

## **CHAPTER I INTRODUCTION**

This chapter deals with research background, research questions, scope of the research, research objectives, product specification, research benefits, and definition of term.

### **1.1 Research Background**

Indonesia has become a famous tourism destination in the world since Indonesia become as an international tourism destination. Indonesia is ranked 15th in the Top Destinations Amongst Global Twitter Travelers (2019). Based on Research twitter in 2019, 19% of foreign tourists surveyed have visited Indonesia since Indonesia has many interesting tourist destinations for tourists such as beautiful rural atmosphere, unique cultural heritage, historical heritage, beaches, nightlife (Jakarta and Bali), and much more. Moreover, “Indonesia's coastal destinations are visited by tourists from Singapore (60%), Malaysia (51%), and Australia (21%). In connection with these reasons, there is a great opportunity for Indonesia to attract the attention of foreign tourists from the west, such as Britain, the United States (US), and Europe. Tourists from the region have the desire to visit Indonesia in the future, which is 19 % of the UK, 18 % of Europeans, and 14 % of the US (2019)”.

The position of Indonesia as a tourism destination in southeast Asia and Asia is getting increased; even Indonesia itself reaches top four in ASEAN after Thailand, Malaysia and Singapura. The Southeast Asia region is one of the world tourism destinations. Indonesia, as a country rich in culture and tourism destinations, should use these opportunities (In *Indonesia posisi*, 2016).

Indonesia has many cities which have tourist attractions. Yogyakarta is one of them that rank fifth after the city of Raja Ampat, Bali, Wakatobi, and Kalimantan. Yogyakarta is a city that is crowded with foreign tourists every day and promises a pleasant tour for tourists. Yogyakarta which is a culinary and shopping tourist spot along Malioboro street, and also presents various beauties such as beaches and mountains.

Yogyakarta is a Javanese province which is famous for its tourism. According to Malkhamah et.all (2019) the city of Yogyakarta is the region most visited by tourists. According to the Tourism Office, in 2016 as much 5,520,952 tourists came to visit the city of Yogyakarta (Tourism Office of DIY, 2017). Tourists usually visit the Yogyakarta Palace, Malioboro, Beringharjo Market, Vredeburg Fort Museum, Taman Sari, Smart Park, Puro Pakualaman, Gembira Loka Zoo, Kotagede and Yogyakarta Animal and Ornamental Market.

Shopping and tourism cannot be separated. Shopping is one of activities done by tourists when visiting a destination (Kinley et al., 2002). Shopping is an activity carried out by many tourists to fulfill their satisfaction. The satisfaction of tourists in stores is also associated with communication advantages for offering prices. One of the shopping tourist attractions in Yogyakarta is a traditional market that is directed into the tourist market (Asdhiana, 2014) and one of them Beringharjo market.

Beringharjo Market is one part of the Malioboro area that is interesting to visit both by domestic and foreign tourists. It have Seller units in this market are kiosks, stalls, seller bases outside the stall, seller base inside the stall, and seller base outside the market. Beringharjo Market serves grocery or retail trading either garment commodity. On the first floor, the trading is still very traditional where the bargaining system is still clear and price on commodity sets. Meanwhile on the second floor, serves to trade with semi-modern character where bargaining systems don't happen many times because of the price has determined and set on the commodity. According to the data from the Yogyakarta City Market Management Office, the average number of visitors per year in 2016 reached 60,890 people. When holidays arrive, while on weekdays, visitors can reach 59,000 (Purwandono, 2016).

The facts were found research when conducting the observation and interview with the traders at Beringharjo market. Most of tourists usually use English when doing transaction which requires the seller to communicate in English too. Kind of communication when a tourist asks the situation are about the place, description of the handicrafts, price, batik and etc. Unfortunately, the traders are not ready for communication. Most of the traders only answer some words because they do not know English and they have limited memory.

Considering that it can be used by the traders when making interaction with the tourists in English, a research is important to conduct in order to solve the problems of the traders in learning English. This research intends to design a mini book for helping them speak in English when making business interaction with foreigners.

## **1.2 Research Questions**

Based on the background above, the researcher classify were problems as follow:

- 1.2.1 How to design a mini book for traders at Beringharjo market Yogyakarta?
- 1.2.2 What does the design of a mini book for the traders in Beringharjo Yogyakarta look like?

### **1.3 Scope of the Research**

It is required that the researcher must put attention on the certain aspects in this research so that the researcher can focus on the problem and reach the research objectives accurately. This research would like to limit the scope that is related to the designing a mini book at Beringharjo market. The main reason of designing a mini book is because the traders do not competence to speak English.

### **1.4 Research Objectives**

Research Objectives of this research included of:

- 1.4.1 To explain the process of designing a mini book for trader at Beringharjo market.
- 1.4.2 To present the design of a mini book for the traders at Beringharjo.

### **1.5 Product Specification**

The product specification dealt with term, “mini book.” This mini book would be designed by considering the needs of English for traders or the specific purpose. This mini book is a book that contains minimal 15 pages which include the meaning use Indonesian as language of instruction, and put translate in front of the word or sentences. This book printed out at least three units as the sample of research.

### **1.6 Research Benefits**

The research was expected to give benefits both theoretically and practically. Theoretically, the result of this research might help other researchers as their references in conducting the similar research and the mini book should be used as the pattern for designer book. Then, for practically, the research finding may useful for traders. This research can cause the learners to have big motivation in speaking English and enjoy learning, so the traders of Beringharjo can speak English and good communication with foreigners or tourist.

### **1.7 Definition of Term**

There are some terms that need to be clarified in order to avoid misunderstanding of this research. Those terms are:

#### **1.7.1 Mini Book**

According to Sanaky (2013: 57), mini books are learning media that are flexible and the procurement cost are relatively cheaper when compared to other media document mini book is a learning medium for students belonging to the group print media.

### **1.7.2 Designing**

Designing is do activities to produce a design (Palgunadi, 2007). In this case, the thing that will be made or drawn is some English materials that are arranged to be a mini book for trader.

### **1.7.3 Trader**

Trader is a person or entity that carries out the sale and purchase of goods or services in the market (Yogyakarta City Goverme