



THE EFFECTIVENESS OF TRANSLATION IN DEVELOPING LOCAL TOURISM IN BANYUMAS REGENCY

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Abstract. One of the main contributors to Indonesia's foreign exchange earnings is tourism. By developing and improving the quality of tourism in Indonesia, including in regions such as Banyumas, the number of tourist visits can increase year by year. Foreign languages play a crucial role in the sustainable tourism sector as a means of communication for international promotion, service delivery, effective communication between foreign tourists and tourism stakeholders, as well as with the local community, ultimately contributing to tourism development. This foreign language communication can be facilitated through translation. Translation is an essential aspect of improving the quality of a country's tourism by providing an effective medium for promotion, both orally and in writing, which can enhance foreign tourists' satisfaction and contribute to tourism development through high-quality bilingual promotional materials. This study examines the interrelationship between tourism, language, and culture. It also explores how foreign languages, particularly Mandarin, can serve as an important medium in the development of local tourism. The objectives of this study are (1) to enhance the role of foreign languages as a promotional medium; (2) to improve tourism quality through both written and oral translation; and (3) to analyze culture-based tourism and local wisdom in Central Java. Through a literature review, this study will elaborate on the use of foreign-language promotional materials to realize tourism based on local wisdom

Keywords: tourism, translation, promotional media, local wisdom

A. Introduction

Tourism has become an important sector in the Indonesian economy, especially as the spearhead of foreign exchange earnings. According to the Ministry of Tourism and Creative Economy, in 2019 this sector contributed 5.5% of Indonesia's GDP and employed 13 million workers (1) Banyumas, a district in Central Java, has stunning natural landscape and culture. With a variety of tourist destinations, from beautiful mountains to exotic beaches, Banyumas offers an unforgettable holiday experience. By enjoying its natural beauty, feeling the friendliness of its people, and exploring the cultural richness that is still preserved (2). Banyumas Regency is one of the areas with high tourism potential in Central Java with its rich culture and local wisdom, such as Baturraden tourist destination, Curug Cipendok, and Ketenger Tourism Village. Although with the tourism potential that it has, the number of foreign tourists' visit to Banyumas is relatively low, with only 2,500 foreign tourists in 2019 (3)

Banyumas as a tourist destination doesn't only have beautiful nature, but is also rich in unique cultural heritage. From traditional arts such as *wayang kulit* to culinary specialties such as mendoan, Banyumas can attract foreign tourists to explore one of the cultural wealth,



especially in Central Java (4). With its diverse natural landscape, Banyumas is also a paradise for nature lovers, from the beauty of refreshing waterfalls, to exploring calming pine forests, or adventuring on whitewater. Banyumas is the perfect place for tourists who want to travel as well as to relieve fatigue and return to nature (5).

Unfortunately, the natural potential as one of the most interesting tourist attractions in Banyumas is not widely known and is not well developed, especially for foreign tourists(6). And one of the main challenges in developing tourism in Banyumas is the lack of international promotion and limited information in foreign languages. Foreign languages, especially in the context of translation, have a crucial role in bridging communication between foreign tourists and local tourism actors. As a promotional tool, proper translation will increase the attractiveness of tourist destinations and increase the satisfaction of foreign tourists, as well as advance the tourism sector based on culture and local wisdom (7). This shows that the availability of information in foreign languages, such as English and Mandarin, is positively correlated with the increase in foreign tourist visits in Central Java (8).

In addition, research conducted by Sudarwati and Rukminingsih (2019) in Yogyakarta also confirmed that the quality of translation in tourism promotion media has a significant effect on the satisfaction of foreign tourists. However, gaps still occur in Banyumas, especially in the provision of information and services translated into foreign languages, which can hinder the optimization of tourism potential in this area (Widodo et al., 2021). Optimizing translation into foreign languages, especially Mandarin, is relevant, considering that tourists from China are one of the largest groups visiting Indonesia. In 2019, according to the Central Statistics Agency, tourists from China were among the largest groups visiting Indonesia (BPS, 2019). Therefore, researchers are interested in examining whether effective translation can be the key to increasing tourist visits from Mandarin-speaking countries, as well as expanding the international tourist market (9).

Tourism serves as one of the sources of economic income for countries in the global economic industry. According to the WTO, tourism is the world's largest growing industry, accounting for more than a third of the total value of trade in services worldwide. However, the condition has changed since the COVID-19 pandemic began in December 2019 (10). The tourism sector is one of the industries that has suffered the most losses because cross-border activities both internationally and nationally are limited on a large scale. Along with the recovery of the tourism sector after the COVID-19 pandemic, the trend of tourist visits has begun to recover and is expected to continue to grow in the coming years. According to the Organization for Economic Co-Operation and Development (OECD), in 2019 the tourism sector contributed 5.0% of Indonesia's GDP. Despite a sharp decline during the pandemic, foreign tourist visits are projected to increase again in 2024 (OECD, 2022). Therefore, an appropriate strategy is needed to improve foreign language promotional media, especially Mandarin, which will be an effective strategy in advancing the tourism potential of Banyumas (11).

Improving the tourism sector by increasing foreign language promotional media, especially Mandarin, is an appropriate strategy. With foreign language promotional media, the reach of promotion can be expanded. With promotional media, everything related to tourism such as culture can be introduced. The relationship between language, tourism, and culture is a mutualistic symbiosis. Local culture, as one of the main assets of tourism, can strengthen the image of a region in the global market. Conversely, tourism also makes an important contribution to the preservation of culture, local wisdom, and the creative economy. As stated by the OECD (2009), creating synergy between culture and tourism can strengthen the attractiveness and competitiveness of tourist destinations even though there are many artificial tourist attractions that complement the existence of Baturaden Tourism Park, which is Banyumas' mainstay natural tourist attraction (12).



The Banyumas Regency Government continues to strive to attract investors to invest in the tourism sector. In fact, the Banyumas Regency Government does not hesitate to conduct comparative studies to other regencies/cities just to learn about tourism management in the area, especially those related to how the local government attracts investors in the tourism sector. One of the comparative study activities for tourism sector management was initiated by the People's Representative Council of Banyumas Regency (DPRD Kabupaten Banyumas) by involving a number of related regional apparatus organizations (OPD) by visiting the Tourism and Culture Department (Disparbud) of West Bandung Regency, West Java, on December 2, 2022. Even though West Bandung is only 15 years old, the new autonomous region resulting from the expansion of Bandung Regency has been able to attract investors to invest in the tourism sector. In addition, the average number of tourists visiting West Bandung Regency is 5 million people per year. In the comparative study activity, the Chairman of the People's Representative Council of Banyumas Regency (DPRD Kabupaten Banyumas), Budhi Setiawan, admitted that he was amazed by the explanation given by the Head of the Tourism and Culture Department of West Bandung Regency, Heri Partomo, because his party received an explanation that if there were investors who invested in making the largest waterpark in Southeast Asia, with an investment value of IDR 1 trillion. "In Banyumas, it is difficult to find (investors) of IDR 50 billion, and we have to think about why Banyumas is less popular," he said. In fact, Banyumas and West Bandung have similarities because they both have mainstay natural tourist attractions. In this case, Banyumas has Baturraden Tourism Park, while West Bandung has Lembang, which are both located in mountainous areas. Budhi acknowledged that Bandung's existence as a major tourist attraction has been known since the Dutch colonial era, so that this positive image has made investors interested in investing in the Bandung area, including West Bandung Regency. Therefore, his party asked the Banyumas Regency Government to further develop tourism in Banyumas Regency, not only in the Baturraden District area. In addition, promotion and ease of investment in Banyumas Regency need to be continuously improved. Promotional activities and ease of investment, especially in the tourism sector, are not only needed in post-pandemic economic recovery, but forever. Thus, the regency's revenue (PDA) will continue to increase and the wheels of the community's economy will continue to turn

In order to provide promotional media in foreign languages as an effort to improve the tourism sector and attract foreign investors, especially from China, training is needed for tourism actors to be able to realize this. The involvement of academics is also needed in providing this foreign language promotional media. Currently, what academics can do is prepare students who are ready to be deployed in the tourism sector to become direct tour guides, accompany tourism actors or create promotional media in Mandarin according to the knowledge they have learned.

Unfortunately, students' knowledge related to tourism is still very minimal. Therefore, this study aims to create teaching material in the course of Translation and Tourism Excellence Service. This teaching material will later be used to improve understanding of the importance of translation in the tourism sector. In addition, this teaching material is expected to support the development of students' skills in translating tourism promotion media into foreign languages, especially Mandarin which is relevant to the cultural context and local wisdom of Banyumas. With the right teaching material, it is expected to improve the quality of translation-based tourism services in Banyumas and expand the reach of local tourism to the international market (13).

B. Methods



This study uses a qualitative descriptive approach to explore and understand the dynamics between translation, tourism, and culture in Banyumas. The qualitative descriptive method was chosen as this study aims to explain existing phenomena, explore the meaning of the interactions that occur, and understand the social and cultural contexts that influence local wisdom-based tourism (14). In this context, data collection is carried out through two main sources, namely questionnaires as primary data and literature studies as secondary data. The questionnaire will be distributed to tourists and tourism industry players to gain a direct perspective on the role of translation in tourism promotion.

The questionnaire used in this study was designed to collect information about tourists' experiences related to the translation they encountered in tourism promotion media in Banyumas. Questions in the questionnaire will cover aspects such as satisfaction with the quality of translation, ease of communication, and the influence of translation on visiting decisions. By using the questionnaire, it is expected to obtain representative and relevant data regarding tourist perceptions that can be further analyzed. This study will also involve in-depth interviews with tourism industry actors, such as tourism attraction managers and tour guides, to gain deeper insight into the challenges and opportunities associated with translation in the context of tourism promotion (15).

As secondary data, a literature study will be carried out by collecting and analyzing relevant literature regarding translation, tourism and local wisdom. These sources include journal articles, books, and previous research reports related to the research theme. By combining primary data from questionnaires and interviews with secondary data from literature studies, it is hoped that the research results can provide a comprehensive picture regarding the optimization of translation as a promotional medium to improve the quality of tourism in Banyumas (16). Data analysis will be carried out using descriptive analysis techniques, where the collected data will be organized, interpreted, and presented in the form of a narrative that describes the research findings.

C. Results And Discussion

Tourism activities with translation are closely related because they involve different language and cultural elements. According to *Kamus Besar Bahasa Indonesia* (Great Dictionary of the Indonesian Language), translation is copying or transferring a language to another language. According to several experts, translation is an activity that can prove the meaning of a text into the target language, exactly as what the writing of the language in social life wants to convey clearly (Machali in Nesyia, 2023) (17). In addition, translation is also stated as a transfer process that aims to change the written text of the source language into the most acceptable target language text, so that it requires an understanding of syntax, semantics, and pragmatics as well as the ability to analyze the source language. The translation technique itself is a method used to transfer messages from the source language to the target language applied at the level of words, phrases, clauses, or sentences (18).

In the cultural structure, language has a dual position, function, and role, namely, as the root and product of culture and also has a function as a means of thinking and a means of supporting the growth and development of science and technology. Language is a symbol of sound or a unit of sound used by a group of people, as one of the tools to communicate and interact with each other. Language is one part of culture, as one of the systems used to interact with other people (19). This is in accordance with Koentjaraningrat's opinion that language is part of culture. So, the relationship between language and culture is a subordinate relationship, where language is under the scope of culture. However, another opinion says that language and culture have a coordinate relationship, namely an equal relationship, which has the same high position. The concept that language is culture, and culture is manifested through linguistic behavior, can also be applied and linked to the field of translation..

Translation is also an act of interlingual communication whose manifestation is greatly influenced by the culture of the language user. That is why a translation expert, House (2002), argues that someone does not translate language but also culture, and in translation we transfer culture not language, for example in the text of a tourism brochure. The tourism brochure is written then translated into the target language using translation techniques so that it can be used by the user, namely in this case foreign tourists (20).

Tourism is a medium that helps humans to know and get to know something new that is not found in their home region. When traveling, especially outside their region or country, an obstacle arises, namely cultural differences in which there are language barriers. Language barriers experienced by a traveler can be helped by translation. Translating tourism texts includes translating brochures, magazines, guide books, to ticket booking pages and tour packages that can be accessed directly online. Seeing the diversity of tourism texts, it can be said that there are also many obstacles faced by translators in producing good translated texts that can be easily understood by tourists (21).

This study examines the important role of translators in supporting the tourism sector in Banyumas, especially in the context of increasing foreign tourist visits. The survey conducted showed that foreign language proficiency and cultural understanding are two main factors that support tourism development. The results of the survey also found that respondents in the survey showed a high awareness of the importance of these two factors, namely foreign language proficiency and cultural understanding. The survey results of 78.57% of them strongly agreed that translators are very necessary in the development of tourism in Banyumas. This emphasizes the urgent need for translators who are not only fluent in foreign languages, but also understand the local cultural context to convey information accurately and effectively

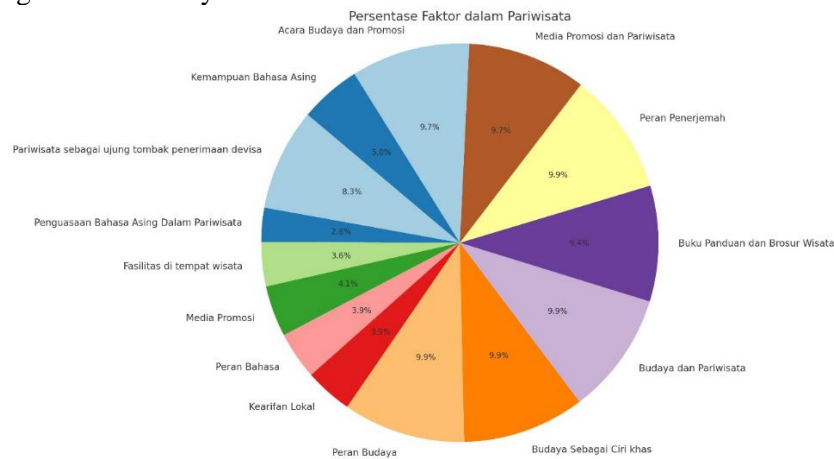
Table 1. Survey Result from FGD with tourism actors and college students

No	Pertanyaan	Sangat Setuju (%)	Setuju (%)	Ragu-Ragu (%)	Kurang Setuju (%)	Tidak Setuju (%)
1	Pariwisata sebagai ujung tombak penerimaan devisa	71.43	19.05	9.52	0	0
2	Penguasaan bahasa asing dalam pariwisata	23.81	33.33	19.05	19.05	4.76
3	Fasilitas di tempat wisata	30.95	28.57	28.57	7.14	4.76
4	Media promosi sebagai alat komunikasi	35.71	38.10	19.05	4.76	2.38
5	Peran bahasa dalam media promosi	33.33	30.95	19.05	9.52	7.14
6	Hubungan kearifan lokal dengan pariwisata	33.33	28.57	21.43	9.52	7.14
7	Peran budaya dalam pengembangan pariwisata	85.71	7.14	4.76	2.38	0
8	Budaya sebagai ciri khas produk pariwisata	85.71	9.52	2.38	2.38	0
9	Hubungan erat antara budaya dan pariwisata	85.71	7.14	4.76	2.38	0
10	Peran buku panduan dan brosur wisata	80.95	9.52	4.76	2.38	2.38
11	Kebutuhan penerjemah dalam pengembangan pariwisata	78.57	14.29	4.76	2.38	0
12	Peran penerjemah dalam media promosi	85.71	9.52	2.38	2.38	0
13	Kaitan erat antara media promosi bahasa asing dan pariwisata	83.33	11.90	4.76	0	0
14	Acara budaya dalam promosi pariwisata	83.33	9.52	7.14	0	0
15	Pentingnya kemampuan bahasa asing bagi pelaku wisata	42.90	57.10	0	0	0

Table 2 Survey Results in Percentage Form

Estimated Percentages	The amount of respondents
85%	5
80%	3
75%	9
70%	10
Total	42

Table 3 Percentages of the survey results



D. Survey Results and Implications

Based on the survey results above, it can be seen that mastering a foreign language is important in developing tourism. In addition, how the role of foreign languages overcomes obstacles in the tourism sector by providing promotional media in foreign languages so that it is easier for foreign tourists to find out complete information about one or several tourist destinations with the customs or cultures that exist in the tourist destination. From the survey results, we can also see that:

1. The Importance of Mastering Foreign Languages

Based on the study, most respondents agreed that foreign languages were very important for tourism actors, although the rest of them undecided. It shows that, even though there are different opinions, comprehending foreign languages remains the key to providing ideal service for international tourists. Tourists, such as Chinese, comply with this argument. Therefore, foreign languages training for tourism actors is a priority to provide better services. (22).

2. Effectiveness of Marketing

Most respondents agreed on the importance of marketing, although some say ineffective. As digitalization develops, websites and social media have become very effective tools in attracting tourists. The application of foreign languages in marketing is very important, considering the tourists' diversity from various countries. Based on data, 83.33% of respondents strongly believed that foreign language was needed in marketing to attract foreign tourists. This proves that the development of teaching materials that focus on translating promotional media is urgently needed (23).

3. Understanding of Local Culture



Local culture has significant role in tourism development, as recognized by most of the respondents. Culture is not only a characteristic of tourism products, it is also related with tourism itself (24). Research shows that preserving culture to attract tourists should be an integral part of tourism development strategies. By a deep understanding of local culture, translators are able to give explanations about the traditions and arts of the Banyumas region more effectively, which will enhance the tourist experience (25).

4. Role of Translator

Respondents also acknowledged the important role of translators in bridging communication between tourists and local tourism actors. This emphasizes the importance of destinations in providing services that support foreign tourists. Respondents considered that guidebooks, brochures and translators were important in supporting the tourism sector. Therefore, the development of teaching materials that focus on translation in the Excellent Service and Tourism Translation subject become relevant (26) .

5. Integration of Teaching Materials in Excellent Service and Tourism Translation Subject

The Excellent Service and Tourism Translation subject is designed to improve the skills needed in the tourism industries. By considering the survey, developing teaching materials that focus on tourism translation is a strategic plan (27).

6. Excellent Service in Multilingual Context

This subject teaches how to provide professional service to foreign tourists using a foreign language they have mastered. Teaching materials should cover daily interactions between tourism actors and foreign tourists, such as providing information about travel routes or explaining hotel services. By understanding the need for communication in the context of excellent service, students will be prepared in fieldwork.

7. Promotional Media Translation

Teaching materials must include translation techniques for marketing, with a focus on creating attractive and informative promotional materials. Students need to learn how to translate various types of promotional media, such as brochures and digital advertisements, by considering the target audiences and their cultures. Based on research, using foreign languages to attract tourists is needed (28).

8. Collaborative Projects and Field Internships

Students' involvement in translation of promotional materials projects for local tourism agencies or cultural events attended by tourists can provide valuable experience. Internship programs in the tourism sector can also be part of the curriculum, so that students can experience the role of translators in the tourism industry (29) .

9. Challenges in Developing Materials for Tourism Translation

There have been many studies analyzing the importance of the role of translators and promotional media in developing tourism, but in this research the focus is on providing guidebooks/teaching books about tourism terms for students and professors, especially Chinese Diploma Program. Several challenges are faced through the development of teaching materials. Limited resources and facilities are some of the obstacles. Lack of experience in the tourism industry or professional translation make the teaching method ineffective. Therefore, lecturers need to improve their skills (30).



E. Conclusion

Based on data, tourism is seen as one of the main sectors that contributes to earning the source of foreign exchange. The development of this sector must continue, including mastery of foreign languages, adequate facilities, and effective marketing. Local cultures have a significant role in attracting tourists, and translators have a crucial role in bridging communication between tourists and tourism actors.

Therefore, developing teaching materials related to tourism translation in the Excellent Service and Tourism Translation courses is a strategic step to involve graduates inside the tourism industry in Banyumas. This teaching material helped students to understand the importance of translation in the tourism industry. Some students consider translation as a secondary skill that is irrelevant. Integration of these elements in education will improve the quality of tourism services, which in turn can encourage regional economic growth. This is where the role and contribution of academics is needed in efforts to develop and improve the tourism sector.

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