ENGLISH LABELS FOR COLLECTIONS AT THE INDONESIAN WORLD RECORD MUSEUM (MURI)

FINAL ASSIGNMENT

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

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Ayu Syarifatul Musyarofah

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ABTRACT

The Indonesian World Record Museum (MURI) is one of the museums located in Semarang. This museum is attractive to international tourists because it has a collection of records of international standard, so the provision of facilities using English is important to facilitate international tourists such as English labels. The English label provides a description of the record description, record maker and record date. This study focuses on making English labels with the aim of describing the importance of English labels to facilitate international tourists at MURI Semarang. Data collection methods used in this study ware interviews, observation, and document study. The final result of this report is an English label that can help foreign tourists visiting MURI Semarang.

Keywords: MURI, English labels, International tourists.

CHAPTER I

INTRODUCTION

1.1   Background of the Study

Tourism for some people is one of the needs, therefore many new and developing tourist destinations. According to Kodyat (1983), tourism itself is a temporary journey from one place to another, carried out individually or in groups, as an effort to find balance and happiness with the environment in the social, cultural, natural and scientific dimensions. One of the tourist destinations in the scientific dimension is a museum. From the type of collection, museums can be classified into types such as public museums, archaeological museums, historical museums, art museums, geological museums, ethnographic museums, natural history museums, military museums, science museums, and industrial museums.

Every region in Indonesia can have the potential for natural, cultural and artificial tourist attractions. A museum can be categorized as an artificial tourist attraction. The museum was built for the needs of preserving collections for the existence of human heritage objects. Indonesia is a country that has many museums and even Semarang city itself has several museums, one of which is Museum Rekor Dunia Indonesia (MURI).

The Indonesian world record museum (MURI) is the place where data on superlative achievements in Indonesia are recorded. MURI itself was founded by Jaya Suprana on January 27, 1990. The establishment of MURI is the responsibility of Jaya Suprana as a means of accommodating the records that have been achieved by Indonesian youth. The record which recorded in MURI does not only national records but has entered world records. Due to the world record that has been achieved and

recorded in MURI, it can attract foreign tourists to come and see what the existing records are. However, there are several factors that might make it difficult for foreign tourists, one of which is the lack of explanation in English.

To solve this problem, MURI needs to have labels in each collection to help international tourists when visiting MURI. English labels are very effective for foreign tourists to make it easier and understand the explanation of the records that have been achieved.

1.2   Scope of the Study

The Indonesian World Record Museum (MURI) is one of the museums in Semarang where there are several records that are international records and are often visited by foreign tourists. Therefore an English label is an important thing that we have to provide, to help foreigners understand the descriptions on the existing records. The study is going to discuss creating English labels in order to ease international tourists in MURI Semarang

1.3   Aims and advantages of the study

There are three aims of the study which are the following:
1. To describe the importance of English label in MURI Semarang
2. To create an English label in MURI Semarang
3. To complement the existing label in MURI Semarang

There are two advantages of the study which are the following:
1. Giving information about the process of creating an English label in MURI Semarang.
2. Giving information about the use of labels in helping international tourist to know the record in MURI Semarang.

1.4   Methods of Data Collection

1. Interview

Interview is a conversation that is used for a specific purpose. The conversation was carried out by two parties, namely the interviewer who asked thequestion and the interviewee who gave the answer to the question (Lexy J. Moleong, 2010: 186). The main characteristic of the interview is direct, face-to-face contact between information seekers and sources of information. In the interview various kinds of questions had been prepared but various other questions emerged while researching. Through this interview, the researcher digs up data and information.

2   Observation

According to Narbuko & Achmadi (2010: 70) observation is a tool for collecting data by storing and systematically recording the phenomena being investigated. This means that observation is used to collect data systematically to interpret actions, interactions or the meaning of events. Observation already did during an internship from 11 January until 17 February 2021 in *Museum rekor Dunia Indonesia* (MURI).

3   Document Study

According to Danial (2009), a documentation study is to collect some documents needed for information data material according to the problem in research, such as maps, statistical data, number and names of employees, student data, population data, graphics, pictures, letters, photos, certificates and et cetera. The information required for label writing such as record name, record description, record scorer name are taken from documents and website owned by MURI.

1.5 Organization of the Report

CHAPTER I : INTRODUCTION

       Chapter I consist of Background of the Study, Scope of the Study, Aim and Advantages of the Study, Methods of Data Collection, and Organization of the Report.

CHAPTER II : LITERATURE REVIEW

       Chapter II consist of some relevant theories and previous studies related to Museum Tourism in Indonesia, International Tourist Facility, and English Label

CHAPTER III : DISCUSSION

       Chapter III consists of Profile of MURI Semarang, Structure Organization of MURI Semarang, The Process of Creating English Label in MURI Semarang, English Translation Process

CHAPTER IV : CONCLUSION

       This chapter will discuss about conclusion and suggestion.

CHAPTER II

LITERATURE REVIEW

2.1 Museum Tourism in Indonesia

According to Suwantoro (2004), tourism is closely related to travel as a change in the temporary residence of a person outside the residence for a reason and not to carry out activities to generate wages, thus it can be said that a tour is a trip taken by someone or more with the aim of to get pleasure and fulfill the desire to see something.

The places that are frequently visited by tourists are called tourist objects. According to Ridwan (2012) says that a tourist attraction is something that is unique, beautiful and valuable in the form of a diversity of natural, cultural and man-made wealth which is the destination of tourist visits. One of the existing tourist objects is a museum.

Merriam Webster's Online Dictionary (2021) defines a museum as "an institution devoted to the procurement, maintenance, study and display of objects of interest or value". According to the ICOM Statute (2007), Article 3, Paragraph 1: "Museums are included as non-profit organizations, permanent institutions that serve the community and their development, are open to the public, which acquire, preserve, research, communicate and exhibit the tangible and intangible heritage of humanity and its environment for education, study and pleasure ". So it can be concluded that the museum is an institution that is a means for learning, research, or exhibiting interesting and high value objects.

2.2 International Tourist Facility

Based on (United Nation World Tourism Organization, 2004) International tourist is any person who visits a country other than that in which they usual

residence but outside their usual environment for a period not exceeding 12 months and the main purpose of the visit is other than the exercise of an activity remunerated from with the country visited, and who stay at least one night in a collective or private accommodation in the country visited.

From the definition above, it can be concluded that an international tourist is anyone who visits a country and then they stay at least one night with the aim of carrying out an activity, enjoying good facilities and using accommodation in the country that they visited.

In visiting a country, foreign tourists require several important documents that must be prepared. Some of the documents that must be prepared are a passport, visa, exit permit, re-entry permit and there are several countries that ask for a health certificate. These documents must be brought with them when they enter the destination country. According to Yoeti (2001) travel documents is a certificate used during a trip which states the person whose name is listed in the certificate, whether his nationality, position, identity, special information relating to the trip issued by the authorized government for each of them.

To support international tourist visits, a tourist attraction must provide various facilities. In addition, providing good facilities for international tourists can increase the number of international tourist attendance. Wahyudi (2015) said that tourism objects must provide facilities such as information centers, parking areas, tour guides, shopping centers, accommodations and information boards. An important facility for international tourists is an information board or label in English to make it easier for them to visit tourist objects. According to Wahyono (2009) not all foreign tourists can understand Indonesian, so they need facilities that use English. Providing English information board or English exhibit label in tourism object in important to ease the international tourist.

2.3 English label

English label is an important thing that every museum should have in order to explain the description of the museum collection. Based on Heather (2017), any piece of writing in a museum has been designed and planned for several different functions. The largest written panels can lead people to different parts of the museum, lead visitors to the actual exhibits, and advertise future exhibitions. Without a label, visitors will find it difficult to understand the history of the museum collection. Especially for foreign tourists who do not understand Indonesian, of course it will be more difficult to understand the explanation of the description on the label.

The labels in the museum also have a layout that has been made to make it easier for the audience. According to MGNSW (2021) the layout and placement of labels in relation to a logical walking path is also very important. The flow of information should build a narrative or develop a learning experience for the audience.

According to Serrel (1996), the written word is used alone or as a reference in a museum exhibition to provide details to visitors, displayed as text on a graphic panel or computer screen on display. Labels are classified as description, description and name. Labels are presented in the form of short descriptions, descriptions, placards, stories, cards and stickers on the board.

CHAPTER III
DISCUSSION

3.1 Profile of MURI Semarang

Museum Rekor-Dunia Indonesia (MURI) was founded by Jaya Suprana on January 27, 1990 in the Jamu Jago industrial area, Srondol, South Semarang. MURI is the first record-setting institution in Indonesia. Over time, the records that were created were not only limited to the scope of Indonesia, but also world records. The name of MURI which was only an Indonesian Records Museum developed into the Indonesian World Records Museum. MURI has also successfully established affiliations with record-setting agencies from other countries, such as record-setting agencies Singapore, Thailand, Vietnam, Cambodia and Malaysia.

Three MURI galleries have been established as educational tours and opened to the public free of charge as a form of MURI's responsibility to the Indonesian people for their work so far. In 2017 the MURI Semarang Gallery was inaugurated again by the governor of Central Java because it had been renewed with more modern technology so that visitors can enjoy and see what records have been made. In record making there are several categories such as sports, invention, health, economics, pioneering, science and technology, environment, humanity, arts and culture, and industry.

MURI Semarang is open Monday to Friday from 9 am to 4 pm. In the gallery, there are portraits of records that have existed and some of the jamu jago (jamu jago) are also provided for visitors who want to buy herbal medicine. There is something interesting that is provided a photo booth as if the visitor received a record award given by Mr. Jaya Suprana by paying a minimum of Rp. 25,000.

3.2 Structure Organization of MURI

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┌─────────────────────┐      ┌─────────────────────┐
│    Jaya Suprana     │      │   Aylawati Sarwono  │
│   Founder of MURI   │      │  Advisory Board of  │
│                     │      │        MURI         │
└─────────────────────┘      └─────────────────────┘

         ┌─────────────────────────┐
         │  Osmar Semesta Susilo   │
         │    Director of MURI     │
         └─────────────────────────┘

┌──────────────┐   ┌──────────────────┐   ┌──────────────┐
│ Team of MURI │   │   Team of MURI   │   │ Team of MURI │
│   Jakarta    │   │     Semarang     │   │ Jatim Park 3 │
│              │   │  1. Sri Widayati │   │              │
│              │   │  2. Ari Andriani │   │              │
│              │   │  3. Ade Fadhilah │   │              │
└──────────────┘   └──────────────────┘   └──────────────┘
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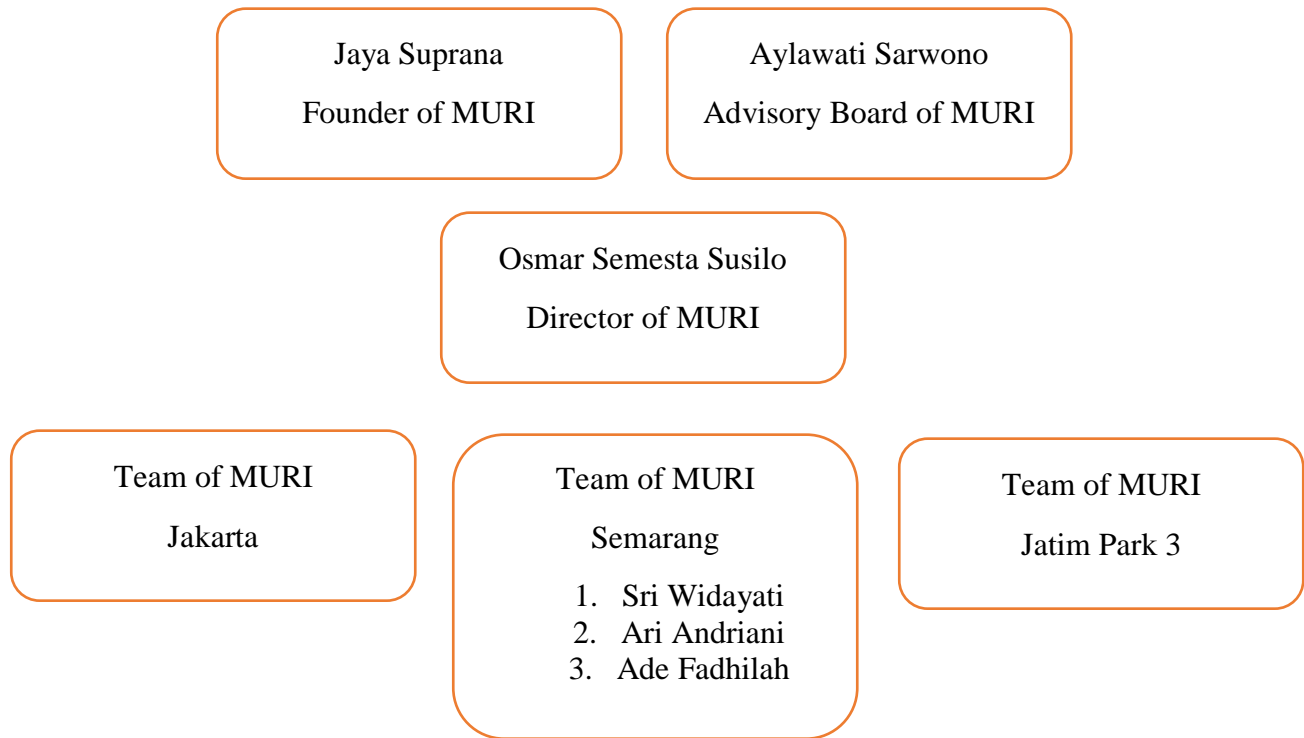
Figure 3.1 Structure Organization of MURI

Founder: Each person has their own role. While serving as president commissioner of Jamu Jago group Jaya Suprana founded the Indonesian World Record Museum which is an institution for recording the superlative achievement of the Indonesian nation in 1990. Jaya Suprana was born in Denpasar, Bali on January 27, 1949. At the age of 10 months he was brought to Semarang, raised with Javanese culture. Noun as a unique a personality, creative, and has a talent as a pianist, composer writer, public speaker, cultural observer and entrepreneur.

Advisor Board: Those who can be appointed as the advisor board are someone who is said to be the founder or activator of the establishment of the organization and is considered to have high dedication to achieve the goals and objectives of the

organization. The advisory panel has the raid and authority to act for and on behalf of the organization. The advisory board may not have concurrent position as the executive board and or the advisory board. The advisory panel has the right to determine or adopt the general policies of the organization.

Director: a director is someone who has been a pointed to lead a company. Either someone owns the company or because it was a pointed by the business owner to lead the company. In short a director someone who leads a company. The general duties of the director are : implementing the vision and mission of the company, develop business strategy to advance the company, evaluating the company, conducting meetings with all levels in the company, a point a person capable of leading, overseeing a business and company business.

Every MURI galleries has its own teams. Consists of a group of Indonesian people who have educational backgrounds from various scientific, socio cultural disciplines and competent in the respective. MURI is committed to being an institution that constantly ignites the spirit of national pride throughout the country.

3.3   The importance of English label in MURI Semarang

English labels important because the labels show an important point in the collection in English. It makes the museum visitors especially foreign visitors in the museum realize what is the name or the utilization of the collection in the museum. Especially in the Indonesian World Record Museum Semarang which has the potential to be visited by foreign tourists. Several collections already have English label but not at all collection. So it is important to provide English label due to all collection at MURI. English Labels is very necessary to make it easier for foreigners.

3.4   The process of creating English Label at MURI Semarang

According to one of the management of MURI Semarang, there are still some collections that do not have an English label. There are also English labels already

exist but incorrectly. Therefore, English label is needed to complement and improve the existing one.

3.4.1 Find the Information about the collections

The first process in creating an English label is to find data about the collections in MURI Semarang. The methods of collecting data are used in library research and interview with one of the administrators of the Indonesian World Record Museum (MURI) Semarang. The good label consists of the real explanation therefore, finding valid data is very important to create an English label.

In creating an English labels the writer interviewed one of the administrators of the Indonesian World Record Museum (MURI) Semarang. She has worked with MURI since 2005, so she has a lot of experience in setting records. In that interview, she told about how the record-setting process in MURI. The result of the interview is:

"Dalam pembuatan rekor ada beberapa tahap yang harus dilakukan. Pertama pihak yang ingin membuat rekor harus menghubungi MURI terelebih dahulu untuk membri informasi mengenai rancangan kegiatan atau capaian yang ingin dicata sebagai rekor seperti: obyek rekor dan keterangannya, waktu, lokasi, nomor kontak, dan surat penyataan bila dibutuhkan. Selanjutnya, tim MURI baru akan bias mengeluarkan sertifikat rekor."
(Interview with Ari Andriani on 27 January 2021)

Based on the interview with Mrs. Andri, the result is to make a record that can be recorded in MURI, the party that wants to set a record must first contact MURI to submit data and information regarding the record to be made. After knowing the record-setting process, the writer is needed to find other information on why the English label is so needed in MURI. According to Mrs. Andri through an interview:

"Ada beberapa dari koleksi yang sudah memiliki translate bahasa Inggris tapi hanya pada judulnya saja. Sedangkan banyak dari turis asing yang dating tidak sepenuhnya mengeri bahasa Indonesia. Jadi, kami sangat membutuhkan pada beberapa koleksi agar memiliki penjelasan dalam bahasa Indonesia dan bahasa inggris dengan baik dan benar sehingga dapa dipahami oleh turis asing."
(Interview with Ari Andriani on 27 January 2021)

From the interview above, it can be concluded that not all collections at MURI have an English label. There are still some collections that do not yet have English labels, so it is very necessary to give English labels to each collection to make it easier for foreign tourists.

After knowing why English labels are important, the writer started to choose which collections required English labels and took several pictures of collections that required English labels. Therefore, this is one of these pictures taken where there is only an explanation in Indonesian and does not have an explanation in English so it is necessary to add English label.

Figure 3.2 Collection at MURI

3.4.2 Writing

The second process in creating an English label is writing. This process is developed the result from the collecting data process. MURI is visited by various groups ranging from children to adults. Therefore, in making English labels the writer uses simple sentences that can be understood. Thus, the writer will use simple language. Not all visitors are attracted by the long description on the label. So, it should be kept brief but contains an informative explanation of the object. According to MGNSW (2021) Maintain the order of information consistent and include key points of interest about the artwork to provide important information and use 70-80

word counts on individual artwork labels and 100-200 words for introductory panels so readers don't get exhausted.

3.4.3 Designing and Editing

After the writing process, the next process in creating the English label is designing the labels. The process of designing is needed in order to make the tourist interested to read the label. Good design makes labels look more attractive. Therefore, the authors decided to sketch labels like maps that help explain the object. Drawing a simple design on paper using only a pen is where the design process begins.
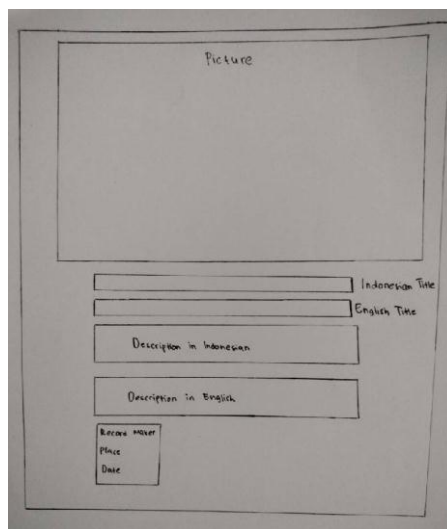

Figure 3.3 Design of The label

After designing labels on paper, the next process is designing using Microsoft Word for finishing. Adjust the designs that have been drawn on paper. Select the Insert menu and click Shapes and create several rectangular shapes with predefined sizes for the object description and image.
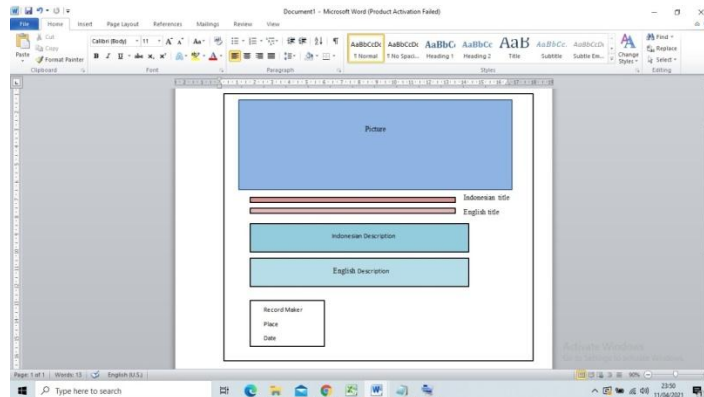
Figure 3.4 Process of Designing English Label Using Microsoft Word

The next process is put in the result of the writing process in the description box in the english title and english description sections. Include the record maker name, location and date at the bottom.
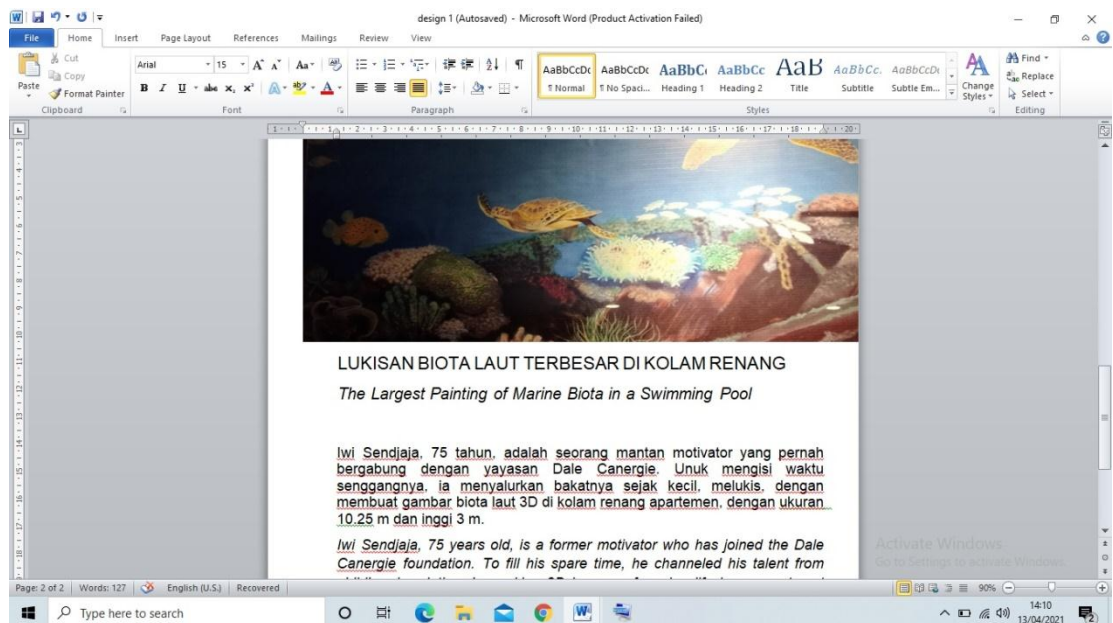

Figure 3.5 Process of Designing English Label Using Microsoft Word

Before the English label ready to produce or apply in the collection at MURI Semarang, the last step that has to do is editing. At this step, everything must be

ensured that the location and size are in accordance with the initial design. After make sure everything is appropriate and all translations are correct, the author will use the quarto paper size to print the labels.

Finally, after the label is printed, it will be put in the shield so that it will be more durable and waterproof. The final result of creating English labels for collections in *Museum Rekor Dunia Indonesia* (MURI) Semarang:
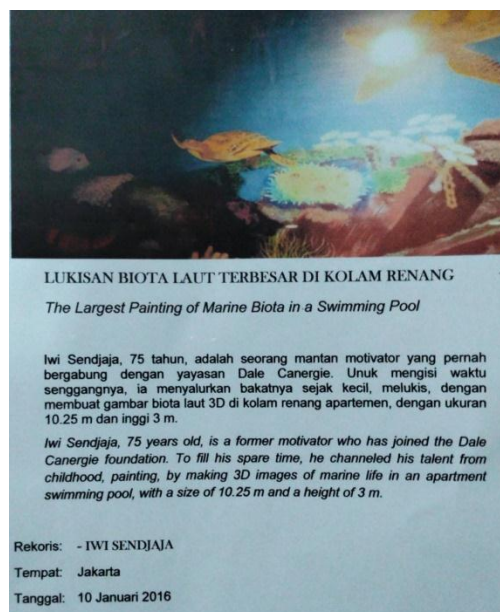

Figure 3.6 English label for MURI Semarang

Figure 3.7 English label for MURI Semarang

Figure 3.8 English label for MURI Semarang

3.5 English Translation Process

English translation is one of the processes in making English labels at MURI. According to Ma'mur (2007) there are several models for the stages of the translation process as stated by Harvry, et.al, Nida and Taber, Larson, Wils, Bell, Roberts, and Batgate. In this paper, the translation model used is the Nida and Taber translation process model. There are three stages in this translation model process, namely analysis, transfer, and restructuring.

3.5.1 Analysis

In the analysis stage, the first thing to do is to read carefully the source language so that you can fully understand the contents of the text from the source language. After reading all the texts, the sentences are analyzed according to the correct grammatical, according to word meanings, textual meanings, and contextual meanings.

3.5.2 Transfer

In the transfer stage, the translator starts transferring words from the source language to the target language and looks for word equivalents that match the source language that has been analyzed. The words used in the target language must also be adapted to the needs of the reader.

3.5.3 Restructuring

After finding the right word equivalents from the previous stages to form the target language text, the translator will assemble all these materials into a form that is in line with the use of good and natural language in the target language. At this stage the desired form of the initial draft text has been materialized.

The last stage of translating is proofreading or editing. The importance of proofreading cannot be underestimated, both for printed text and online text. Any

mistake not only causes people to misunderstand information but can also build a bad reputation for the business or organization that published the text. According to Fastwork (2019) proofreading highlights not only punctuation or spelling errors, but also the logic of writing as to whether it makes sense or not.

In the proofreading process, I asked my academic supervisor to check whether my translation results were correct or not. After checking is complete I put the results of the translation into the description section on the label.

EXAMPLE OF TRANSLATION RESULTS

Table 1. Result of translating labels for MURI Semarang

Bahasa Indonesia	English
1. LUKISAN BIOTA LAUT TERBESAR DI KOLAM RENANG Iwi Sendjaja, 75 tahun, adalah seorang mantan motivator yang pernah bergabung dengan yayasan Dale Canergie. Untuk mengisi waktu senggangnya, ia menyalurkan bakatnya sejak kecil, melukis, dengan membuat gambar biota laut 3D di kolam renang apartemen, dengan ukuran 10.25 m dan tinggi 3 m.	1. THE LARGEST PAINTING OF MARINE BIOTA IN A SWIMMING POOL Iwi Sendjaja, 75 years old, is a former motivator who has joined the Dale Canergie foundation. To fill his spare time, he channeled his talent from childhood, painting, by making 3D images of marine life in an apartment swimming pool, with a size of 10.25 m and a height of 3 m.
2. PAPAN SELANCAR TERBESAR Untuk memperingati HUT ke-71 Kemerdekaan RI sekaligus mempromosikan pariwisata dan	2. THE BIGGEST SURFING BOARD To commemorate the 71st Anniversary of Indonesian Independence as well as promote

meningkatkan kunjungan wisatawan ke Bali, World Brand Factory Kuta membuat papan selancar berukuran panjang 6 m dan lebar 1,2 m. Papan seluncur tersebut dibuat oleh bapak Dewa Putu Suardika dan digunakan pertama kali oleh peselancar Ketut Menda.	tourism and increase tourist visits to Bali, World Brand Factory Kuta made surfboards measuring 6 m long and 1.2 m wide. The surfboard was made by Mr. Dewa Putu Suardika and was first used by surfers Ketut Menda.
3. PAGELARAN SENDRATARI OLEH NARAPIDANA TERBANYAK Pertunjukan tari dimainkan oleh 328 narapidana dari 7 penjara di Indonesia dan bekerja sama dengan Institut Kesenian Jakarta.	3. DANCING PERFORMANCES WITH THE MOST INMATES Dancing performance played by 328 prisoners from 7 prisons in Indonesia and in collaboration with the Jakarta Arts Institute.

CHAPTER IV

CONCLUSION

4.1 Summary of the Study

From all chapters and sub-chapters of this report, it can be concluded that the Indonesian World Record Museum (MURI) is an interesting tourist attraction to be visited by foreign tourists around the world. To make it easier for foreign tourists to visit MURI and find out an explanation of the collection, MURI must provide an English label. Therefore, the writer decided to create an English label to make it easier for foreign tourists visiting MURI. Creating English labels is very important. The importance of making labels in English is to make it easier for international tourists to understand the contents of the collections at MURI and facilitate MURI management.

The process of making an English label consists of finding information about the collection at MURI through document studies and interviews. The next process is to write and translate labels properly and contain factual information. The final process is to design and edit the exhibition label using Microsoft Word. The final result of this report is an English label that can help foreign tourists visiting MURI Semarang.

4.2 Suggestions

In this section, the writer would like to give advice to MURI management. All old and new collections at MURI must have English labels to make it easier for international tourists who want to know the explanation of collections at MURI. Another suggestion is that the Management of the Indonesian World Record Museum

should provide other facilities that make it easier for international tourists, such as signposts and bulletin boards in English. Because providing good facilities for foreign tourists can increase the level of tourist visits at MURI Semarang.

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APPENDIX

Google drive link for English Labels:

https://drive.google.com/file/d/1OZuBGYvhLIeCT10fWlDdc-atQ9DnLCDV/view?usp=sharing