

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Tourism means activity from one place to another place of work and residence for personal, professional, or business purposes for less than one year that is supported by satisfying amenities, infrastructure, facilities, and other services based on tourist needs to improve their quality of life (Nkantion & Umana, 2024, p. 12; Indonesia Law Number 18 of 2025 p. 3). Talking about tourism itself, Indonesia has exotic landscapes and cultural richness that made this country rank first as the most naturally beautiful country in the world in 2022 and rank first too as the country with the most UNESCO World Heritage sites in Southeast Asia, with a total of 10 sites in 2025 (Forbes, 2022; Databoks, 2025). Based on this big potential, the Indonesian government is aware that it must continue to intensify infrastructure development in many regions by revitalizing abandoned buildings or developing new tourist destinations so that more areas can be revealed and attract more domestic and international tourists to increase state revenue (Akbari, 2024, p. 1).

One of the Indonesian government programs is to revitalize the largest fort on the island of Java that built in 1833-1853, named Fort Willem I (Ministry of Public Works of Indonesia, 2025). Based on Rustamadji (2023), the name behind it was given by Prince Frederick Henry in honor of his grandfather, namely Willem Frederik Prins van Oranje-Nassau. The history records that in the Dutch era, this fort was intended as barracks, logistic warehouses, high-ranking officer houses, and other military functions. But then, when the Empire of Japan occupied the Dutch East Indies (now Indonesia), the functions changed into an internment camp for the

Dutch prisoners, a granary, and pig stalls. After the Independence era, it was intended as a prison and now become the Class IIA Ambarawa Correctional Institution, also a tourist destination.

Since the Fort Willem I has finished the revitalization in 2023-2025, Kusumawati (2025) said that this fort has reached 2,000 tourists on weekends and up to 7,000 on holidays due to the aesthetic building with natural views and offers a long history that is really worth preserving as a cultural heritage building. However, during the observation and interview steps, the writer found two problems, such as no official book providing information about the history of Fort Willem I or other tourist information. Furthermore, English was rarely used due to most of the information and direction signs were only available in Indonesian. Based on these problems, the writer gives a solution by creating a bilingual tourism pocketbook for tourists. Moreover, this pocketbook be available in two languages, which are Indonesian and English, to help domestic and international tourists understand information more easily and reduce language barriers due to English is important for tourist destinations (Andriani, 2025). The writer also hopes that the management team can continue improving this pocketbook to enhance their information services and encourage tourists to revisit.

1.2 Statements of the Problem in Study

Referring to the background of the study above, the main problems at Fort Willem I are the lack of tourism information in book form and the rare use of the English language there. Whereas, according to one of the management team members, the fort is planned to be promoted as a tourist destination on an international scale this year. Therefore, the writer formulates:

- 1.2.1 How is the process of creating a bilingual tourism information pocketbook of Fort Willem I Ambarawa for domestic and international tourists by using the 4D development?
- 1.2.2 How is the feedback from domestic and international tourists about a bilingual tourism information pocketbook of a tourist destination at Fort Willem I Ambarawa?

1.3 Purposes of the Study

Based on the statements of the problem in the study above, the main purpose of this study is to solve the problems by creating a bilingual tourism information pocketbook for domestic and international tourists to provide an integrated Tourism Information Center service at Fort Willem I Ambarawa. Therefore, the objective of this study is as follows:

- 1.3.1 To explain the process of creating a bilingual tourism pocketbook of Fort Willem I Ambarawa for domestic and international tourists by using the 4D development.
- 1.3.2 To show the feedback from the domestic and international tourists about a bilingual tourism information pocketbook of a tourist destination at Fort Willem I Ambarawa.

1.4 Advantages of the Study

- 1.4.1 For the Sales & Marketing of Fort Willem I Ambarawa

The advantage is to help them improve information service through an informative pocketbook. Therefore, this book is expected to facilitate the tour guides in giving an explanation about Fort Willem I information optimally without having to explain one by one to all tourists.

1.4.2 For Tourists in Fort Willem I Ambarawa

The advantage is that domestic and international tourists can understand all the tourist information at Fort Willem I Ambarawa just in one book that they reads without searching on the internet again, so it became practical guide for them.

1.4.3 For the Applied Foreign Languages Study Program

The advantage is to help other students in the same major about tourism and bilingual. Also, the writer hopes this study can strengthen the relationship between the study program and Fort Willem I by gives a solution by bilingual pocketbook.

1.4.4 For the Writer of this Study

The advantage is that the writer's skill has improved in translating two languages (Indonesian and English), also improved in communicating with the management team, and can solve the problems by making a pocketbook.

1.5 Output of the Study

The output of this study is a pocketbook entitled "Exploring the Hidden Fort with Owl Your Travel Buddy" that was created in a bilingual form using English and Indonesian. Moreover, this pocketbook is printed in B6 size and submitted to the Sales & Marketing Coordinator of Fort Willem I as a hard cover and a PDF link, so they can edit it later to update the information. Furthermore, the pocketbook contains a cover, writer profiles, preface, list of contents, introduction, main contents with 16 chapters, closing, FAQ, crossword puzzle, nearby destinations, location map, message & impression, special thanks, and key answers. Therefore, this book has bright colours such as blue, white, cream, etc., to make it more interesting when tourists read it.