

CHAPTER I

INTRODUCTION

1.1 Background of Research

Yogyakarta is well known as one of Indonesia's leading cultural tourism destinations, offering a wide range of historical and cultural heritage sites. One of the areas with high historical value is Kotagede, which served as the early center of the Mataram Islamic Kingdom. This area preserves various cultural heritages that remain well-maintained to this day, such as the Great Mosque of Mataram Kotagede, the royal cemetery complex of the Mataram kings, traditional architecture, and silver handicraft centers. Studies show that Kotagede has strong potential as a cultural heritage tourism destination due to its historical significance and well-preserved cultural assets (Anurogo et al., 2019). In addition, Kotagede also offers local traditions and distinctive culinary experiences that serve as unique attractions for tourists. The diversity of these attractions contributes to a comprehensive tourism experience that combines education, culture, and recreation, which is essential in enhancing visitor satisfaction and destination competitiveness (Rindasih et al., 2022).

As a heritage area, Kotagede has significant tourism potential in terms of history, architecture, art, and traditional cuisine. This is supported by recent research stating that Kotagede is a heritage city whose main attraction lies in its unique and valuable cultural heritage for tourists (Nisa, 2024). However, the management of the heritage area in Kotagede still faces several challenges in tourism development and promotions. Based on interviews conducted with local tourism stakeholders, several issues were identified, including limited readiness in serving international tourists, inadequate foreign language skills among tourism actors, insufficient tourism promotion, and uneven dissemination of tourism information. These conditions may limit visitors access to information and reduce opportunities for promoting the destination to a wider audience.

In response to these challenges, local tourism development efforts have been supported by the Tourism Awareness Group (*Pokdarwis*). Based on interview

findings, *Pokdarwis* actively contributes to tourism development through community outreach programs, tourism awareness campaigns, human resource development, and educational activities for local communities and micro, small, and medium enterprises (MSMEs). These efforts aim to improve community participation and strengthen tourism services in Kotagede. However, supporting information media are still needed to help communicate tourism information more effectively to both domestic and international visitors.

On the other hand, visitors tend to seek information before visiting a destination. Wong and Liu (2011) found that travel guides are among the information sources used by tourists during the pre-trip stage, with functional needs and trip-planning information being particularly important. Although digital platforms have become increasingly important, travel guides continue to provide value as a structured source of destination information and can complement other forms of tourism information (Mieli et al., 2020).

However, tourism promotion and information media in the Kotagede area still need to be optimized in order to attract a broader range of tourists (Amirrulloh, 2025). Furthermore, the availability of information media in international languages is also an important factor, considering that Kotagede is frequently visited by international tourists. Therefore, presenting information through a bilingual travel guide in Indonesian and English is essential to ensure that the information can be effectively understood by domestic and international visitors.

Based on these issues, there is a need for an information medium that can present content in a comprehensive, systematic, and engaging manner, namely through the design of a travel guide on the cultural heritage of Kotagede, Yogyakarta. This travel guide is expected not only to function as an informational medium but also as an effective promotional tool in introducing cultural tourism potential to a wider audience.

This research focuses on designing a bilingual travel guide featuring the cultural heritage of Kotagede, Yogyakarta. The content is limited to selected aspects of cultural heritage, including historical sites, traditional architecture, local traditions, culinary attractions, and tourism destinations relevant to visitors. The

travel guide is developed in Indonesian and English to accommodate domestic and international tourists. This study is limited to the design and development process of the bilingual travel guide as a tourism information medium and does not cover long-term impact evaluation on tourism growth. Additionally, the research relies on selected data sources and user feedback within a limited scope, which may not fully represent all tourist perspectives.

1.2 Research Problem

Based on the background described above, the research problems are formulated as follows:

1. How is the process of designing a bilingual cultural heritage travel guide of Kotagede?
2. How does the feedback from the tourist regarding bilingual cultural heritage travel guide to Kotagede?

1.3 Research Objective

The objectives of this research are:

1. To describe the process of designing a bilingual cultural heritage travel guide of Kotagede.
2. To identify tourists feedback regarding the bilingual cultural heritage travel guide to Kotagede.

1.4 Advantage of the Research

The advantage of this research are as follows:

1. Theoretical Advantages

This research is expected to be used as the references and give additional information on creating bilingual travel guide. It may also be used to evaluate the methods and materials applied in creating an effective and engaging bilingual travel guide as a promotional medium.

2. Practical Advantages

Practically, the advantages of this research are to provide additional information about tourism in Kotagede, Yogyakarta, and to serve as a promotional medium to introduce Kotagede to a wider audience, including visitors from outside Yogyakarta and international tourists.

1.5 Output

The output of this research is a bilingual visual travel guide entitled “Bilingual Travel Guide Kotagede - Explore the History, Heritage and Local Experience”. The travel guide printed in A5 size (148×210 mm) and consist of 52 pages, presented in Indonesian and English as a tourism information and promotional medium for Kotagede. The travel guide was designed using a visual approach that combines concise textual information, photographs, and an organized layout to make the information more accessible and engaging for tourists. Its bilingual format enables the travel guide to serve both domestic and international tourists.

The travel guide contains information about Kotagede’s cultural heritage, tourist attractions, culinary, silver crafts, and cultural festivals. In addition to presenting cultural heritage information, it introduces various tourism destinations and local cultural products to support the promotion of Kotagede as a cultural heritage tourism destination. As part of the final product, the travel guide was also registered for Intellectual Property Rights (IPR) to obtain official legal protection and certification.