

**THE IMPORTANCE OF MANDARIN LANGUAGE  
ACQUISITION FOR GUIDES AT THE HISTORY  
MUSEUM OF JAKARTA**

**LIKE VALENCIA**

Jakarta History Museum

likevlen1@gmail.com

---

**Abstract**

The Jakarta History Museum is one of the most visited museums because it has many historical sources about Jakarta itself, starting from the location and collections of colonial heritage collections. Especially by tourists from China, this must be supported through human resources, namely tour guides who are able to speak Mandarin so that communication activities can be carried out properly. The purpose of writing this Final Project is to show the importance of mastering the Mandarin language for guides at the Jakarta History Museum. Data was collected by direct observation and supporting literature studies. The results of the study concluded that it is very important to master Mandarin because many tourists who visit come from China

**Keywords:** Chinese Tourist, Mandarin Language, Guide, Jakarta History Museum.

Received: November 2023

Accepted: March 2024

Published: April 2024

## INTRODUCTION

Tourism is one of the largest foreign exchange earning sectors in Indonesia. In terms such as increasing national economic productivity, reducing the number of unemployed people, and development in general, tourism is an important contribution to the country. Tourism development has the goal of increasing people's income which in turn can improve people's welfare and economic growth (Castro-Nuño, et al., 2013). Tourism also fosters demand such as investment and consumption which will lead to the production of goods and services. Tourism can directly affect national economic growth and is also inversely affected by national economic growth.

The tourism industry is a sector that is experiencing rapid development in the world. Travelers from all over the world are flocking to find the tourist destinations they want. Tourism demand from all over the world is increasing, tourism visitors are very influential on the world of tourism, especially tourists from China. Along with China's rapid economic development, China's overseas tourism market is being eyed as a very promising new tourist market for several countries, including Indonesia (Lan Thung & Yuniarto, 2024).

As the country with the largest population in the world, China can be considered as the largest tourism market in the world. In some Asian countries, the increasing number of tourists from China has made China the main tourist market of the country. The Indonesian government has made several efforts to increase the influx of Chinese tourists to Indonesia, one of which is by providing a visa-free policy for Chinese tourists since 2015, which has increased the number of arrivals from China to Indonesia. While continuing to promote sustainable tourism development in Indonesia (Hendriyani, 2018).

Along with the large tourist market available from China, it is important to grow the country's attractiveness to the Chinese tourist market. One way to grow the country's attractiveness to the tourist market from China is to understand the characteristics of Chinese tourists. Tourist behavior can be used to understand the tendency of tourists to choose and purchase domestic tourism products. By understanding the characteristics of Chinese tourists who are different from other tourists, Indonesia can design tourism products tailored to the characteristics of Chinese tourists (Pearce, et al., 2013).

One of the characteristics of Chinese tourists themselves is that tourists tend to like to use their own language. Because Chinese society is a society that has a high sense of solidarity between their ethnicities. This is hereditary from the time of their ancestors. Even when ethnic Chinese are among people of diverse ethnicities, their characteristics are more dominant. They often emphasize symbols of their ethnicity amid life with other people of diverse ethnicities and cultures (Pearce, et al., 2013).

According to data from the Central Bureau of Statistics, the number of foreign tourists from China amounted to 14.54 percent or 140,975 tourists.

Foreign tourists from China are recorded to visit museums in Jakarta every day. Head of the Jakarta Historical Museum Management Unit of the DKI Jakarta Tourism and Culture Agency Sri Kusmawati said, "Foreign tourists are around 50 to 200 people visiting the museum every day. Most of them are from China" Tuesday (11/14/2017). Of all the museums in Jakarta, there are 4 museums that are most frequently visited by Chinese tourists. One of them is the Jakarta History Museum.

Concluding from the data on the number of visitors and facts about the behavior of Chinese tourists, there is still a gap between the provision of human resources or guides who can speak Mandarin at the Jakarta History Museum and the number of Chinese tourists who need guidance in Mandarin. This affects the smooth running of tourism activities carried out by Chinese tourists. As the main goal of the tourism industry to attract more foreign tourists, Indonesia has high hopes for Chinese tourists to travel in Indonesia.

## **METHOD**

This study was conducted based on a descriptive qualitative approach. More specifically, this study was conducted by focusing on the collection of observational data conducted simultaneously with non-formal and accidental interviews due to conditions that occur along with the author's daily life in carrying out tasks at the research locus. In addition, to obtain additional reliability and perspective, this study is also supported by relevant literature studies.

### **1. Observation**

The data collection method used by the author is observation from February 2 to April 30, 2023. During street vendors, the author served and was actively involved as a guide at the Jakarta History Museum.

### **2. Literature Studies**

The author also conducts research on several sources of scientific works, books, and journals.

## **RESULT AND DISCUSSION**

The Role of Local Guides in the Implementation of Educational Tourism at the Jakarta History Museum In accordance with the definition of a guide it's important, tour guide services at the Jakarta History Museum are part of the tour guide and ticketing division team which is responsible for handling all kinds of tourist activities while at the Jakarta History Museum (Adhianti & Herlinda, 2020). Based on data collection that has been carried out, local tour guides at the Jakarta History Museum have the following roles:

### **1. Building Collaboration with Partners and Visitors**

At the Jakarta History Museum, local guides—operating under the guide and ticketing division—play a key role in enhancing the visitor experience

and delivering educational value. They are routinely trained through seminars, workshops, and certifications in collaboration with institutions like IPMI and the Jakarta Culture Office.

Partnerships with other historical museums, such as through the *Bisik Tetangga* literacy program, and with the National Awakening Museum for webinars and writing workshops, strengthen the museum's educational outreach. Collaborations with vocational schools provide internship opportunities, with schedules carefully coordinated to ensure smooth guiding services.

Considering the growing number of Mandarin-speaking tourists, guides who possess Mandarin language skills are increasingly valuable. Communication in the visitors' native language not only improves understanding but also fosters a more meaningful cultural exchange.

## **2. Implementation of Guiding Activities**

Before participating in guiding activities, interns undergo training and must pass a competency test. A structured flow is followed during tours:

- **Opening:** Guides greet visitors and assess their background to adapt the delivery style accordingly.
- **During the Tour:** Historical material is presented clearly and interactively, with attention to body language, articulation, and audience engagement.
- **Closing:** Guides assist with visitor needs and conclude with warm hospitality.

Tour content follows a chronological narrative of Jakarta's history. For larger groups, sound equipment like megaphones is used for effective communication. Mandarin proficiency helps ensure that Chinese-speaking visitors receive the same level of clarity and engagement.

## **3. Edutainment and Bloom's Taxonomy in Guiding**

The museum applies an **edutainment** approach—educating through entertainment—to foster greater interest and participation, particularly among student visitors. Guides use engaging methods, including storytelling, interactive media, and short films (e.g., on Prince Diponegoro), to make history accessible and enjoyable.

Using **Bloom's Taxonomy** (Ramirez, 2017), guides engage visitors across three domains:

- **Cognitive:** Explaining historical content accurately and contextually.
  - **Affective:** Serving visitors with empathy, respect, and cultural awareness.
  - **Psychomotor:** Using tools effectively and managing tours dynamically.
- Mandarin-speaking guides are also better positioned to engage Chinese-speaking students or tourists across these domains, bridging

language barriers while delivering educational content.

However, as tourism patterns evolve and the number of international visitors, particularly those from Mandarin-speaking regions, continues to increase, new demands are placed on the museum's guiding services. In this context, the acquisition of Mandarin language skills emerges not just as an added value, but as a strategic necessity. Language is a bridge—not only for communication but for cultural connection. Guides who can speak Mandarin can deliver information with greater clarity, establish rapport with Chinese-speaking visitors, and create a more inclusive and welcoming environment for international tourists.

Mandarin proficiency also positions the museum as a forward-thinking institution—one that anticipates and adapts to global tourism trends while staying true to its core mission of education and cultural preservation. It enhances the museum's ability to cater to a broader demographic, supports cross-cultural understanding, and ensures that the stories of Jakarta's past are accessible to all (Chen, 2015).

## CONCLUSION

The Jakarta History Museum stands as more than just a repository of artifacts—it is a living classroom where history comes to life through the voices of its local guides. These guides, trained through structured programs and equipped with pedagogical approaches rooted in edutainment and Bloom's Taxonomy, serve as the cornerstone of the museum's educational mission. Their ability to engage audiences of all ages and backgrounds—through storytelling, interactive media, and thoughtful communication—transforms a simple museum visit into a rich, immersive learning experience. In conclusion, empowering local guides with both educational frameworks and Mandarin language skills is vital in strengthening the museum's role in educational tourism. This dual competency not only elevates the visitor experience but also reinforces the museum's position as a dynamic space where history, education, and global connectivity converge.

## REFERENCES

- Castro-Nuño, M., Molina-Toucedo, J. & Pablo-Romero, M., 2013. Tourism and GDP: A Meta-analysis of Panel Data Studies. *Journal of Travel Research*, 52(6), pp. 67-80.
- Lan Thung, J. & Yuniarto, P., 2024. China-style tourism in Indonesia: prospects for people-to-people bonds. *South East Asia Research*, 32(3), pp. 263-282 .
- Hendriyani, I., 2018. Characteristics and Strategies to Improve Chinese Outbound Tourist Travel to Indonesia. *TRJ Tourism Research Journal*, 2(1), pp. 58-68.

- Pearce, P., Wu, M. & Osmond, A., 2013. Puzzles in Understanding Chinese Tourist Behaviour: Towards a Triple-C Gaze. *Tourism Recreation Research*, 38(2), pp. 145-157.
- Ramirez, T., 2017. On Pedagogy of Personality Assessment: Application of Bloom's Taxonomy of Educational Objectives. *Journal of Personality Assessment*, 99(2), pp. 145-156.
- Chen, X., 2015. Linguascaping the Other: Travelogues' representations of Chinese languages. *Multilingua*, 35(5), pp. 1-13.
- Adhianti, A. & Herlinda, 2020. STRATEGI KOMUNIKASI PEMASARAN 7P PENGELOLA MUSEUM SEJARAH JAKARTA DALAM UPAYA MENINGKATKAN DAYA TARIK WISATAWAN MANCANEGERA Authors. *Scriptura*, 10(1), pp. 34-42.