

## DESIGNING E-BOOKLET OF MUSEUM NEGERI SUMATERA SELATAN TO ENDORSE PALEMBANG HISTORICAL TOURISM

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**ABSTRACT:** This inquiry was aimed at designing an e-booklet about *Museum Negeri Sumatera Selatan* to endorse Palembang's historical tourism. The problem formulation in this research was formulated into a question: how to design the e-booklet of *Museum Negeri Sumatera Selatan*? The purpose of this study is to know the procedures to design an e-booklet for *Museum Negeri Sumatera Selatan*. The research and development method by Sukmadinata (2015) was applied to conduct the investigation. This method has three steps: a preliminary study, model development, and final product testing. Then the 7 stages (background research and investigation, concept, pitching, treatment, first draft, revision, and final draft) of script development by Friedmann (2014) are embedded into Sukmadinata's idea. The draft design of the 38-page e-booklet of *Museum Negeri Sumatera Selatan* as historical tourism in Palembang was created based on the findings.

**Keywords:** E-Booklet, museum negeri Sumatera Selatan, research and development

Tourism enables every region to promote its attractiveness which leads to increasing income. The local government of South Sumatra has been developing tourist objects in each of its regions to attract the attention of both domestic and foreign tourists. There are some tourism potentials in Palembang such as artificial or man-made tourism, religious tourism, and historical tourism. Three types of tourist attractions in Palembang City, artificial or man-made tourism, religious tourism, and historical tourism. One of the artificial or man-made tourism in Palembang City is the OPI lake. Tourists can see the beautiful lake view with many traditional Indonesian food vendors in this area. Next, religious tourism in Palembang is Al-Qur'an Al-Akbar. The uniqueness of this place is the size of Al-Qur'an. The last, Historical or man-made tourism in Palembang city is Bukit Siguntang Museum, Sriwijaya Museum, and Museum Negeri Sumatera Selatan.

They are not only interesting as the historical tourism but also offering the uniqueness of historical relics. They also keep the historical story on its object. This attractiveness can attract tourists to visit Palembang City.

Museum Negeri Sumatera Selatan is one of the historical tourisms in Palembang

which has collection of the Sriwijaya Kingdom history. This museum is an information center about the relics and civilization of the Sriwijaya Kingdom. There are various types of artifacts to be found in this museum consisting of inscriptions, statues, traditional houses, and traditional clothes. They are descriptions of the Palembang ancient people's activities. To popularize this uniqueness, there is a need to create a medium to endorse Museum Negeri Sumatera Selatan. "promosi obyek wisata di kota Palembang masih kurang. Tidak sedikit para wisatawan yang kurang mengetahui wisata apa saja yang ada." (Afrianti, Wardanny, & Ibrahim, 2017).

There are two ways to endorse the *Museum Negeri Sumatera Selatan* using written media. The first is advertisement publishes through printed media such as brochures, pamphlets, banners, booklets, and newspapers. The second endorsement is through electronic media such as the internet, television, radio, electronic billboards, and e-booklets. One of the endorsement media to promote the *Museum Negeri Sumatera Selatan* is electronic media, namely e-booklet. E-booklet can be read and stored by everyone on electronic devices including smartphones.

Based on the idea of creating an e-booklet to promote this museum, the research question is how to design the e-booklet of *Museum Negeri Sumatera Selatan*. The objective of this study is to know the procedures to design an e-booklet for *Museum Negeri Sumatera Selatan*.

## **METHODOLOGY**

According to Sukmadinata (2005) as cited in Lisni (2019), research and development steps broadly include three stages, namely Preliminary Study, Development, and Final Product Testing.

### **The Stages of Research**

To design an e-booklet for Museum Negeri Sumatera Selatan, the stages of research linked to the stages of script development by (Friedmann, 2014).

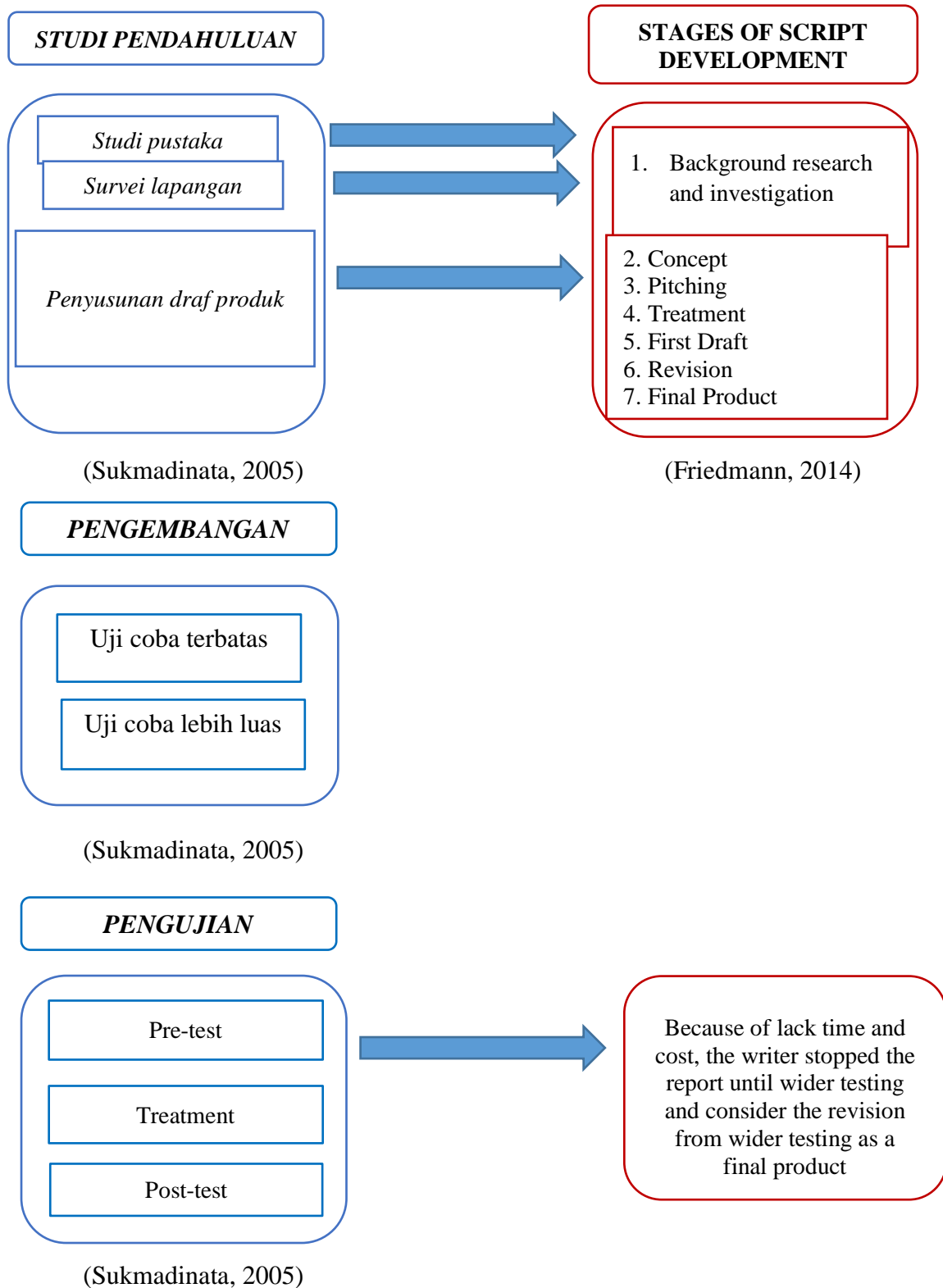


Figure 1. The Stages of R&D Modified and The Procedures in Designing Booklet  
Source : (Sukmadinata N. S., 2005)(as cited in (Lisni, 2019)) and (Friedmann, 2014)

**Table 1.** Stages of Script Development

Background Research and Investigation	Concept	Pitching	Treatment	First Draft	Revision	Final Draft
In this stage, the writer read journals about <i>Museum Negeri Sumatera Selatan</i> . The writer also conducted interviews and observation to collect more data about <i>Museum Negeri Sumatera Selatan</i>	In this stage, the writer made the outline of the script.  - History - Appearance - Exhibition hall -Facilities -Operational of <i>Museum Negeri Sumatera Selatan</i>	In this stage the writer wrote the synopsis	In this stage the writer made some sub-topic from the concept.  - History 1. The history of the construction  - Appearance 1. The front design of <i>Museum Negeri</i>	In this stage, the writer changed the sub-topic made in treatment into several narrative and descriptive paragraphs according to Oshima in her book entitled "Introduction to Academic Writing"	In this stage, the writer made revisions based on 5 Components of Language and Reading Instruction including, Phonology, Morphology, Syntax, Semantics, and Pragmatics.	After revising, the writer made the design of e-booklet according to the script that has made before. The writer matched the picture to the script, so the picture can support the information from the script.
			<i>Sumatera Selatan</i> 2. The relief in the lobby hall 3. Megalith garden behind the lobby hall  - Exhibition Hall in <i>Museum Negeri Sumatera Selatan</i>		In this research, the writer focused on revising the script based on two language components; Syntax and Semantic.	

## Model Development

Model development is the second stage of the research and development method modified by Sukmadinata. Model development has two steps, there are limited testing and wider testing. The tests were conducted to ensure the acceptable result of the product. This first draft is sent to more knowledgeable people to revise and edit the draft product.

### a. Limited Testing

In limited testing, the first draft of the original product was sent to four conversant people. First, this draft was written in the Indonesian language. Mr. Kemas Abdul Latief, the chairman of the DPD HPI (Himpunan Pramuwisata Indonesia or Indonesian Tour Guide Association) from South Sumatra, checked the content of the product. Second, the draft was forwarded to Mr. Sutrisman, a computer lecturer at the State Polytechnic of Sriwijaya to check the colour and shape of the design product. Third, the script draft was

delivered to Mrs. Wasitoh Meirani, the Indonesian lecturer at the State Polytechnic of Sriwijaya, for grammatical error checking. The last, the English-translated draft was forwarded to Mrs. Diana, the English teacher in Senior high school number 7 Palembang, to check for English grammatical errors. After having all comments and suggestions, the first draft was revised as suggested.

#### **b. Wider Testing**

The four steps of wider testing to improve the first draft. This revised draft was translated into Indonesian and given to Mrs. Trisseda, the administrator of *Museum Negeri Sumatera Selatan*, to check the content of the product. Next, the draft was handed to Mr. Agustiono, an editor of Lisatiga printing, to examine its design. Then, the draft was passed to Mr. Beni Wijaya, a Writing Lecturer at the State Polytechnic of Sriwijaya, to assess English grammatical errors and writing techniques. Eventually, the revised Indonesian was given to Mr. Eko Adia Saputro. BE, an editor in *Tribun Sumsel*, to check its acceptable publicly.

#### **Final Product Testing**

This is the last stage of the research and development method modified by Sukmadinata. Due to a lack of time and cost, this research and development was suspended until the final draft. According to Sukmadinata (2010) as cited in Umiyati (2021) "*dalam penelitian program S2 atau penyusunan tesis, kegiatan penelitian pengembangan dapat dihentikan sampai didapatkan draft final tanpa pengujian hasil* " Therefore, the work was done until wider testing as the final product.

### **RESULT AND DISCUSSION**

#### ***Background research and investigation***

A documentation technique was applied and got information on ten categories of the collection, namely histography geology, biology, ethnography, archaeology, history, numismatics, philology, ceramics, fine arts, and modern technology. The exhibition halls are grouped into five; 1. Prehistoric South Sumatera, Srivijaya, 2. Palembang Sultanate and Colonial Periods, 3. South Sumatran Traditional Crafts, 4. Statue Hall (*Bangsai Arca*), 5. Malacca Gallery. Information about six types of South Sumatera traditional craft in *Museum Negeri Sumatera Selatan* were weaving, woodcarving, ceramics, metal,

plaiting, and lacquer crafts (Muhdar, Indria, & Rusniah, 2018).

From observation, the information about the condition of the collection and the condition of its facilities was collected. Some pictures were taken to support the design of the e-booklet. Moreover, from an interview with Mrs. Trisseda, information about the history, facilities, and operations of *Museum Negeri Sumatera Selatan* were gathered.

### ***Concept***

After collecting the information from the literature study and field survey, the concept was transformed into an outline of the e-booklet.

### ***Pitching***

In this step, a synopsis was written based on the outline.

### ***Treatment***

In treatment, the synopsis was broken into sub-topics. The sub-topic is the main idea of each paragraph in the script.

### ***First Draft***

Next, the first draft was written. The narrative and descriptive paragraphs were employed by adopting the Oshima's book entitled "Introduction to Academic Writing". This first draft was arranged from the sub-topic of the script. The descriptive paragraph was written to make the readers can imagine the object, place, or person in their mind. Furthermore, a narrative paragraph was used to tell the history of the museum.

All the paragraphs in the first draft of the script consist of three parts; a topic sentence, several supporting sentences, and a concluding sentence (Oshima, 2007). "a paragraph has three parts:" First, The topic sentence of the paragraph about the initial development of the museum is "*Museum Negeri Sumatera Selatan* was established in 1977." Next, the supporting sentences are "At that time, South Sumatra Province did not yet have a regional museum, so this museum was built to represent South Sumatra Province. The collections chosen by the founders were the items that can represent the Province of South Sumatra. The process of building this museum took 7 years to ensure that there were no mistakes in the museum. During the construction process, this museum encountered several obstacles. These obstacles relate to the development budget and also the procurement of museum collections. That is why the museum was founded in 1977 because at that time the province of South Sumatra did not have a regional museum." And

the last, concluding sentence is “This was the background for the establishment of the Museum because at that time there were no regional museums in South Sumatra.”

Second, the topic sentence of the paragraph about the originator of the museum is “The government was the first party to propose the construction of the *Museum Negeri Sumatera Selatan*.”

### **Revision**

In a language, there are five components of language; Phonology, Morphology, Syntax, Semantics, and Pragmatics. However, due to a lack of time and some components that cannot be revised from writing, such as phonology, morphology, and pragmatics. So, the revising focus was on two components of language and reading; Syntax and Semantics. So, the script revision was based on the sentence structure and the meaning of the words.

First, the script was revised syntactically. The second paragraph , seventh paragraph, and eleventh paragraph. Then, the revising of the script was based on the Semantic component. The revision was done in the second paragraph, fifth paragraph, sixth paragraph, and twenty-first paragraph.

### **Final Draft**

After finalizing the revision, the final draft script of the e-booklet was complete. Then the script was translated into Indonesian. The e-booklet was designed by harmonizing the revised script.

## **CONCLUSION**

This study report was focused on designing an e-booklet draft of *Museum Negeri Sumatera Selatan*. It used two steps of research and development modified by Sukmadinata (2010); preliminary study and model development. First, in a preliminary study, the seven stages of script development written by Friedmann (2014) were implemented, there were: background research and investigation, concepting, pitching, treatment, first draft, revision, and final draft. Second, model development was done through limited testing by giving the e-booklet draft to knowledgeable people in four areas, they are content, language (English and Indonesian), and design. After limited testing, the e-booklet draft was tested by well-informed people in four areas, they are



content, language (English and Indonesian), and design. The e-booklet has 38 pages with A5 paper size using English and Indonesian text. The colors of this e-booklet are brown and orange. So, the procedures for designing an e-booklet were: background research and investigation, concepting, pitching, treatment, first draft, revision, and final draft.

## SUGGESTIONS

After conducting this research, the two suggestions for further research might be recommended. First, use a shorter script development technique to shorten the time in writing the script. Second, it is better to provide a longer time to conduct the research in order to be able to implement all three steps of research and development suggested by Sukmadinata (2010).

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