

**CREATING BILINGUAL MUSEUM LABELS IN CERAMIC
INTRODUCTION ROOM AT FINE ARTS AND CERAMIC MUSEUM
JAKARTA**



FINAL ASSIGNMENT

A Partial Fulfilment of the Requirements for the English Diploma III Degree

By

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Semarang, 14 July 2021

The Writer,

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ABSTRACT

Fine Arts and Ceramics Museum is one of the famous museum located in Jakarta. Thus, the place is often visited by foreigner tourist, it is important that the museum provided information in both Indonesian and English. Having bilingual museum labels helps the foreign tourist to understand the objects of the museum easily. This study focuses on creating bilingual museum labels in Ceramic Introduction Room at Fine Arts and Ceramics Museum Jakarta with the aims to describe the importance of having bilingual labels in the museum's collection room and to explain the process of creating bilingual labels. The methods of collecting data that are used for this study are observation, document analysis, and library research. The final result of this study is bilingual museum labels in Ceramics Introduction Room at Fine Arts and Ceramics Museum that helps foreign tourist to understand the objects.

Keywords: *Fine Arts and Ceramics Museum, Bilingual museum labels, Foreign tourist.*

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Tourism is one of the important component of economy in Indonesia. Therefore, it is very important to keep improving and developing the tourist attraction to gain people's interest to visit the place. One of the tourist attraction that are available to visit all over Indonesia is museum. According to the International Committee for Museology of ICOM Statutes, Article 3, Section 1: "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" (ICOM Definition of a museum, 2007).

Fine Arts and Ceramics Museum Jakarta is one of a museum located within Kota Tua area, on Jalan Pos Kota No.2, Pinangsia, Taman Sari, West Jakarta. At first, the building was used as a court house by the Dutch Collonialism Government, called Raad van Justitie. Later in August 20, 1976, the building was officially inagurated as the Fine Arts and Ceramics Museum. It is now stored more than 450 collections of paintings and sketches also more than 5.000 collections of ceramics.

Despites of its wide variations and well maintained collections, one of the room in the museum is missing labels that contains information about the collection. Labels are very important to provide information to visitors regarding the museum's collection. They are used to indentify the objects that is displayed on the museum. Therefore, this study is aimed to create bilingual label in Ceramic Introduction Room at Fine Art and Ceramics Museum Jakarta.

1.2 The Scope of the Study

This study draws on one of the problem occurred at Fine Art and Ceramics Museum Jakarta, especially in Ceramic Introduction Room. The room hasn't had any information which explains about the collections. This study focuses on the process of creating bilingual labels that contain information about the collections in Ceramic Introduction Room at Fine Art and Ceramic Museum.

1.3 Aims and Advantages

The aims of this study are the following:

- a. To describe the importance of having bilingual labels in the museum's collection room.
- b. To explain the process of creating bilingual labels to provide information about the collections in Ceramic Introduction Room at Fine Art and Ceramic Museum.

The Advantages of this study are the following:

- a. Giving information to Fine Art and Museum's visitors about the collections on Ceramic Introduction Room.
- b. Describing the process of creating bilingual labels on Ceramic Introduction Room for Fine Arts and Ceramic Museum

1.4 Methods of Collecting Data

a. Observation

Baker (2006) stated that observation is a research method that requires the researcher to get involve in the object of the study and its surrouding in order to collect data and analyze data that are relevant in order to complete the study.

The observation objects in this study include the ceramics collection in the Ceramic Introduction Room at Fine Arts and Ceramic Museum Jakarta. In order to create labels for the collections in the Ceramic Introduction Room, an observation is needed to identify the objects, which are the collection itself.

b. Document Analysis

According to Bowen (2009), document analysis is a systematic procedure for reviewing or evaluating documents, both printed and electronic material. Analyzing documents that are already existed is one of a method to collect data for a research.

The collection of documents that are analyzed in order to collect data for this study included booklets, reports, and other documents that are available in Fine Arts and Ceramics Museum Jakarta. Those data are the main source to identify the objects to create labels for the collections in the Ceramic Introduction Room.

c. Library Research

Library research is one of a method of collecting data that includes a process of gathering information in order to write an academic paper that came from the library, including books, journals, document, and so on (Harahap, 2014). For this method, the data that is gathered in order to complete this study are from Fine Arts and Ceramics Museum's archives.

1.5 Organization of the Report

CHAPTER I : INTRODUCTION

This chapter consist of background of the study, scope of the study, aims and advantages, methods of collecting data, and organization of the report.

CHAPTER II : LITERATURE REVIEW

This chapter contains the definition of tourism, definition of museum, definition of museum labels.

CHAPER III : DISCUSSION

This chapter discussed about the profile of Fine Arts and Ceramic Museum Jakarta, the importance of bilingual labels, and the process of creating bilingual labels.

CHAPTER IV : CONCLUSION

This chapter consist of the summary and suggestion of the study.

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Indonesia is consisted of more than 17.000 islands and has different various of culture and heritage spread across the country, that is one of the reason why Indonesia has a high potential in tourism. Every area and district offers a different attraction with its own uniqueness to the public who wants to visit. There are many definitions of tourism by many experts as stated below.

According to Pradana (2019), tourism is an activity that includes travelling to another place by a person or a traveler for a certain period of time and purposes. A tourism activity could bring social, economic, and culture influence as an effect of travelling. Tourism has many affects as Glaesser (2003) stated, for tourist it gives them satisfaction of travelling to different area and to see different culture, thus it helps them increase their knowledge and tolarence among the human race. In economic aspect the tourism industry has contribute a huge amount of income to certain countries in this world.

Richards and Hall (2003) stated that tourism happen because there is a will of tourist to travel and to experience the life in different commutities and different enviroment. Therefore, tourism went on by the reason of tourists are drawn from particular places and social contexts which in themselves will help shape the context of the tourist's experience in the host community.

From the definitions above it can be concluded that tourism is an activity that requires a person to travel to another place for some purposes and for a certain amount of time.

2.2 Museum

Museum is a place to store or keep a certain collection of things or documents and exhibits them to the public. A museum is also considered as a tourist attraction, because every museum has its own uniqueness and offers different attraction or collection that makes it different from the others.

Soares (2020:48-2) defines museum as a place, real or virtual, that maintains a variety of elements for the benefit of the public. He also stated that according to the International Committee for Museology of ICOM Statutes, Article 3, Section 1: “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” (ICOM Definition of a museum 2007).

From all of the statements above, it can be concluded that museum is a place that store some collections that have cultural values and show them to the public for educational and other purposes.

2.3 Museum Labels

Labels are used in the museum to identify the objects and to give information to the visitors about the collection that the museum has. Hohenstein (2017) implies that a museum has a contribution of helping people to learn, therefore museum labels are important to provide visitors with information as well as stimulate conversation about exhibit topics.

According to Anderson (2004) museum labels are used as an interpretation or a form of communication about the objects to the visitors for them to educate themselves. Hence, museum labels that are short, simple, and direct are needed to avoid any misinterpretation about the objects.

From the statements above it can be concluded that museum labels are one of the most important thing on a museum to identify and give information of the objects on the museum.

CHAPTER III

DISCUSSION

3.1 The Profile of Fine Arts and Ceramics Museum Jakarta

Fine Arts and Ceramics Museum Jakarta is one of a museum under the auspices of the Jakarta Art Museum Management Unit which is shaded by the Cultural Office of DKI Jakarta. Museum of Fine Arts and Ceramics is one of the biggest museum in Kota Tua area Jakarta with great historical background. It is located on Jl. Pos Kota No.2, RT.9/RW.7, Pinangsia, Taman Sari District, West Jakarta City, Special Capital Region of Jakarta. . It is now stored more than 450 collections of paintings and sketches also more than 5.000 collections of ceramics.

3.1.1. History of Fine Arts and Ceramics Museum Jakarta

The building of Fine Arts and Ceramics Museum Jakarta was built in 1866 with the reccomendation of King Willem III, General Governer of Hindia Belanda Pieter Mijer proposed to build a building called Raad van Justitie with the architech Jhr. Willem Herman Frederik Hendrik van Raders. On 1942, the Japanese Colonialism Government changed the name Raad van Justitie to Koto Hoin. On 1949, the Dutch colonialism government turned the building into a KNIL army dorm. On 1950, the building was closed for public and used to store military equipment. Then, it was turned into West Jakarta Mayor Office on 1970.

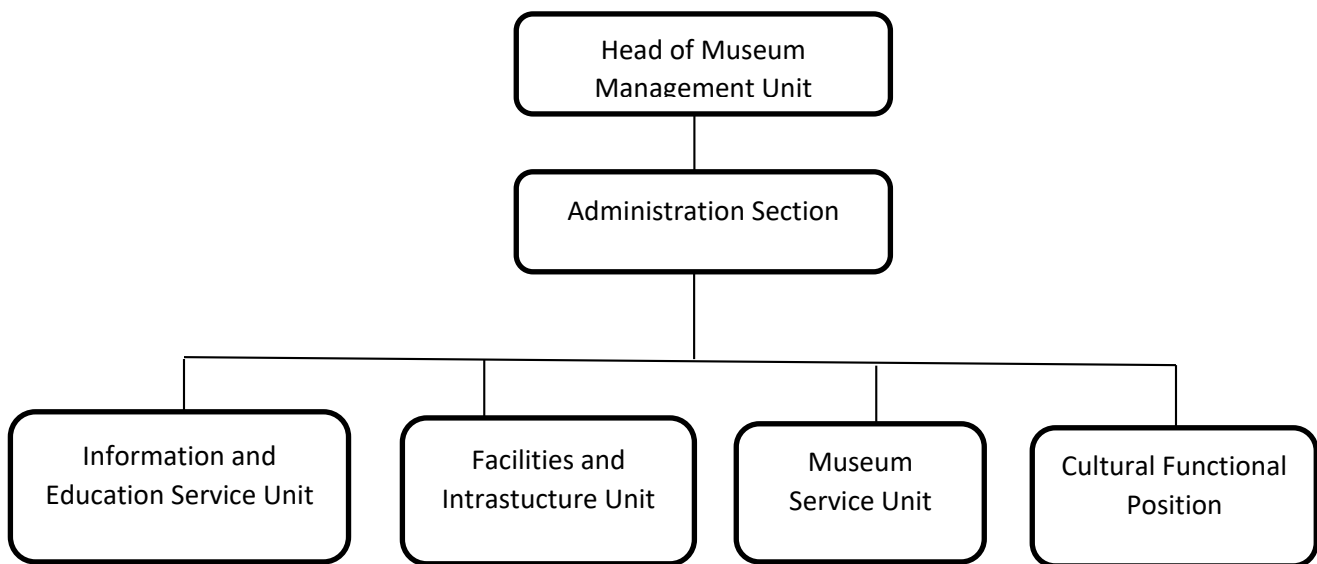
The building was turned into the office of History and Museum DKI Jakarta on 1974. On 1976, the building was inagurated as Fine Arts Hall on initiative of Vice President Adam Malik. Finally on 1990 the building was changed into Fine Arts and Ceramics Museum and is managed by Art Museum Management Unit under *Dinas Museum dan Sejarah DKI Jakarta*.

3.1.2. Vision and Mission of Fine Arts and Ceramics Museum Jakarta

Vision: To make the Fine Arts and Ceramics Museum a center for the preservation of Indonesian fine arts and as a destination for international art and cultural tourism visits.

Mission: Increasing human resources, improving visitor services, periodically arranging collection spaces, increasing cooperation with museum partners.

3.1.3. The Organizational Structure of Fine Arts and Ceramics Museum Jakarta



The organizational structure of the Fine Arts and Ceramics Museum is as follows:

a. Head of Museum Management Unit

In charge of leading, coordinating and being responsible for all tasks and activities carried out by the museum.

b. Administration Section

In charge of carrying out all administrative and document record matters including finance, personnel, and museum items

c. Information and Education Service Unit

Has the task of preparing materials and facilities for information and education services, providing information services to visitors, and organizing educational activities for the community and students.

d. Facilities and Infrastructure Unit

In charge of carrying out the management of museum facilities and infrastructure, including the maintenance and maintenance of museum facilities and infrastructure.

e. Museum Service Unit

Has responsibility for the implementation of service activities for museum visitors.

f. Cultural Functional Position

Are Civil Servants (PNS) who are given the full duties, responsibilities, powers and rights by the Competent Officials to carry out the promotion of culture and the preservation of cultural heritage in accordance with their duties and authorities based on applicable regulations.

3.2. The Importance of Bilingual Museum Labels

Labels are one of the items museums use as a media of communication to the visitors. Its main functions are not only to identify the objects or artwork in the museum, but also to interpret them. According to Serrell (1996) cited from Lallier-Barron (2012) Museum or Exhibits Labels need to be interpretive, it is to contribute to the overall visitor experience in a positive, enlightening, provocative, and meaningful way. Thus, labels are very important for the visitors to identify the object collections of the museum.

Its main function is to help the visitors to understand the objects that are standing before them. Label helps visitors to understand the name or even the background story of the collections in the museum. It also helps the museum staff to identify the objects on their archives. Effective museum labels provide information that could answer the unspoken visitor's questions when they see the object of the collection. It needs to be detailed and easy to read.

In this era of modernization and globalization, language diversity within communities keeps increasing. Therefore, bilingualism is important to conduct as a life experience on a daily basis whether it is oral or written, moreover in a public place or service. As a result, languages are no longer become boundaries to communicate in any form. Having two languages in a museum label helps the visitors to gain information easily, especially for foreigner tourist.

Visitors of Fine Arts and Ceramics Museum often asks questions to the tourguide regarding the collections in the Ceramic Introduction Room. Therefore, it is important to have labels in the collection room to help the visitors to understand the collection, also to help the tourguide's job in explaining the objects of the collection.

3.3. The Process of Creating Bilingual Museum Labels

There are several processes that are carried out in the process of creating bilingual museum labels, such as:

3.3.1. Collecting Data

The first thing that needed to be carried out before creating museum label is collecting data because it is the main element of the content. Therefore, in order to create labels that are clear it is necessary to collect as many data as possible regarding the objects of the collections. The data that are collected includes the name of the objects in ceramics introduction room as well as their definitions and functions. The data is gathered from direct observation of the object and document analysis from print media and electronic media.

3.3.2. Processing Data

There are several steps of processing data in order to create bilingual museum labels, such as:

1) Identifying Objects

Fine Arts and Ceramics Museum Jakarta has collections that are divided into different exhibit rooms. The objects collection that are missing labels at Fine Arts and Ceramic Museum Jakarta are the objects that is in Ceramic Introduction room. There are four boxes in the Ceramic Introduction Room which displays two or more ceramic collection objects in each boxes. The following are the list of object that identified are:

Box 1:

1. Clay: material to make a pottery or ceramic
2. Pottery: made using twisting technique
3. Pottery: made using rotary / wheel technique
4. Pottery: made using plate technique

Box 2:

1. Pottery wheel: a tool to make a ceramic with rotary / wheel technique, made out of steel and stone cast
2. Cast: a tool to make ceramic with mold technique, made out of gypsum

Box 3:

1. Roller: A tool to make ceramic with plate technique
2. Butsir: A tool to decorate ceramic, the tip is made of flat wire or iron
3. Wooden knife: A tool to decorate ceramic, made of wood
4. Tuning fork: A tool to decorate ceramic

Box 4 :

Glaze: They are complex mixtures that will be added on a pottery when it is burned in a high-temperature fireplace. The function of glaze on ceramic is to add more beauty, to make it waterproof, and to add a certain effect on the ceramic.

2) Translating Data

The data that has been collected are originally in Bahasa Indonesia and translating data into English is done after all data has been collected. It is carried out by a few steps. First, the text on the label are translated from source language to target language with the help of Computer-Assisted Translation Tool. After that, the text will be reviewed in case there are any errors in the process of translating. The final step is to edit and finalize the text in the target language.

Here is an example of the text that has been translated from the source language into the target language

Indonesian:

“Glafir adalah campuran kompleks yang akan dicampurkan pada gerabah pada saat dibakar dalam sebuah tungku pembakar bersuhu tinggi. Fungsi glafir pada produk keramik adalah untuk menambah keindahan, supaya lebih kedap air, dan menambahkan efek-efek tertentu pada keramik.”

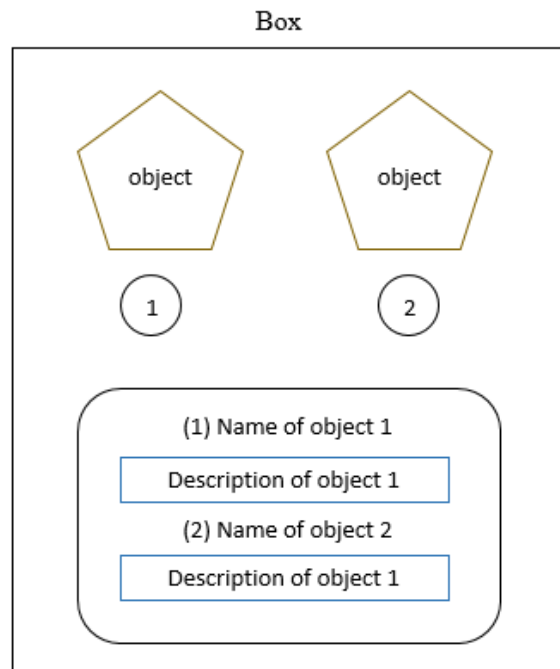
English:

“Glaze are complex mixtures that will be added on a pottery when it is burned in a high-temperature fireplace. The function of glaze on ceramic is to add more beauty, to make it waterproof, and to add a certain effect on the ceramic.”

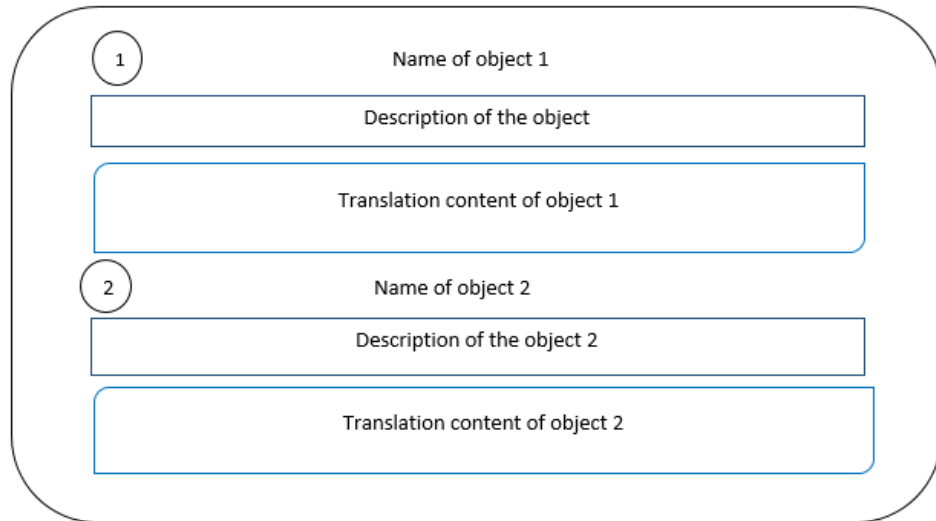
3) Designing Labels

The following is designing content that selected for making bilingual museum labels:

The design view from the box:

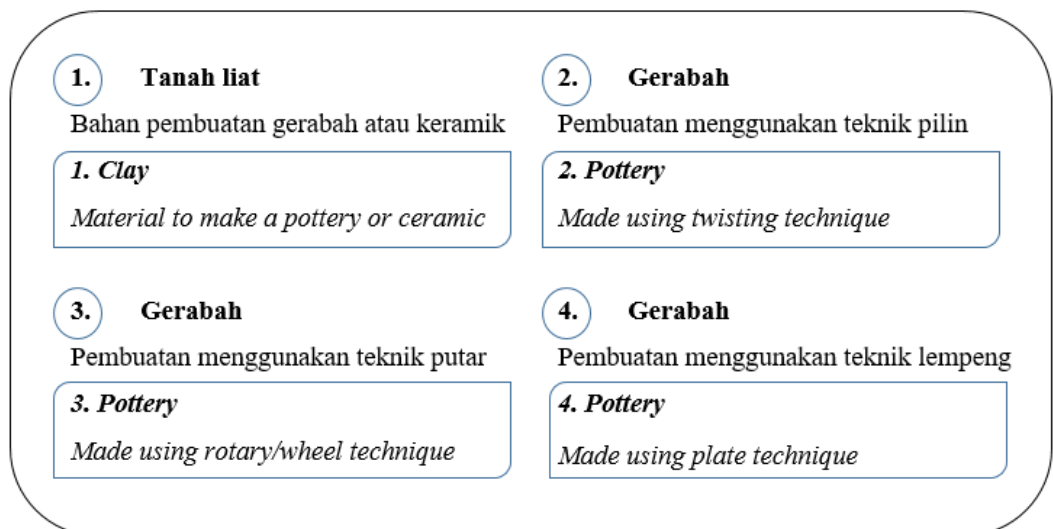


The detailed design of the labels:



The final result of the labels:

Box 1



Box 2

1. Alat putar keramik (pelarik)

Alat untuk pembuatan keramik dengan teknik putar, terbuat dari besi dan batu cor

1. Pottery wheel

A tool to make ceramic with rotary/wheel technique, made from steel and stone cast

2. Alat cetak

Alat untuk pembuatan keramik dengan teknik cetak, terbuat dari bahan gips

2. Cast

A tool to make ceramic with mold technique, made from gypsum

Box 3

1. Alat penggiling (roller kayu)

Alat untuk pembuatan keramik dengan teknik lempeng

1. Roller

A tool to make ceramic with plate technique

3. Pisau kayu

Alat untuk menghias keramik, terbuat dari kayu

3. Wooden knife

A tool to decorate ceramic, made of wood

2. Butsir

Alat untuk menghias keramik, bagian ujungnya terbuat dari kawat atau besi pipih

2. Butsir

A tool to decorate ceramic, the tip is made of flat wire or iron

4. Garpu tala

Alat untuk menghias keramik.

4. Tuning fork

A tool to decorate ceramic

Box 4

Glazir

Campuran kompleks yang akan dicampurkan pada gerabah pada saat dibakar dalam sebuah tungku pembakar bersuhu tinggi. Fungsi glazir pada produk keramik adalah untuk menambah keindahan, supaya lebih kedap air, dan menambahkan efek-efek tertentu pada keramik.

Glaze

They are complex mixtures that will be added on a pottery when it is burned in a high-temperature fireplace. The function of glaze on ceramic is to add more beauty, to make it waterproof, and to add a certain effect on the ceramic.

3.4. The Impact of Bilingual Museum Labels

The main purpose of having museum labels on the collection room is to help the visitors to gain information about the collection and to increase their understanding of the objects without having to ask the museum staff or the tourguide everytime they enter the collection room. They also helped the tourguide's job in explaining the objects in the collection room.

Giribay, et all (2015) stated that how museums can be inclusive in situations where the potential audience includes communities who speak different languages. Thus, having bilingual museum labels that contain information about the collection in Ceramics Introduction Room helps the visitors of Fine Arts and Ceramics Museum to understand the objects easily despites the laguages they speak.

CHAPTER IV

CONCLUSION

4.1. Summary

Fine Arts and Ceramics Museum Jakarta is one of a museum under the auspices of the Jakarta Art Museum Management Unit which is shaded by the Cultural Office of DKI Jakarta. Museum of Fine Arts and Ceramics is located on Jl. Pos Kota No.2, RT.9/RW.7, Pinangsia, Taman Sari District, West Jakarta City, Special Capital Region of Jakarta.

Fine Arts and Ceramics Museum stored more than 450 collections of paintings and sketches, also more than 5.000 collections of ceramics. Despites of its big and wide range collections, one of their collection room has no labels that are contained information about the object collection. Therefore, the author chooses the topic of Creating Bilingual Museum Labels in Ceramic Introduction Room at Fine Arts and Ceramic Museum Jakarta.

This study focuses on the importance of bilingual museum labels, as well as the process of creating bilingual museum labels step by step. From collecting the data to processing the data in order to reach the final result which is bilingual museum labels.

4.2. Suggestion

In this modern era where people from all around the world could travel to anywhere, it is very important to have public information that are available in two languages. Fine Arts and Cermaics Museum Jakarta has very few information or museum labels that are available in two languages. For this reason, it is important to upgrade their labels and translate the information to English so visitors, especially foreign visitors could easily understand the collections of the museum.

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APPENDIX

- Boxes in the Ceramic Introduction Room



Box 1



Box 3



Box 2



Box 4