan Efektif Tata Alur*) Thomas Karsten” to support beginner guides at Sonobudoyo Museum. A handbook can function as a learning medium that improves learning effectiveness by providing structured and accessible materials (Creager et al., 2020). As a form of printed educational media, a handbook can simplify complex concepts, provide clear explanations, and support independent learning (Shoffa et al., 2024). Furthermore, the use of a bilingual handbook can help reduce cognitive load, increase confidence, and minimize language anxiety when learning and using a foreign language (Thakur, 2025). Therefore, a bilingual handbook was considered an appropriate solution to address the communication challenges experienced by beginner guides at Sonobudoyo Museum.

The bilingual handbook adopts a one-way communication concept, which allows learners to focus on understanding and practicing guiding narratives without the pressure of immediate interaction or feedback (Lestari et al., 2025). This approach also serves as a form of scaffolding to reduce cognitive load and language anxiety among beginner guides when learning complex museum content in English (Ertugruloglu et al., 2023; Xiaoyan, 2009). In addition, the handbook applies a value-oriented storytelling approach, which emphasizes the delivery of meaningful and engaging narratives rather than merely presenting descriptive information (Ferdinand et al., 2024). Through simplified storytelling scripts, linguistic stress techniques, and selected fun facts, the handbook helps beginner guides focus on the most significant historical and cultural values of each collection while improving their confidence in communicating with visitors (Andrianto & Kusumah, 2023). Therefore, the handbook is

designed as a concise and practical learning resource that is ready to use in guiding preparation. To ensure this product development remains focused and practical, this study is limited to content development focused on hospitality techniques for entry-level guides based on field needs and a simple bilingual script for the Thomas Karsten Building, which houses the main collection at the Sonobudoyo Museum.

1.2. Research Questions

The research questions for this study are as follows:

1. What are the challenges and practical resource needs faced by beginner guides at the Sonobudoyo Museum in serving international tourists?
2. What is the design process for “PETA (*Panduan Efektif Tata Alur*) Thomas Karsten: A Bilingual Handbook for Beginner Guide at Sonobudoyo Museum” as a learning resource on guiding techniques and content for beginner guides at the Sonobudoyo Museum?
3. How is the response of the users toward “PETA (*Panduan Efektif Tata Alur*) Thomas Karsten: A Bilingual Handbook for Beginner Guide at Sonobudoyo Museum”?

1.3. Research Objectives

The research objectives for this study are as follows:

1. To explain the challenges and practical needs of beginner guides at the Sonobudoyo Museum in serving international tourists.
2. To explain the process of designing “PETA (*Panduan Efektif Tata Alur*) Thomas Karsten: A Bilingual Handbook for Beginner Guide at Sonobudoyo Museum” as a learning resource on museum guiding techniques and content for beginner guides at the Sonobudoyo Museum.

3. To obtain the response of the users toward “PETA (*Panduan Efektif Tata Alur*) Thomas Karsten: A Bilingual Handbook for Beginner Guide at Sonobudoyo Museum”.

1.4. Research Benefits

The research benefits for this study are as follows:

1. Benefits for Beginner Guides

This study is expected to serve as an additional reference for beginner guides in learning about museum guiding at the Sonobudoyo Museum, both theoretically and practically. Theoretically, this study is expected to provide comprehensive guidance on museum guiding in accordance with the practices implemented at the Sonobudoyo Museum. Practically, this study is expected to help boost the confidence of beginner guides in interacting with and guiding visitors in English.

2. Benefits for the Institution

This study is expected to serve as an additional reference in providing tour guide training to beginner guides. Theoretically, this study is expected to serve as a conceptual foundation for providing bilingual self-learning tools to beginner guides. Practically, this study is expected to be a positive step toward improving the quality of museum services through the presence of trained beginner guides.

3. Benefits for Researchers

This study is part of the researchers’ efforts to investigate, develop, and contribute to the creation of projects that are useful in the real world. Theoretically, this study is expected to serve as a reference for similar product development strategies for different subjects. Practically, this study is expected to be applied and further developed.

4. Benefits for the Academic Program

This research complements previous studies and is expected to serve as a reference for future research. Theoretically, this research is expected to add to the body of scientific literature focused on Research and Development. Practically, this research is expected to serve as a bridge between the university and the Sonobudoyo Museum, linking student research that provides real-world solutions in the field.

1.5. Research Output

The outcome of this research is a bilingual handbook titled “PETA (*Panduan Efektif Tata Alur*) Thomas Karsten”. This handbook serves as a learning aid for complex museum content and contains practical information regarding the tour route at the Sonobudoyo Museum. The book consists of 61 pages and four chapters covering practical linguistic and hospitality materials; concise tour scripts and additional information on unique facts about the collection; phrases to use when encountering technical difficulties in the field; and a glossary and vocabulary list to help beginner guides understand cultural terms.