



**TOUR GUIDING SERVICES AT JAKARTA TEXTILE MUSEUM**

**FINAL ASSIGNMENT**

**A Partial Fulfillment of the Requirement  
for the English Diploma III Degree**

**Written by :**

**RINDI DWITA KURNIAWATI**

**40020118060001**

**ENGLISH DIPLOMA III PROGRAM**

**VOCATIONAL COLLEGE**

**DIPONEGORO UNIVERSITY**

**SEMARANG**

**2021**

## **APPROVAL**

Approved by  
Academic Supervisor :

A handwritten signature in black ink, appearing to read 'Ariya Jati', with a stylized flourish underneath.

Ariya Jati, S.S.,MA

NIP. 197802282005021001

## ACCEPTANCE

Accepted by  
Board of Examiners  
English Diploma III Program  
Vocational School of Diponegoro University

Day : Friday

Date : 23 July 2021

Chairman :



(Lenggahing Asri Dwi Eko Saputri, S.Pd., M.Pd.)

NIP. H.7.199006122018072001

Member :



(Ariya Jati, S.S.,MA)

NIP. 197802282005021001

## ACKNOWLEDGEMENT

First of all the writer would like to express the deepest gratitude to Allah SWT who has given strength, guidance, health, and blessings to the writer, so that the writer can complete the final project entitled “Tour Guiding Services at Jakarta Textile Museum”. On this occasion the writer would like to express special thanks to the following people :

Prof Dr. Ir. Budiyo, M.Si., the Dean of Vocational School, Diponegoro University,

Dwi Wulandari, S.S.,MA, the Head of English Diploma III Program, Vocational School, Diponegoro University,

Ariya Jati, S.S.,MA, as Project Supervisor, for the guidance and patience in giving help from the beginning to the completion of this final assignment,

All the lecturers of the English Diploma III Program, Vocational School, Diponegoro University who have taught with dedication and guided the worth learning during the academic years,

All the staffs of Jakarta Textile Museum for their guidance, suggestion and great experiences, especially Mr. Sehabudin, a local tour guide who has helped writer a lot during on job training at Jakarta Textile Museum,

The writer's beloved family, Eti Sulastri, Sulastri, Pingkan Asri Kurniawati, and Dika Maha Putra Kurniawan for their love, pray, support, and everything that they have given in whole life especially the late Endang Hadiyat Kurniawan, writer's father who passed away one week before writer's on job training finished,

The writer's closest friends, Bima, Amalia, Nurul, Novi, Anisa, Deyana, Felyta, Morry, Hanifah, Kiara, and Dewina who are have accompanied the writer through the happy and sad days during college. Finally, the writer hopes that this final project report will be useful for the readers.

## TABLE OF CONTENTS

<b>TOUR GUIDING SERVICES AT JAKARTA TEXTILE MUSEUM.....</b>	<b>i</b>
<b>APPROVAL.....</b>	<b>ii</b>
<b>ACCEPTANCE.....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>iv</b>
<b>CHAPTER 1 : NTRODUCTION.....</b>	<b>8</b>
1.1 Background of The Study.....	8
1.2 Scope of The Study.....	9
1.3 Aims and Advantages of The Study.....	9
1.4 Techniques of Data Collection.....	10
1.5 Organization of The Report.....	11
<b>CHAPTER II : LITERATURE REVIEW.....</b>	<b>12</b>
2.1 Definition of Tourism.....	12
2.2 Definition of Museum.....	13
2.3 Definition of Tour Guide.....	13
2.3.1 Duties and Responsibilities of Tour Guide.....	14
2.3.2 Types of Tour Guide.....	15
<b>CHAPTER III : DISCUSSION.....</b>	<b>16</b>
3.1 Jakarta Textile Museum.....	16
3.1.1 History of Jakarta Textile Museum.....	18
3.1.2 The Attractions of Jakarta Textile Museum.....	19
3.2 Guiding Services at Jakarta Textile Museum.....	22
3.2.1 Duties and Responsibilities of Tour Guiding at Jakarta Textile Museum.....	22
3.2.2 Guiding Techniques of the Local Tour Guides at Jakarta Textile Museum.....	23
3.2.3 Procedures of Guiding Services at Jakarta Textile Museum.....	24
3.2.4 The Attitudes and Skills the Local Tour Guides Require in Giving Service.....	25

3.2.5 Handling Tourists' Complaints.....	25
<b>CHAPTER IV : CONCLUSION AND SUGGESTIONS.....</b>	<b>26</b>
4.1 Conclusion.....	26
4.2 Suggestions.....	26
<b>REFERENCES.....</b>	<b>27</b>
<b>APPENDIX.....</b>	<b>28</b>

## **ABSTRACT**

This final project report was written based on the job training which had been done in Jakarta Textile Museum. The objectives of this report are to explain the tour guide services in Jakarta Textile Museum, duties and responsibilities of the tour guide, the procedure of guiding service, guiding technique, attitudes, and how to handling tourists complaints. To get the data, the writer use three kinds of methods namely observation, interview, and library research. Tour guiding services in Jakarta Textile Museum are already good enough; however, to provide better guiding services, the local tour guides should improve their skill of guiding tour in a foreign language.

Key words : Tour guide, Jakarta Textile Museum, Service

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of The Study

DKI Jakarta is a province which has the most museums in Indonesia, there are 64 museums. One of the museums in Jakarta is Jakarta Textile Museum. This museum was formed on the idea of the governor of Jakarta, Ali Sadikin in 1976, as a preservation of traditional Indonesian textiles. (Achjadi, 2011: 8) Jakarta Textile Museum is located at Number 2-4 Ks. Tubun Street, West Jakarta, Special Capital Region of Jakarta. Jakarta Textile Museum has various supporting facilities, one of which is the availability of a museum tour guide whose duty is to serve visitors by accompanying the visitors on a tour and providing information about the museum's collections.

During the job training, the writer became a tour guide at Jakarta Textile Museum. Even though the writer did her job training during the pandemic, the writer still had the opportunity to interact with visitors as a guide at Jakarta Textile Museum. Tour guides at Jakarta Textile Museum have an important role, that is for giving information about the collections on display. The tour guide should have knowledge of the fabrics such as from where it belongs, the history, until how to make it and what the functions of the fabrics. Since the aim of this museum is the preservation of traditional textiles, it is hoped that visitors will not only appreciate the beauty of the colors and motifs of these fabrics but also be able to know its history which will foster a sense of pride in one of Indonesian cultural heritage. The writer is interested to describe guiding services in Jakarta Textile Museum includes a procedure of tour guiding and the qualification required as a tour guide in the museum. The title of this final project is "Tour Guiding Services at Jakarta Textile Museum".

In the pandemic situation, the tour guide still could give a tour by assisting tourists to those three spots which can be visited in the museum, namely the exhibition building, the batik gallery, and the batik workshop. The exhibition building displays a collection of traditional Indonesian fabrics of which collections will be replaced every 3 months so that it is not



monotonous and more attractive to visitors. Then, in the batik gallery, there are various collections of typical batik fabrics from various islands in Indonesia. Unlike the exhibition building, the collections in this batik gallery are on permanent display. The third spot which can be visited is a batik workshop, visitors can have the opportunity to learn to make hand-written batik by paying an additional ticket of IDR 35,000. The tour guides at Jakarta Textile Museum give not only knowledge of the museum collections, but also share expertise in making batik, this is useful to help tourists learn to make batik in the Batik Workshop.

This Final Project Report uses data collection with qualitative methods, namely observations made during the Job Training at Jakarta Textile Museum for 35 working days from 21 December 2020 to 7 February 2021. The writer also conducted interviews with the local tour guides of Jakarta Textile Museum who capable of this topic, in addition, the writer uses library research from several sources as data collection.

The writer hopes that this final project is theoretically useful to add to the reference and is practically useful to obtain information and knowledge about skills as a tour guiding.

## **1.2 Scope of The Study**

This final project focuses on tour guide services in Jakarta Textile Museum, includes skills required, the procedure of tour guiding in Jakarta Textile Museum, and how important tour guide for Jakarta Textile Museum.

## **1.3 Aims and Advantages of The Study**

There are two aims of the study :

1. To explain the importance of tour guides in Jakarta Textile Museum.
2. To describe the services of tour guides in Jakarta Textile Museum.

The advantages of the study are as follows :

1. Giving explanation about the importance of the tour guides in Jakarta Textile Museum
2. Giving description about the services of the tour guides of Jakarta Textile Museum.

## 1.4 Techniques of Data Collection

The research method used for this writing is a qualitative descriptive analysis technique. According to (Suwendra, 2018: 7) qualitative research produces narrative conclusions both written and oral-based on analysis on certain data with intensive searches using scientific procedures. Where the data are presented in a descriptive form to provide an overview of the results of the study. The research object chosen is Jakarta Textile Museum. Data collection techniques used by using the method as follows :

### a. Library Research

According to George (2008:1) states as follows: Library Research is not a mystery or a lucky dodge, but an investigation you control from start to finish, even though you cannot usually tell what sources you will discover. On other side, library research is a form of structured inquiry with specific tools, rules, and techniques.

Data collection on this library research method is used several sources of books, journals, and articles on trusted websites.

### b. Observation

Suwendra (2018) states observation is observing an event through the senses or by using electronic devices. By short observations can be divided into observations: non-participation, active, moderate, and complete. There are also other opinions distinguishes observation into three, namely observation: descriptive, focused and selective.

Observations for this study were done during the internship at Jakarta Textile Museum because in a pandemic situation, there were rarely visitors visits the museum. The writer can hardly practice the guiding technique. Fortunately, there are two different groups of visitors which came to do a tour at the museum, the writer has the opportunity to guide these local and foreign tourists accompanied by a local tour guide from the museum. These observations included among others the ability of tour guides, and procedures of tour guiding services in Jakarta Textile Museum including interactions with visitors.

c. Interview

According to Merriam Webster Interview is a meeting at which information is obtained (as by a reporter, television commentator, or pollster) from a person. Interview for this study was conducted with the staff who is a local tour guide who is capable of giving information about the tour guiding service in Jakarta Textile Museum.

## **1.5 Organization of The Report**

### CHAPTER 1 : INTRODUCTION

This chapter consist of Background of The Study, Scoup of The Study, Aims and Advantages, Techniques of data collections, and Organization of The Report.

### CHAPTER II : LITERATURE REVIEW

This chapter consist of some definitions related to Tourism, Museum, and Tour Guiding Services.

### CHAPTER III : DISCUSSION

This chapter consist of Profile, History, and Attraction at Jakarta Textile Museum, in addition Guiding Services at Jakarta Textile Museum included Duties and Responsibilities, Guiding Technique, Procedures, Attitude and Skill required, and Handling Tourists' Complaint.

### CHAPTER IV : CONCLUSION AND SUGGESTIONS

This chapter will discuss about conclusion and suggestion.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Definition of Tourism**

Based on the law of the Republic of Indonesia no. 10 of 1999 on tourism,

*Wisata adalah kegiatan perjalanan yang dilakukan oleh seseorang atau sekelompok orang dengan mengunjungi tempat tertentu untuk tujuan rekreasi, pengembangan pribadi, atau mempelajari keunikan daya tarik wisata yang dikunjungi dalam jangka waktu sementara.*

In addition, Walton (2020) states that tourism is the process of spending time for recreation away from home by utilizing the commercial services provided.

From the definitions above, it concluded that tourism is a travel activity of spending time by individuals or groups with different motivations in visiting a tourist attraction for a while.

## **2.2 Definition of Museum**

According to the International Council of Museum (ICOM) Statutes, as amended and adopted by the Extraordinary General Assembly on 9th June 2017 in Paris, France. the current definition is as follows: a museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

Furthermore, Lewis (2021) argues that although museums and libraries are often compared, the two are distinctly different, as the items placed in museums particularly unique and are the materials used for study and research. Also, Suryo states that museums are generally known as sources of cultural and historical information. (2010: 35)

From the definitions above, it can be concluded that a museum is one of the cultural tourism attractions which is a place to store and exhibit objects of art and cultural heritage to the public with the aim of educate and be a source of information for research.

## **2.3 Definition of Tour Guide**

Based on the Decree of the Minister of Tourism, Post and Telecommunication No.KM.82/PW/.102 /MPPT-88 *Pramuwisata adalah seseorang yang bertugas memberikan bimbingan, penerangan, dan petunjuk tentang objek wisata serta membantu segala sesuatu yang diperlukan wisatawan.* Furthermore, one of the international organizations World Federation of Tourist Guides Associations (WFTGA) defines a tour guide as a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area where the person usually has special qualifications recognized by the competent authority.

In other words, a tour guide is a person who accompanies visitors to provide an explanation of a tourist attraction and also helps tourists to get satisfaction while traveling.

### **2.3.1 Duties and Responsibilities of Tour Guide**

Tour guides play a very important role in tourism that is the source of information for the tourists. To get tourist satisfaction is not only from the quality of the facility provided, but also the transfer of appropriate information about tourist attractions, and the tour guides are responsible for assisting visitors and providing thorough information about where they work. (Kruczek, 2013).

The tour guide has the responsibility for mastering the knowledge about the attraction place, by providing information about fact-based tourist attractions using methods adjusted to the group in order to exert an impact on tourists. The tour guides need to create a pleasant atmosphere to attract the attention of the tourists. She or he also needs to create an attractive image of an attraction place. The tour guide can't work alone; she or he needs to cooperate with other operational staff to harmonize and organize tour activities as stated in the itinerary. Besides paying attention to tourists' safety the tour guide needs to ensure the tour is what tourists expected. (Warokka, 2018)

The duties of the tour guide are arranged in *Surat Keputusan Menteri Pariwisata, Pos, dan Telekomunikasi No. KM.82/PW.102/MPPT-88 tentang Pariwisata dan Pengatur Wisata* are as follows :

- a. Accompanying tourists, both groups, and individuals who travel with available transportation.
- b. Giving an explanation of travel plans and tourist objects, as well as providing an explanation of travel documents, accommodation, transportation, and other tourist facilities.
- c. Provide guidance about tourist attractions.
- d. Helping to take care of the tourists' belongings

e. Providing help to tourists who have accidents, loss and other calamities.

In short, the duties and responsibilities of a tour guide are giving service by accompanying and provide information about tourist attractions during a tour.

### **2.3.2 Types of Tour Guide**

There are various types of tour guides, the tour guides can be grouped according to the following categories :

#### **1. Based on The Place**

a. Local guide (On-Site Guide) is a tour guide who accompanies a tour in a special place with a limited area, such as museums, historical buildings, and amusement parks.

b. City guide is a tour guide whose job is to take tourists around the city and provide information about tourist objects in the city.

#### **2. Based on The Status**

a. Payroll guide, a full-time tour guide who works in a travel agency.

b. Freelance guide, a tour guide who works as a part-timer at a travel agency, who only work on peak season, or are ordered by tourists' directly.

#### **3. Based on The Number of Tourists**

a. Group tour guide, who is a tour guide in charge of handling tourists in a group or what is often termed GIT (Group Inclusive Tour).

b. Individual tour guide, who is a tour guide in charge of handling individual tourists or FIT (Free Individual Traveler).

c. Tour escort is a person who arranges the itinerary including the provision of transportation, accommodation and attractions visited in a "package tour".

## **CHAPTER III**

### **DISCUSSION**

#### **3.1 Jakarta Textile Museum**

Jakarta Textile Museum is under the management of the Art Museum Executive Unit, the Jakarta City Government Tourism and Culture Office. Jakarta Textile Museum is the center for the preservation of Indonesian traditional textile in Jakarta. The museum provides public services as a tourist visit. The Textile Museum has a large collection of Indonesian batik and weaving from Sabang to Merauke.

Jakarta Textile Museum operating hours are as follows:

Open: Tuesday - Sunday (09.00 WIB - 16.00 WIB)

Closed: Monday

Jakarta Textile Museum Entrance Ticket:

General: Rp. 5,000

Student: Rp. 3,000

Batik Workshop: Rp. 35,000

##### **A. Location of Jakarta Textile Museum**

The address of Jakarta Textile Museum is at Jl. Ks. Tubun No.2-4, RT.4/RW.2, Kota Bambu Selatan, Palmerah Sub-district, West Jakarta District, Special District of the Capital City of Jakarta, 11420.

##### **B. Social Media of Jakarta Textile Museum**

One of the ways for Jakarta Textile Museum to introduce the museum to the wider community is through social media, here are Jakarta Textile Museums social media accounts:

Youtube : Museum Tekstil Jakarta



Instagram : museum\_tekstiljkt  
Facebook : mus\_seni Jakarta  
TikTok : @museum\_tekstiljkt  
Twitter : UP\_museum\_seni

### C. Layout of Jakarta Textile Museum



*Figure 3.1 Jakarta Textile Museum Layout*

### D. Vision and Mission of the Museum of Art Executing Unit

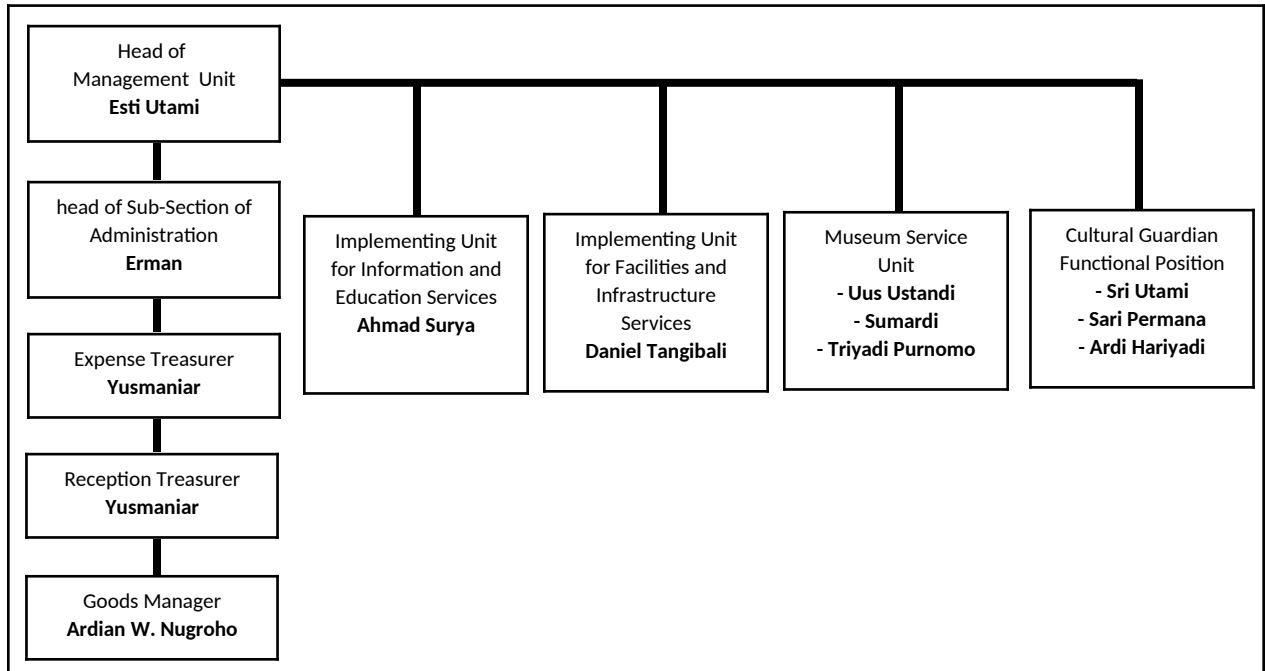
VISION: "Making the Museum under the Management Unit of the Art Museum as a Center for the Preservation of Indonesian Arts and Culture and as a Destination for Exciting Art and Cultural Tourism Visits"

MISSION:

1. Increasing Human Resources;
2. Improving Services and Education to the Community;
3. Increasing Cooperation and Active Participation of Community and Museum Partners;

4. Organizing Exhibition, Research, and Collection Care Activities;

5. Preservation and Development of Art and Empowerment of Indonesian Cultural Assets and Assets.



*Diagram 3.1 Jakarta Art Museum Executive Unit Organizational Structure*

Diagram 1 above is the organizational structure of The Jakarta Art Museum Executive Unit, the Jakarta City Government Tourism, and Culture Office. Jakarta Textile Museum is one of the managed units, so it does not have a special division, and all staffs are directly under the leadership of Mr. Triyadi Purnomo who is the head of The Textile Museum Service Unit, the staff positions at the museum are determined by him in coordination with the head of the management unit. Staff can also be transferred to other museums which are also under the management of The Art Museum Implementing Unit, the DKI Jakarta Provincial Government Tourism and Culture Office, namely The Fine Arts and Ceramics Museum and the Puppet Museum.

### **3.1.1 History of Jakarta Textile Museum**

Jakarta Textile Museum building has changed ownership several times, initially, this building was built in the 19th century as a villa belonging to the French living in Batavia. Later, it was bought by the Turkish Consul named Abdul Azis Al Musawi Al Kathiri who later sold it to his son-in-law, Sayid Abdullah bin Alwi Alatas, known as "Lord Baghdad". (Achjadi, 2014)

This building was used as the headquarter of the "Pioneer Youth Front" in 1945. In 1947 this building was purchased by Lie Sion Phin and it was contracted to the Department of Social Affairs Housing Service as a nursing home. This building was bought back by the descendants of Sayid Abdullah bin Alwi Alatas, namely Abbas bin Abu Bakar Alatas.

On June 11, 1952, it was purchased by the state (Ministry of Social Affairs) by notarial deed RD Kardiman, for Rp. 800,000, - and in 1966 it was used as a dormitory for employees of the Ministry of Social Affairs. After repeatedly changing ownership, the building was officially handed over by Mr. Mintardja. SH. Minister of Social Affairs to Mr. Ali Sadikin, Governor of DKI Jakarta on October 25, 1975. Initially, this building was intended as a place for storing archives of the DKI Jakarta administration, but at the suggestion of Governor Ali Sadikin, regarding the need for a Textile Museum to accommodate collections of traditional Indonesian textiles, finally on 28 In June 1976, this building was inaugurated by Mrs. Tien Suharto as a Textile Museum. The establishment of the Textile Museum was supported by The Himpunan Wastraprema (a community of textile lovers) by donating their worthy textiles to the museum. (Achjadi, 1998)

### **3.1.2 The Attractions of Jakarta Textile Museum**

Jakarta Textile Museum has an Indische-style building from the 19th century. The building with an area of approximately 10,000 hectares has 4 main parts for tourist attractions: main exhibition building, batik gallery, batik workshop, and main garden. It has also some other rooms such as mini-theater, library, and conservation laboratory.

## A. Main Exhibition Building

The main exhibition building is located in the front left when it is viewed from the entrance of the museum as illustrated in the layout of the museum in picture 3.1. This building exhibits museum collections and is replaced every 2-3 months. This building is often used for festivals or special exhibitions of traditional textiles which are often held by Jakarta Textile Museum every year.



*Figure 3.2 The Main Exhibition Building of Jakarta Textile Museum*



*Figure 3.3 Jakarta Textile Museum's Collection in The Main Exhibition Building*

## B. Batik Gallery

Batik gallery is a building in Jakarta Textile Museum which is used to exhibit the museum's collection in form of various traditional Indonesian batik cloths from Sabang to

Merauke. Unlike the main exhibition building, the collections in the batik gallery are on permanent display.



*Figure 3.4 The Batik Gallery Building of Jakarta Textile Museum*

### C. Batik Workshop



*Figure 3.5 Local Tourists Learn to Make Batik Guided by Local Tour Guides of Jakarta Textile Museum and Interns*

The batik workshop is located behind the museum premises, It was built in October 2010 in cooperation with the Indonesian Batik Foundation. This building is used for tourists to learn the process of making batik in order to increase consciousness and appreciation of batik as a

world heritage. Unlike other museum buildings which have an Indische style, this batik gallery was constructed in an architectural style of old Jakarta.

#### D. Other room in the Museum

1. Mini Theater: This place is used for tourists to watch documentaries about traditional textiles.
2. Library: The library is open to the public, tourists who visit the museum are allowed to enter the library and read the book collection there, but not allowed to borrow the books.
3. Conservation Laboratory: This is the place for fabric care of the museum collection. This place is open to the public, but not always tourists are allowed to see inside the room.

### **3.2 Guiding Services at Jakarta Textile Museum**

Jakarta Textile Museum provides a local tour guide for accompanying tourists to do a tour in the museum. The tour guides at Jakarta Textile Museum are people who have been trained as tour guides and even though they have become tour guides at the museum, they still attend tour guide training, one of which is held by *IPMI (Ikatan Pemandu Museum Indonesia)* to increase knowledge in guiding tours.

#### **3.2.1 Duties and Responsibilities of Tour Guiding at Jakarta Textile Museum**

Basically, the duties of the tour guide include giving information about tourist attractions in the museum, and giving explanations while leading the tour. Besides that, guides the local tour guides have some other specific duties, their duties are :

##### A. The local guides as a source of knowledge to the tourists.

Provide guidance for tourists about Jakarta Textile Museum, giving information about rules as a visitor in the museum, the history of the museum, museum collections, floor plans, and facilities in the museum.

B. The local guides as a tutor in the process of making batik.

Even though there are staff at the Batik Workshop, local tour guides must know how to make batik and be able to guide tourists. The fact is, all staff at Jakarta Textile Museum do know how to make batik, so that when there are a lot of visitors they can help to guide the batik making process.



*Figure 3.6 The Writer When Guiding Japanese Tourists in Batik Making Process*

C. The local tour guides as marketing staff

The tour guides usually help the promotion of the museum by participating as educator in a workshop at schools, or seminars which is related to the museum.

### **3.2.2 Guiding Techniques of the Local Tour Guides at Jakarta Textile Museum**

A. Speaking Technique

1. Speak not too fast or too slow;
2. Speak with clear articulation;
3. Explain something enthusiastically;
4. Speak not in regional languages.

B. Appearance

1. In carrying out their duties, the local tour guides must have a good appearance to look fresh and attractive; the body is clean and fragrant, neat hair, the clothes are neat, too.
2. Have a good posture, when they are standing, giving an explanation with a proper gesture.
3. Give a good atmosphere with a happy expression while guiding.

#### C. Making Relationship

1. Welcoming and greeting tourists in a friendly manner;
2. Show that the local tour guides pay attention to the tourist;
3. Keep the atmosphere fun, with a little joke but still polite.

### **3.2.3 Procedures of Guiding Services at Jakarta Textile Museum**

The tour guiding procedure or process has the same template everywhere, the local tour guides start the trip by introducing themselves to the tourist, giving an explanation of the tourist attraction; then, before saying farewell, the local guides say thank you to the tourists. The tour guiding service procedure in Jakarta Textile Museum as follows :

1. Before starting the tour, the local tour guides will introduce themselves;
2. The local tour guides will ask the tourists whether to visit the museum just to see the collection or also to learn batik;
3. The local tour guides will ask how long the tour time which the tourists need; whether the tourists have plans to go elsewhere or not, so that the local tour guides can adjust the tour according to the tour rundown;
4. During the tour, the local tour guides explaining the museum collections; history, origin, and function;
5. The local tour guides provide opportunities for the tourists to ask questions, take pictures at each tourist attraction or go to the toilet while touring;
6. If the tourists want to learn to make batik, the local tour guides will accompany the tourists in making batik until the finish;
7. Before saying goodbye, the tour guides says “thank you”, and asks for pardon from the tourists.



### **3.2.4 The Attitudes and Skills the Local Tour Guides Require in Giving Service**

The main task of the local tour guides is to provide services to the tourists, not only accompanying but also giving information about the attractions. To ascertain the tourists get a quality service, the local tour guides need to have good manners, skills, and behavior.

1. The local tour guides should be friendly;
2. The local tour guides should be knowledgeable about museum collections;
3. The local tour guides should know the character of tourists;
4. The local tour guides should have good public speaking;
5. The local tour guides should be polite.

### **3.2.5 Handling Tourists' Complaints**

It is natural if the tourists complain to the local tour guides, whether it is about services during the tour or tourist facilities. The tour guides of Jakarta Textile Museum have techniques to face the complaints of tourists. The techniques require the tour guides to :

1. Listen while the tourists convey their complaint;
2. Try to understand the reason for the tourists' complaints;
3. Fix the flaws complained about directly if it is possible;
4. Apologize even it is not tour guides' mistake.

## CHAPTER IV

### CONCLUSION AND SUGGESTIONS

#### 4.1 Conclusion

Based on the discussion from the previous chapters regarding the tour guide services at Jakarta Textile Museum, the following conclusions can be drawn. The local tour guides at Jakarta Textile Museum have duties and responsibilities of not only accompanying, and providing information for the tourists about the museum and the museum collections, but of being tutors on the batik-making process in Batik Workshop at Jakarta Textile Museum. Besides that, the local tour guides are one of the elements in the promotion of Jakarta Textile Museum, they help the promotion by being speakers or tutors in workshops or seminars which are held inside or outside the museum.

Regarding the guiding services at Jakarta Textile Museum, to provide good guiding services, the local tour guides must know the characteristics of tourists, so that they can adjust in conveying information to the tourists. The process of guiding services are generally the same everywhere, but still, the tour guides have to do preparation, the tour guides need to apply the guiding technique as a guideline; even though, each tour guide has his/her way to attract tourists' attention. The tour guides should pay attention to their speaking technique, appearance, and how to making a relationship with tourists. Of course, tourists will get a quality service unless the local tour guides have good manners, skills, and behavior. In addition, if there are problems or tourists' complaints during the tour, the tour guides should know how to handle the complaints.

#### 4.2 Suggestions

Jakarta Textile Museum's local tour guides need to be appreciated and paid attention to, maybe the museum can provide guide training in foreign languages to improve the quality of the tour guides at the museum. Although there are guides who are devoted to guiding foreign tourists, knowing that quite a lot of foreign tourists come to Jakarta Textile Museum it seems that it would be better if all local tour guides at least have a foreign language basis for communicating with the foreign tourists.



## REFERENCES

- Achjadi. J. (2011). "The Jakarta Textile Museum". The Jakarta Textile Museum (*Museum Tekstil Jakarta*) Jakarta City Government Tourism and Culture Office. P. 7-11.
- Achjadi. J. (2014). "The Jakarta Textile Museum". Indonesian Heritage Society. P. 12-15.
- George, M. W. (2008). "The Elements of Library Research What Every Student Needs To Know". Princeton University Press. United States of America
- International Council of Museums (ICOM), Article 3, Statutes, 2007.
- Kruczek, Z. (2013). "The Role of Tourist Guides and Tour Leaders In The Shaping of The Quality of Regional Tourist Products" The Role in The Regional Economy. Regional TourismProduct - Theory and Practice. University of Business in Wroclaw. P. 47-56.
- Lewis, G. D. (2021, March 11). *Museum. Encyclopedia Britannica*.  
<https://www.britannica.com/topic/museum-cultural-institution>
- Margaretha N Warokka, SE, MBA (2018) *Praktek Teknik Memandu Wisata 1 Transfer-in, City Tour, and Transfer Out*, Politeknik Negeri Manado. P. 8-11.
- Merriam Webster (n.d). Interview (Def. 2) in Merrim Webster Online Dictionary. Retrived July 26, 2021, from <https://www.merriam-webster.com/dictionary/interview>
- Prasetyo A. (2012). "The Guiding Service in Mangkunegaran Palace"  
<https://digilib.uns.ac.id>
- Surat Keputusan Menteri Pariwisata, Pos, dan Telekomunikasi No. KM.82/PW.102/MPPT-88 tentang Pariwisata dan Pengatur Wisata*
- Suwendra, IW. (2018) "Metodologi Penelitian Kualitatif dalam Ilmu Sosial, Pendidikan, Kebudayaan, dan Keagamaan". Nilacakra Publishing House. Bali
- Undang-Undang Nomor 10 Tahun 2009 Tentang Kepariwisataaan*
- Walton, J. K. (2020, November 10). *Tourism. Encyclopedia Britannica*.  
<https://www.britannica.com/topic/tourism>

## APPENDIX

Interviewee : Mr. Sehabudin (Jakarta Textile Museum's local tour guide)

Date : Saturday, 24 April 2021

QUESTIONS	ANSWERS
Please, introduce yourself, sir!	My name is Sehabudin, usually called Udin. I am here as a local tour guide, my duties are multi, guide too, instructor too, now on ticket. In this pandemic situation, not too many visitors, I'm on the ticket section.
How did you master the knowledge of Jakarta Textile Museum?	My first time here, to get to know cloth, I learned from the previous staff. self-taught learn about museum collections from books in the library or directly ask seniors. At Jakarta Textile Museum, first, as a tour guide, there is training. Guide training. Even though you have become a tour guide here, if there is training, you will still participate to explore it again, and for the organization, the name IPMI stands for the Association of Indonesian Museum Guides.
What are duties and responsibilities of tour guides of Jakarta Textile Museum?	Our job as tour guides is of course to provide information about the history of this place, what was this museum building before, how did it become a textile museum. Furthermore, introduce the entire museum collection, especially the <i>wastra</i> collection. <i>Wastra</i> is cloth, there are weaving, batik, bark, and others related to <i>wastra</i> to introduce to visitors. In addition, local tour guides also play a role in the promotion of museums by being tutors during workshops, seminars, and exhibitions held outside the region and even abroad.
What skills are needed for a tour guide at Jakarta Textile Museum?	The first, to be a guide at the textile museum is to master the knowledge of batik, about the collections in the textile museum, so when we guide in the textile museum, we can provide information about the museum better, and we can answer the questions from visitors. We must first understand how many collections in the textile museum, what batik is, what weaving is, where it comes from, and what the fabric was used for.  The second is mental. We talk to many people, students, students, or the

	<p>general public. furthermore, we also have to be able to adjust who we talk to, elementary school students, junior high school students, high school students, or older adults. From the way of speaking, giving an explanation. Elementary school children not really understand, so just introduce them, but for junior high, high school, college students, or adults, we can explain the philosophy of a cloth, various types of cloth collections from the museum, and all the philosophies of the motifs.</p> <p>Third, appearance. Must be neat and polite, clean clothes, neat hair and a cheerful face, must not frown to give a good atmosphere.</p>
What is the attitude that a tour guide needs to have?	Especially friendly, if possible we go ahead to greet a visitors. "Good morning ma'am, sir, can I help you?" We must be friendly to visitors, in addition to discipline, and must be polite.
How do tour guides attract visitors' attention?	<p>Each guide has its way of capturing the attention of tourists during a tour. I have my own trick. For example, the tourists are school children, I will ask them "brothers and sisters, what are you here for? Do you want to learn or play? If you want to learn, come listen to me, listen to me, later you will get knowledge. If you want to play, please. Come on, just choose which one do you want?" Surely the children will automatically choose "want to learn, sir." they will obey.</p> <p>When guiding the tour, I also occasionally slip jokes or casual jokes with visitors. So, don't be tense, try to make visitors feel comfortable, and happy during the tour.</p>
Is the ability to make batik a must-have for a tour guide at Jakarta Textile Museum?	<p>Must, must all must be able. Because here the guide is not for one point. Because we are assigned to outside the region or abroad to bring batik workshops. So you have to be able to do everything, from helping, making batik, making natural dyes, to caring for fabrics, you have to be able to.</p>
Jakarta Textile Museum is quite	Having the ability to speak English is also a must, but if I am a tour guide for local tourists. Here there is a tour guide who special guide for foreign

<p>often visited by foreign tourists, do all tour guides there have to master English?</p>	<p>tourists, but flexible too if there are no foreign tourists still serve local tourists. For foreign tourists, often bring a translator, so they can be accompanied by a local guide. but in the museum there are already rules, we can not carelessly guide foreign tourists.</p>
<p>Do you ever had a problem while giving a tour guiding service, or is there any complaint from the tourists? And how to handle it?</p>	<p>So far I have never received a complaint from a visitor. Because I try as much as possible to attract visitors.</p> <p>But sometimes I have a little problem during the tour if the participants are elementary or kindergarten children, usually these students prefer to play, so the solution must be to coordinate with their teacher or supervisor to be orderly.</p> <p>In addition, there was a tourist who did not want to receive the information about batik that I explained. The solution, for example, is that visitors are not satisfied with the explanation of the guide during their visit, I ask for his contact so that he can be contacted at a later time to provide information about something that has not been understood from visiting the museum.</p>
<p>How the procedures of tour guiding service in Jakarta Textile Museum?</p>	<p>The procedure is first, we as tour guides introduce ourselves, for example, there are up to 200 tour participants, it cannot be guided by one person, but there must be 4 guides divided into four groups divided into several places in the museum.</p> <p>Before starting the tour, we usually invite visitors to say 'greetings' so that visitors are excited. The sentence is "<i>Salam Museum!</i>" which was then answered by the tour participants with the phrase "<i>Museum di Hatiku!</i>"</p> <p>At the opening, visitors will be asked the purpose, just to visit or want to learn to make batik here. Usually, if the children are in school, there must be a teacher as a guide. We always ask our visitors how long it will take. They are afraid they want to go on a tour to another place, so we ask first.</p>

	<p>How many hours, or how many minutes. so that we as guides can condition. During the tour to the Exhibition building, batik gallery, continue to the batik workshop, then to the natural dye garden then to the wastra care room. Anyway must be able to adjust to being on time.</p> <p>Usually for closing, before parting we gather at one point, then the tour guide will ask visitors "How do you visit the textile museum? Isn't it nice?" like that.</p>
<p>How important the role of tour guides for Jakarta Textile Museum?</p>	<p>Very important because without a tour guide, cannot introduce the museum and its collections to visitors in detail. In addition, tour guides also play an important role in promoting Jakarta Textile Museum outside the museum.</p>