

## DEVELOPING A BILINGUAL GUIDEBOOK FOR ISTANA GEBANG BLITAR

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Received: 14<sup>th</sup> of October 2024, Accepted: 1<sup>st</sup> November, Published: 12<sup>th</sup> of December 2024

### Abstract

Istana Gebang is a historical house that was once occupied by the family of the first president of the Republic of Indonesia, Bung Karno. Based on the survey, it is known that Istana Gebang does not provide a guidebook and some visitors have complained about the lack of information. Therefore, this research aims to develop a bilingual guidebook for Istana Gebang Blitar. This research is Design and Development Research which used the ADDIE development model. The research data collections methods are observation, interviews, and survey. The final result is the "Bilingual Guidebook of Istana Gebang Blitar" that consists of a cover, visitor regulations, table of contents, history of Istana Gebang, history of Bung Karno, descriptions of each collection, and contact information accompanied by images. The Bilingual Guidebook of Istana Gebang Blitar has been successfully developed. The researcher suggests that this bilingual guidebook be used as effectively as possible.

**Keywords:** bilingual guidebook, cultural heritage, istana gebang, museum.

### Abstrak

*Istana Gebang adalah sebuah rumah bersejarah yang pernah dihuni oleh keluarga presiden pertama Republik Indonesia, Bung Karno. Berdasarkan hasil survey, diketahui bahwa Istana Gebang tidak menyediakan buku panduan dan beberapa pengunjung mengeluhkan kurangnya informasi. Oleh karena itu, penelitian ini bertujuan untuk mengembangkan buku panduan dwibahasa Istana Gebang Blitar. Penelitian ini merupakan Penelitian Desain dan Pengembangan yang menggunakan model pengembangan ADDIE. Metode pengumpulan data pada penelitian ini yaitu observasi, wawancara, dan survey. Hasil akhirnya berupa "Buku Panduan Dwibahasa Istana Gebang Blitar" yang terdiri dari sampul buku, tata tertib pengunjung, daftar isi, sejarah Istana Gebang, sejarah Bung Karno, deskripsi setiap koleksi, dan informasi kontak disertai dengan gambar. Buku Panduan Dwibahasa Istana Gebang Blitar telah berhasil dikembangkan. Peneliti menyarankan agar buku panduan dwibahasa ini dapat digunakan sebaik mungkin.*

**Kata Kunci:** Buku Panduan dwibahasa, Istana Gebang, museum, warisan budaya

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## INTRODUCTION

In Blitar City, there is the Istana Gebang Museum commonly known as Istana Gebang. It is a Dutch East Indies architectural building located at Sultan Agung Street No. 57-59 and 61, Kampung Gebang, Sananwetan Village, Sananwetan Sub district, Blitar City-East Java. This museum is unique because it was once a house occupied by the family of the First

President of the Republic of Indonesia, Ir. Soekarno. This museum also functions as one of the most popular tourist attraction, which is usually visited by local and foreign tourists.

In maximizing the function of Istana Gebang as a tourist attraction, adequate information or knowledge is needed. Unfortunately Istana Gebang only provides a short history book of Bung Karno, a flyer in Indonesian that is updated annually, and some tour guides. The unavailability of guidebooks at Istana Gebang has led to the dissatisfaction of some visitors. Some visitors complained about the lack of clarity and information available at Istana Gebang. The tour guides also can only guide local tourists. Meanwhile, visitors of Istana Gebang include not only locals but also foreigners. Therefore, it is necessary to develop a bilingual guidebook for Istana Gebang. This guidebook is expected to facilitate visitors both local and foreign tourists in obtaining concrete information.

Tourism is the activity of traveling from one place to another for a while. These activities aim to have fun, travel or vacation, and fulfill curiosity (Mayers, 2009 as cited in Suwena & Widyatmaja, 2017). In addition, according to Isdarmanto (2017) tourism is a journey that a person or group takes from one place to another in an attempt to find balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions.

Yasmin et al. (2017) pointed out that a museum is an institution that cares for (conserves) a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. In addition, according to Lawan (2022), museum institutions are dedicated to helping people understand and appreciate cultural and natural heritage from the past to the future.

According to Nuranisa (2019), bilingual books are books with two different languages written either on the same page or facing pages. Bilingual books are also known as books in two languages that are available in various genres and age groups, including both classic and picture books, whether fiction or nonfiction (Hadaway & Young, 2013 as cited in Semingson et al., 2014).

Meanwhile, guidebooks can be seen as tools to make independent travel easier, as they offer advice and information worth knowing about places, attractions, accommodations, transportation, etc. These 'tools' assure tourists that they will not miss out on anything; they predict what tourists will see, state what they are seeing, and recall what they saw (Allen, 1996 as cited in Bender et al., 2013). In addition, according to Suzuki & Wakabayashi (2005) as

cited in Bender et al. (2013), one of the most widely used media for traveling anywhere outside of familiar places is tourist guidebooks, which contain various styles of representation such as maps, photos, and linguistic descriptions. A good book design must pay attention to several aspects, including paper size, font, colors, and layout (Vignelli, 2010). In this case, a bilingual guidebook is one type of book that also needs to consider these aspects.

So, it can be concluded that a bilingual guidebook is a media or tool in two languages that is widely used to facilitate travel, especially for independent travelers. Bilingual guidebooks contain various information about places, photos, linguistic descriptions, and others. Reliable information contained in the bilingual guidebook aims to ensure that visitors or travelers do not miss any information. Not only focusing on the information provided, but in making a good guidebook, there are many things that must be considered. Things that need to be considered include paper size, typefaces, colors, and layout. By paying attention to many of these aspects, visitors can gain knowledge through guidebooks easily.

Similar research has also been conducted before and became a reference for this research. Fidyani and Patria in 2022 conducted a research entitled “*Perancangan E-Guide Book Kampung Majapahit Sebagai Upaya untuk Meningkatkan Wisatawan*”. This e-guidebook was developed as one of the media to attract tourists visually.

## METHOD

According to Richey and Klein (2014) Design and Development Research is the systematic study of design, development and evaluation processes with the aim of establishing an empirical basis for the creation of instructional and non-instructional products and tools and new or enhanced models that govern their development. Design and Development Research also aims to create new knowledge and validate existing practices.

Design and Development research was selected because it is the most suitable approach for the purpose of conducting this research. Specifically, the researcher aims to develop a new product for Istana Gebang Blitar. This research consists of a process of analysis, design, development, implementation, and evaluation.

To collect the data, this research used observation, interview and survey methods to collect the data needed. The researcher made direct observations at the Istana Gebang and used

checklist notes during the observation. In addition, the researcher conducted semi-structured interviews with Mr. Kahfi as a manager of Istana Gebang and with tour guides. During the interview, the researcher used interview guideline and a voice recorder. Then, the researcher conducted a survey with the questionnaire instrument.

Further, this research was conducted at Istana Gebang Blitar, located in Sultan Agung Street No.59, Sananwetan district, Blitar City, East Java 66137. Istana Gebang is the home of Bung Karno's family which stands on an area of 1.8 hectares. The researcher also used several respondents in the process of developing this bilingual guidebook, such as curators and tour guides from the management of Istana Gebang, and visitors of Istana Gebang Blitar, including random people who have visited and potential visitors.

To add, the final product of this research is a bilingual guidebook for Istana Gebang Blitar. This guidebook is a printed book with A5 paper size (14.8 cm x 21 cm). The dominant colors used in this guidebook are red and white. In addition, the font type used for the description information is Nunito Sans in 10pt size. This guidebook consists of cover, table of contents, visitor's regulations, the history of Istana Gebang, the history of Bung Karno, information of each collection, and contact information. All information in the Indonesian version is followed with the English version. Information and images of each collection are presented according to the room.

## **FINDINGS AND DISCUSSION**

### **Findings**

In the process of developing a bilingual guidebook of Istana Gebang Blitar, there are five important procedures that are implemented in this research, which are analysis, design, development, implementation, and evaluation.

#### *Analysis*

The first step in developing a bilingual guidebook for Istana Gebang Blitar is analysis. The researcher conducted an observation to Istana Gebang on November 19<sup>th</sup>, 2023. The observation was carried out to get any information about the actual condition of the museum. Then the researcher interviewed Mr. Kahfi as the manager of Istana Gebang on December 8<sup>th</sup>, 2023. In addition, the researcher also saw visitor reviews on the Google Review platform.

Based on the results of observations to Istana Gebang and interview with Mr. Kahfi it can be known that Istana Gebang does not have a guidebook. In Google Review platform some of visitors complained about the lack of information available at Istana Gebang. Therefore, the development of this guidebook is needed to be able to facilitate visitors in getting complete written information about Istana Gebang.

### *Design*

In this step, the researcher made a concept and design for the guidebook using Canva (an online graphic design platform). The guidebook consists of a cover, preface, visitor regulations, table of contents, history of Istana Gebang, history of Bung Karno, information about each collection followed by images, and contact information. All information about each collection was presented according to the exploring route.

The researcher determined that the guidebook was A5 in size or equivalent to 21 cm in height and 14.8 cm in width. It aims to make it easier for visitors to carry and use the guidebook. The layout of each section contains a description with supporting pictures. The layout of the description in Indonesian is at the top and right, while the English description is at the bottom and left. The layout aimed to make it easier for visitors to read and understand the reading flow.



Figure 1. Color patterns



Figure 2. The font type

The color patterns used were red, white, black, and brown. Each color chosen has its philosophy. The colors red, white, and black are taken from the symbol of Blitar City. The red color means brave, passionate, and revolutionary. This color reflects Bung Karno's patriotism. The white color means holy and clean. This color reflects the sanctity of Istana Gebang, which causes admiration and respect. The black color means strong, peaceful, and resilient. It reflects the strength, authority, and elegance of a cultural heritage. The brown color symbolizes a sense of warmth, comfort, and safety. It is used to give visitors a comfortable feeling when using the guidebook. For the font type, the researcher used the Nunito Sans font. It has a touch of curves

that are not so firm but still show seriousness. The font size used is 10pt, according to the font size for A5 books. The font type and size used aimed to ease the readability of the information in the guidebook.

### *Development*

The third step was product development. In this step the researcher collected the data needed. The researcher made observations on November 19<sup>th</sup>, 2023 and December 8<sup>th</sup>, 2023. From these observations, the researchers got information about the history of Istana Gebang (flyer), the history of Bung Karno (short history book), and Bung Karno's childhood places (soft file of institutional assets). The researcher got information about the museum collection from the information labels provided, and also through an interview with the tour guide on March 23<sup>rd</sup>, 2024. Moreover, the researcher also browsed the internet to get more information and add insight. On March 23<sup>rd</sup> and June 13<sup>th</sup>, 2024 the researchers took museum documentation using a camera.

The researcher arranged all the information collected. These were paraphrased and summarized into readable descriptions in Indonesian. Then, all the descriptions were translated into the English version. In this process, the researcher used Online Kamus Besar Bahasa Indonesia and an online dictionary to help find the meaning of difficult words. In translation process, the researcher mostly used the strategies of faithful translation and communicative translation. The use of these strategies was because the researcher wanted to provide accurate contextual meaning so that the information available could be easily understood and accepted by the readers.

After all the descriptions were translated, the researcher edited all the images in the VSCO application. It aimed to make all images have the same color tone. Then the design process began. The researcher used Canva as a tool to design the guidebook. The dominant colors used were red and white.



Figure 3. Cover book, table of contents and contents page of bilingual guidebook of Istana Gebang

After finishing the bilingual guidebook, the researcher consulted with the first advisors. The first advisor corrected grammatical errors and some of word choice. After revising according to the advisor instructions, the guidebook was ready to be validated by experts.

### Implementation

The fourth step is implementation. Before field testing, the product was validated by experts. The product was validated according to content, language, and design by the three experts. The researcher sent an online questionnaire via Google Form to the experts on June 22<sup>nd</sup>, 2024. The results of the expert validation showed that the product was ready for field testing with an average of 4.4 out of 5.

The researcher distributed an online questionnaire via Google Form to visitors. The purpose of this activity was to get visitor’s feedback and satisfaction with the bilingual guidebook. The questionnaire was distributed on July 3<sup>rd</sup>, 2024 and got 55 respondents. The visitors were also asked to provide comments and suggestions for evaluation purposes.

Based on Table 4.6, 55 respondents gave their assessment and feedback for the Bilingual Guidebook of Istana Gebang Blitar. There are ten aspects that were assessed in this field testing. First, the result proved that the information and description are presented attractively, with an average score of 4.6 out of 5.



Table 1. The result of field testing

No	Criteria	Responses					Average
		SA	A	MA	D	SD	
1	Information and descriptions in the Bilingual Guidebook of Istana Gebang Blitar are presented attractively.	35 (63.6%)	19 (34.5%)	1 (1.8%)	0 (0%)	0 (0%)	4.6
2	The narrative content in the Bilingual Guidebook of Istana Gebang Blitar is informative.	34 (61.8%)	19 (34.5%)	2 (3.6%)	0 (0%)	0 (0%)	4.6
3	The information and descriptions in the Bilingual Guidebook of Istana Gebang Blitar are clear and easy to understand.	32 (58.2%)	19 (34.5%)	4 (7.3%)	0 (0%)	0 (0%)	4.5
4	The plot of the narrative content is clear and can be followed easily.	32 (58.2%)	21 (38.2%)	2 (3.6%)	0 (0%)	0 (0%)	4.5
5	The size of the Bilingual Guidebook of Istana Gebang Blitar (14.8 cm x 21 cm) makes it easy for readers to use.	31 (56.4%)	19 (34.5%)	5 (9.1%)	0 (0%)	0 (0%)	4.5
6	The design and layout of the Bilingual Guidebook of Istana Gebang Blitar is attractive.	31 (56.4%)	19 (34.5%)	4 (7.3%)	1 (1.8%)	0 (0%)	4.5
7	The type and size of the font chosen is clear and appropriate and easy to read.	31 (56.4%)	21 (38.2%)	3 (5.5%)	0 (0%)	0 (0%)	4.5
8	The images presented have good quality.	37 (68.5%)	15 (27.8%)	2 (3.7%)	0 (0%)	0 (0%)	4.6
9	The color combination used is appropriate and does not distract from the readability of the information and descriptions.	26 (47.3%)	23 (41.8%)	6 (10.9%)	0 (0%)	0 (0%)	4.4
10	The Bilingual Guidebook of Istana Gebang Blitar is useful and adds your insight about the information and parts of Istana Gebang Blitar.	37 (68.5%)	16 (29.1%)	2 (3.6%)	0 (0%)	0 (0%)	4.6
<b>Total Score : 45.3</b>							
<b>Average</b>		$\frac{\text{Total Score}}{\text{Total Criteria}} = \frac{45.3}{10} = 4.5 \text{ (out of 5)}$					
<b>Criteria Score</b>		<b>Eligibility Interval</b>					
SA: Strongly Agree (5)		4.05 – 5 : Very Appropriate					
A: Agree (4)		3.05 – 4 : Appropriate					
MA: Mostly Agree (3)		2.05 – 3 : Fairly Appropriate					
D: Disagree (2)		1.05 – 2 : Inappropriate					
SD: Strongly Disagree (1)		>1 : Very Inappropriate					

Second, the narrative content is informative, with an average score of 4.6 out of 5. Third, the respondents also argued that the information and description in the bilingual guidebook were clear and easy to understand. It is shown by an average score of 4.6 out of 5. Fourth, the plot of the narrative content got 4.5 out of 5 because the plot is clear and can be followed easily. Fifth, the size of the bilingual guidebook was 4.5 out of 5. It showed that the size is appropriate and makes it easy for readers to use. Sixth, the design and layout of the bilingual guidebook got 4.5 out of 5, which means that the design and layout were attractive. Seventh, the respondents argued that the type and size of the font chosen are clear, appropriate, and easy to read, with an average score of 4.5 out of 5. Eighth, the quality of the bilingual guidebook was



4.6 out of 5. It means that the images presented have good quality. In addition, the respondents also argued that the color combination used is appropriate and does not distract from the readability of the information and descriptions. It is shown by an average score of 4.4 out of 5. The last aspect is about the function of the bilingual guidebook. The respondents argued that the bilingual guidebook is useful and adds insight into the information and parts of Istana Gebang Blitar. It is shown by an average score of 4.6 out of 5.

Besides that, the respondents also provided comments, suggestions, and support. All comments, suggestions, and support from the respondents are very useful for the researcher to know visitor satisfaction with the product and improve the product quality.

### *Evaluation*

In this step, the researcher used comments and suggestions from respondents to improve the bilingual guidebook. The researcher rechecked the whole bilingual guidebook. Based on the field testing results with an average score of 4.5 out of 5, it can be concluded that the final product, “Bilingual Guidebook of Istana Gebang Blitar,” has met visitors' needs. The result shows that visitors are interested in the content and design of the bilingual guidebook. Moreover, visitors can easily understand the information and descriptions in the guidebook.

### **Discussion**

After completing the product development process, this research produced the “Bilingual Guidebook of Istana Gebang Blitar”. This bilingual guidebook is good and useful for visitors. Based on the evaluation results, this bilingual guidebook adds insight through the information provided. It is in line with Allen in Bender et al (2013) who stated that guidebooks can be seen as a tool to make independent travel easier, since the guidebooks offer advice and information worth knowing about places, attractions, accommodations, transportation, etc. In addition, this bilingual guidebook is also suitable for use.

Based on the evaluation results, this bilingual guidebook has followed the criteria for making a good book design. This is aligned with the statement by Vignelli (2010) that a good book design must pay attention to several aspects, including paper size, font, colors, and layout. This bilingual guidebook is also a book that has implemented these aspects. This is shown by the A5 size of the bilingual guidebook, which is not too big and not too small. The descriptions

and information in this guidebook using Nunito Sans font type of 10pt. The size and type of font are attractive and readable. In addition, this bilingual guidebook is dominated by red and white colors. The color combination does not distract from the readability. The layout used is also attractive.

Another previous research was resulted in an electronic guidebook. Meanwhile, the current research produced a physical guidebook. The use of physical guidebooks will not make the eyes tired. It makes visitors easier and more comfortable when using the guidebook. In addition, the previous research only used one language, while the current research produces a guidebook in two languages (Indonesian-English). It is because Istana Gebang visitors are not only local but also international visitors. Unfortunately, there is not yet adequate information available. Therefore, developing this bilingual guidebook can help facilitate local and foreign visitors.

## CONCLUSION

This research was conducted with the final result “Bilingual Guidebook of Istana Gebang Blitar”. This bilingual guidebook is a printed book in A5 size that contains all the information about Istana Gebang. The information includes visitor regulations, the history of Istana Gebang, the history of Bung Karno, information of each collection, and contact information presented with images. This bilingual guidebook can be used by local and foreign visitors. The product has been developed through the process of analysis, design, development, implementation and evaluation. Istana Gebang didn't have a bilingual guidebook and some visitors complained about the lack of information. So, there is a need for a guidebook. It was identified through an analysis process in the field, which involved observation and interviews. After that, the design process was used to determine the concept and design for the guidebook, which is dominated by red and white colors. Furthermore, in the development process all the necessary data was collected and processed according to the predetermined design. After that, the product was validated by experts in content, language, and design. Next, field testing was conducted as part of the implementation process. The researcher distributed an online questionnaire to know visitors' satisfaction with the product. Fifty-five respondents provided their scores along with comments and suggestions. Based on the field testing results, the

bilingual guidebook was revised during the evaluation process. The result of the evaluation process was the Bilingual Guidebook of Istana Gebang Blitar, which met visitors' needs and is suitable for use. This bilingual guidebook also facilitates visitors to get information about Istana Gebang Blitar more easily.

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