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# Optimizing Tourism Information Media Through an E-Booklet for Chinese Tourists at the Karaton Ngayogyakarta Hadiningrat

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## Abstrak

This study is motivated by the limited availability of Mandarin language information media at the Kedhaton Unit of the Karaton Ngayogyakarta Hadiningrat, which hinders effective information delivery to Chinese visitors. It aims to develop an e-booklet as a tourism information medium to improve visitors' understanding of the site's history, architecture, and cultural values. Data were collected through observation, interviews, documentation, and internet research. A communicative translation method was applied to ensure clarity and cultural appropriateness in the target language. The result is an e-booklet containing visitor maps, historical and architectural information, spatial functions, symbolic meanings, and vegetation descriptions, accessible via a QR code. The e-booklet helps address information gaps and enhances the effectiveness of tourism information delivery. It is recommended that multilingual digital media continue to be developed to support cultural tourism services.

**Keywords:** communicative translation method, cultural tourism, e-booklet, tourism information

## Introduction

Tourism based on cultural heritage plays a significant role in promoting destinations with strong historical and philosophical values (Pai et al., 2025). Yogyakarta is widely recognized as a cultural tourism destination, with the Karaton Ngayogyakarta Hadiningrat serving as a central symbol of Javanese culture, history, and tradition. The Kedhaton Unit, as the core area of the palace, contains important information related to spatial functions, architectural elements, symbolic meanings, and cultural values that are essential for visitors to understand. The increasing number of international

tourists, particularly Chinese visitors, highlights the need for effective and accessible tourism information media.

However, the availability of tourism information in Mandarin at the Kedhaton Unit remains limited. Based on field observation and interviews, the absence of Mandarin language information media and guides creates barriers in communication, resulting in ineffective information delivery (Cai et al., 2026). This condition indicates a gap between the growing demand for multilingual tourism services and the existing information facilities provided at the site (El-Barbary et al., 2026). Previous studies emphasize that digital information media, such as e-booklets, can improve accessibility, clarity, and visitor engagement, especially when supported by appropriate translation methods.

In the context of global tourism development, the use of digital-based information media has become increasingly important in enhancing tourists' experiences (Laksmi et al., 2026). Digital tourism media not only provide practical information but also function as educational tools that help visitors understand the cultural and historical significance of destinations (Sapu et al., 2024). E-booklets are considered effective because they combine visual elements, concise explanations, and flexible accessibility through smartphones or other digital devices. For international tourists, particularly those who face language barriers, multilingual digital media can significantly improve comprehension and satisfaction during cultural visits (Lee & Lee, 2025).

Several previous studies have discussed the importance of multilingual tourism communication in heritage tourism destinations. Effective translation strategies are necessary to ensure that cultural meanings, local values, and historical narratives are accurately conveyed to foreign visitors (Sun et al., 2026). Communicative translation methods are widely used because they prioritize readability and contextual understanding for target readers while maintaining the original cultural message (Shan et al., 2026). In tourism settings, this approach is essential to avoid misinterpretation and to support meaningful intercultural interactions between tourists and local heritage environments (Khater, 2025).

Furthermore, the rapid growth of Chinese outbound tourism has encouraged tourism destinations worldwide to adapt their services and information systems to Chinese visitors' preferences and linguistic needs. As one of the largest international tourist markets, Chinese tourists tend to rely heavily on digital information sources when planning and experiencing travel activities (Yuan et al., 2022). Therefore, providing tourism information in Mandarin through digital platforms can enhance destination competitiveness and improve visitor experiences at cultural heritage sites such as the Kedhaton Unit of the Karaton Ngayogyakarta Hadiningrat.

Therefore, this study focuses on the development of an e-booklet as a tourism information medium for Chinese visitors at the Kedhaton Unit of the Karaton Ngayogyakarta Hadiningrat. The study aims to provide structured, accessible, and culturally appropriate information through the application of communicative translation methods, thereby enhancing the effectiveness of tourism information delivery and supporting cultural tourism services at an international level.

## Methods

This study employed a descriptive qualitative research design focusing on the development of an e-booklet as a tourism information medium. The research was conducted at the Kedhaton Unit of the Karaton Ngayogyakarta Hadiningrat during the internship period from August 2025 to January 2026. The research subjects included tourism guides, ticketing staff, and field supervisors who were directly involved in tourism services.

Data were collected through several techniques, namely observation, interviews, documentation, and internet research. Observation was used as one of the data collection methods in this study. It refers to the process of collecting data through direct observation of the research object and systematically recording the observed phenomena. Interviews were conducted as a data collection method to obtain direct information from relevant informants. This method involves a structured question and answer process designed to gather specific and systematic data. Through interviews with tourism guides and staff, this study identified the problems and information needs of Chinese visitors at the Kedhaton Unit. Documentation was used as a supporting data collection method in this study. It involves collecting and analyzing written records and visual materials to complement the data obtained from observation

and interviews. This method collected photographs and documents to support the findings and capture key visual elements, making the data more comprehensive and accurate. Internet research was used to collect relevant information from online sources to support the research (Saputri, 2021). It was used to gather additional information related to the history, architecture, and cultural aspects of the Karaton Ngayogyakarta Hadiningrat.

In developing the e-booklet, the communicative translation method was applied to ensure that the translated content is clear, understandable, and culturally appropriate for Chinese visitors. The data were analyzed descriptively by organizing, interpreting, and presenting the findings to support the development of the e-booklet.

## Results and Discussion

The results of this study indicate that the Kedhaton Unit of the Karaton Ngayogyakarta Hadiningrat has limitations in providing Mandarin-language information media, which affects the effectiveness of information delivery to Chinese visitors. Based on observations and interviews, it was found that visitors often experience difficulties in understanding historical, architectural, and cultural information due to language barriers and the absence of structured written media.



Figure 1. E-Booklet Design Process

To address this issue, an e-booklet was developed as a tourism information medium. The e-booklet contains various types of information, including visitor maps, historical background, architectural descriptions, spatial functions, symbolic meanings, and vegetation information within the Kedhaton area. The content is presented in a structured and simplified manner to enhance readability and comprehension.



Figure 2. E-Booklet Editing Process



Figure 3. E-Booklet Layouting Process

The translation process applied the communicative translation method, which emphasizes clarity and contextual meaning. Cultural terms without direct equivalents were maintained with additional explanations to preserve their original meaning while ensuring understanding for Chinese visitors. The e-booklet was also designed with visual elements such as images and layout to support effective information delivery. In developing the e-booklet, several sentences were translated using the communicative translation method to ensure clarity and natural expression for Chinese visitors.

Table 1. Examples of Communicative Translation in the E-Booklet

Source Language	Target Language (Communicative Translation Method)
<i>Sekat ruangan gedung dihancurkan sehingga gedung hanya memiliki satu ruang dengan dua pintu.</i>	<p>隔墙被拆除，所以这栋楼只剩下一个有两扇门的房间。</p> <p>(géqiáng bèi chāichú , suǒyǐ zhèdòng lóu zhī shèngxià yīgè yǒu liǎngshàn mén de fángjiān.)</p>

The example demonstrates the application of the communicative translation method in maintaining the passive meaning of the source text. The Indonesian passive form marked by the prefix “di-” in “dihancurkan” is translated into Mandarin using “被 (bèi)” in “隔墙被拆除 (géqiáng bèi chāichú)”, indicating that the partition functions as the object receiving the action. In addition, the clause “sehingga gedung hanya memiliki satu ruang dengan dua pintu” is translated into “所以这栋楼只剩下一个有两扇门的房间 (suǒyǐ zhè dòng lóu zhǐ shèng xià yí gè yǒu liǎng shàn mén de fángjiān)” to clearly describe the condition of the building after the partition was removed. The use of “这栋楼 (zhè dòng lóu)” specifies a particular building, making the information more precise and easier for Chinese visitors to understand.

**Table 2.** Examples of Communicative Translation in the E-Booklet

Source Language	Target Language (Communicative Translation Method)
<i>Ruangan pada bangunan ini dulunya dibagi menjadi dua: bagian Timur digunakan oleh Abdi Dalem Punokawan Langenastra dan pada bagian Barat digunakan oleh Abdi Dalem Patehan (Somayasa).</i>	以前, 馆内空间分为两个部分: 东侧由 Punokawan Langenastra 的王宫侍从使用, 西侧由 Patehan 的王宫侍从使用。 (yǐqián, guǎn nèi kōngjiān fēnwéi liǎng gè bùfen: dōngcè yóu Punokawan Langenastra de wánggōng shìcóng shǐyòng, xīcè yóu Patehan de wánggōng shìcóng shǐyòng.)

The example shows that the communicative translation method is applied by adjusting the sentence structure to be clear and more natural in the target language. The use particle “的 (de)” connects the group names with the term “王宫侍从” (palace servants), indicating that Punokawan Langenastra and Patehan refer to specific groups. This structure allows the information to be conveyed more clearly and is easier for Chinese visitors to understand.

**Table 3.** Examples of Communicative Translation in the E-Booklet

Source Language	Target Language (Communicative Translation Method)
<i>Pemaknaan lain dari pohon ini adalah sebagai simbol perdamaian.</i>	和平是滨玉蕊的另一种象征。 (héping shì Bīn Yùruǐ de lìng yī zhǒng xiàngzhēng.)

The example illustrates the application of the communicative translation method by adapting the expression to improve clarity in the target language. The phrase “pohon ini” is not translated literally, but replaced with the specific name of the tree, “滨玉蕊 (Bīn Yùruǐ)” to provide clearer reference for Chinese readers. In addition, “sebagai simbol perdamaian” is translated as “和平 (héping)” and positioned at the beginning of the sentence to emphasize the symbolic meaning. This structure follows

the natural information pattern in Mandarin, allowing the relationship between the object and its symbolic meaning to be conveyed more clearly.

The final product can be accessed digitally through a QR code placed in the ticketing area, making it practical and easily accessible for visitors. This finding supports previous studies that highlight the importance of digital media in improving tourism information accessibility and visitor experience. The development of the e-booklet demonstrates that digital and multilingual information media can significantly enhance the effectiveness of tourism communication.

## Conclusion

Based on the results and discussion, it can be concluded that the development of an e-booklet as a tourism information medium effectively addresses the limitations of Mandarin-language information at the Kedhaton Unit of the Karaton Ngayogyakarta Hadiningrat. The e-booklet provides structured, accessible, and culturally appropriate information, which improves the understanding of Chinese visitors regarding the history, architecture, and cultural values of the site.

The application of the communicative translation method ensures that the information is conveyed clearly and appropriately according to the target language context. In addition, the use of digital access through QR codes enhances the practicality and accessibility of the information. It is recommended that the Karaton continue to develop and expand multilingual digital information media to improve the quality of tourism services and support the promotion of cultural tourism at an international level.

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