Development of Encyclopedia Art, Culture, and Tourism in Palembang

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ARTICLE INFO	ABSTRACT
	This research on art, culture, and tourism tries to provide the latest information about the cultural treasures in Palembang. It uses ADDIE Model to research and develop the prototypes. The product has gone through a one-to-one expert revision stage carried out by 3 experts with attached comments giving the result that this encyclopedia product is deemed feasible. In the next stage, one-to-one Learner test stage, it receives comments and suggestions from three students as a reference for the revisions so that product shortages are greatly reduced. In the small group test stage, very constructive comments and suggestions were received to make the product even better before it is then moved to the test stage in which it gets a result of tabulation score of 4.10, which means the prototype is suitable for finalization as a finished product. The results of this study conclude that the encyclopedia produced is suitable to be used as a handbook either for the government, academics (universities, schools, and related educational institutions), tourists (at home and abroad), as well as the people of Palembang themselves.

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1.   INTRODUCTION

Etimologically speaking, the term encyclopedia comes from ancient Greek enkyklos-paideia which means all-round education (Anggina, 2021; Râmpu, 2016; Widowati, 2018) Meanwhile in practice, the term is used to refer to a collection of human knowledge that is acknowledged academically by the public containing texts, sketches or pictures (Hong et al., 2013).

Encyclopedia is also a rich source of references when it comes to basic, general knowledge or information about a wide variety of fields of studies (Anantama, 2021; Prihartanta, 2015) Encyclopedia plays a major role in the public knowledge, even more so in today's digital era where everyone is one click away to accessing its contents. Encyclopedia type websites are reported to be the

sixth most accessed website in the world (Lehmann et al., 2015). From this it is clear how people have been using encyclopedia in collecting, perserving, referencing and catalouging digital information, as well as a means of being a later-heritage of digital, contemporary culture in itself. In addition, encyclopedia can provide easy access to studying cultural heritage or remnants of the past that are worth perserving and maintaining (Pentzold et al., 2017).

Palembang is one of the big cities in the southern part of Sumatra. As a city with a long historical record, Palembang has a very rich and diverse cultural styles. There are at least two factors that influence this. The first factor cannot be separated from the historical identity of this city which was known as the center of world trade in its time (Lussetyowati, 2015). The second factor is the existence of such complex ethnic/tribal groups that are spread across this city. The results of the acculturation and cultural assimilation process contribute to enriching the cultural treasures that form the image of Palembang's multicultural culture today (Lussetyowati, 2015; Widiana, 2017).

As a multicultural city, the existence of art and culture in Palembang is an important aspect in supporting the regional tourism sector (Parma et al., 2021). Therefore, the government's strategic steps in encouraging the realization of Palembang as a tourism destination city must be intensively promoted. However, unfortunately, based on observations made to Palembang Department of Tourism and Culture, it was discovered that data and records on art, culture, local culinary, and tourism are still very minimal. In fact, if it is not immediately conserved, the various cultural heritages native to Palembang will be slowly eroded by the modernity of times. Not to mention the domino effect that has occurred, such as the decline in the regional tourism sector which then has an impact on the declining income of the government and local communities.

Art and culture native to Palembang such as Palembang puppets, traditional weapons (Palembang keris, trident spear and Jembio/chicken rambai), self-defense (Kuntau and Palembang palace karate), to local languages (Bebaso and Sari-Sari) are slowly being abandoned. It is ironic indeed, when the government is incessantly making character education to strengthen the local identity of the community that these cultural values are instead increasingly being swept away by the swift currents of globalization. This is further exacerbated by the lifestyle of the Palembang millennial generation who are increasingly reluctant to adopt their local culture as the main clothing in socializing in society. For this reason, efforts from various groups are needed to meet the challenges brought by each of these different eras (Yudiana & Wahyudiono, 2020). cultural promotion efforts as part of the tourist attraction to make Palembang a tourism destination are also a necessity. A joint effort is needed to elevate Palembang to become a destination city for tourists both from within and outside the country. In terms of participation in tourist visits, the participation rate of Palembang as a tourism destination is still very low.

Domestic tourist visit was the highest in July 2016, and was lowest in April 2017, especially compared to the previous month. Generally the number of visit between January and May sees some increase, while from June onward people's iterests seem to drop only to rise again around August. This data tells us that visits to Palembang fluctuate quite a lot (Dama, 2018). In 2017, the number of domestic and foreign tourist visits only touched 1,987,043 visits. This figure is still relatively low compared to other cities in Sumatra such as Padang which touched 4,435,661, Lampung as many as 7,496,827, and Bangka Belitung which amounted to 7,143,000 visits (Central Bureau of Statistics, 2018).

Concerning the problem above, Haider and Sundin (2010) recently puts a way in describing encyclopedia as "a reflection of the Web which is also a part of the Web." A museum-like platform, a library, an archival facility, contradictory places, from accross a long timeline, genres, taste and environments, all exists within the Web(Jones, 2019). These factors must be put to good use in preserving the cultural heritage of Palembang. Tantriandi (2013) thinks that encyclopedia is a good medium to provide (or at least introduce) coherent, accurate explanations along with relevant visualisations about certain topics especially to young learners; a medium which might get them interested in learning more about a particular topic(Fitriani & Sulistiyawati, 2020), in this case art and culture.

Mapping and catalouging the tourism spots in Palembang is such an urgency because there is currently no centralisation of data and information regarding this topic, be it in among the governments, academics, the tourists themselves, and even the people of Palembang. This study, therefore, aims at that very issue regarding collecting, catalouging, and centralising the data and information about arts, cultures and tourism spots in Palembang in a form of a comprehensive and thorough encyclopedia. Aside from the lack of organisation and centralisation, the currently existing data on the matter is still minimal, which this study wishes to address. In addition, in line with reasons explained above, an encyclipedia is expected to increas interest among the public on attraction spots in Palembang.

In light of this, efforts to improve the tourism sector through the attractiveness of Palembang's local culture must be carried out. In its realization, this research proposes a solution by utilizing the collaborative power of quadro-helix synergy which includes the government sector, academia, private sector, and the people (Afonso et al., 2012; Carayannis & Campbell, 2009; Praswati, 2017; Setyanti, 2018). From the academic sector, research in the form of urban development innovations has been widely carried out. However, efforts to collect cultural data that are scattered over many areas are still not optimal. For this reason, this research will focus on collecting these cultural data in one comprehensive encyclopedia. This Encyclopedia development as one of the educational media is expected to be used as an effective reference source to answer the lack of availability of information about the art, culture, and tourism of Palembang, as well as being a good learning medium for the needs of the academic world (Sulistyowati et al., 2019).

The steps and approaches proposed in this research are hoped to bring improvements to the city of Palembang as a whole, both in terms of people's investment to it or the number of people visiting its attraction points. In additions, this research provides a bit of contribution to the academic world, be it at high school level to universities. For the general public, the resulting end product of this research in the form of an encyclopedia can be used as an effective means of references regarding questions on the lack of availability of information about art, culture and tourism in Palembang, while at the same time might also be considered as an instructional media for students.

2.   METHODS

This study uses ADDIE Model in its development of Encyclopedia of Art, Culture, and Tourism in Palembang. ADDIE Model has five stages of research, namely, Analysis, Design, Development, Implementation, and Evaluation (Budoya et al., 2019; Widyastuti & Susiana, 2019). The encyclopedia this research wishes to produce will be titled "Encyclopedia of Art, Culture, and Tourism in Palembang", where as the title suggests, it will cover the aspects or sectors of art, culture and tourism in the city, including some culinary contents. The art side of it covers kain Palembang (Palembang's cloth), Dulmuluk Theatre, laker Palembang, silat Palembang (Palembang's martial art), terbangan, wayang Palembang, Palembang's musical art, keris Palembang, wood carving, and various dances. The culture side includes statues or sculptures (mostly ancient, historical ones), unique buildings, graves of usually noble families, and historical stone inscriptions. Tourism sector will discuss aptly the attraction points of the city as in where to go and what to look for when visiting Palembang, including foods original to the city and their stories. This research is divided into several stages of activities as can be seen in Table 1.

Table 1. Stages of Research Activity Using ADDIE Model

	Analysis	Design	Development	Implementation	Evaluation
GENERAL PROCEDURE CONCEPT	Identifying possible cause of performance gap	Verifying intentded performance and appropriate testing methode	Creating and validating learning materials	Preparing target for field test	Assessing product's quality and field test, both before and after the implementation
	1. Analysing performance gap 2. Carrying out observation and interview to assess the performance gap 3. Choosing the target materials 4. Identifying the required data	5. Doing data inventory 6. Compiling task objective 7. Making testing strategies	8. Making prototype 9. Choosing supporting media for product developme nt 10. Formative revision	11. Field test	12. Doing thorough self evaluation (all-round formative evaluation)
	Needs analysis	Brief design	Prototype	Implementation strategies	Evaluation plan

In line with the ADDIE model implemented in this research, the product proposed would need to be validated by experts in the corresponding field, from lectures, cultural practitioners, historians, academics, and government officers of related departments. Besides interviews, this research also collects supporting data of written records or photographs from local libraries and the library of the archaeological office. According to Aldoobie (2015), the ADDIE model is a common development model for instructional design purposes. This helps teachers in systematic ways, leading to effective and efficient teaching or instructional products (Jurianto, 2017). In research/studies like this one, a dynamic and flexible instructional design model is preferred (Budoya et al., 2019). Steps in ADDIE teaching model design shown in Figure 2 is further explained below.

- Analysis phase: needs analysis, target audience analysis, topic and task analysis (The main task within this phase is to identify the likely cause(s) of performance gaps that occur in the field, decide on the target materials, make a confirmation on related agencies, as well as identify the required data on art, culture and tourism in Palembang by ways of direct observation or interviews with experts).
- Design phase: specifying the objective, setting learning agenda, identifying instructional strategy or pedagogy, planning for learning agenda, creating contents or materials. (The main task within this phase is to verify the desired target performance and suitable method to test it that is adapted to use with the subject of this study, which is an encyclopedia of art, culture and tourism of Palembang. To produce the said encyclopedia work plans need to be made, including the objectives of each division and step, as well as the strategies to achieve them. The research team constructed a plan on carrying the job at hand during this phase of the research.).
- Development phase: creating and constructing the components, contents and materials based on the design phase, constructing the teaching and learning structures, crafting and programming the

presentation in the chosen media. (In the development phase, the prototype product is made for initial validation after the prewritten script is turned into the desired form of media. The main application used for this task is an image editing software, Adobe Photoshop).

- Implementation phase: In this phase the produce is put through a series of field tests, done after it went through formative evaluation process from the previous phase. The product is first valued by experts of related fields, then one-to-one learner review with pseudo-random target, a small group test, and finally a large group test consisting of 30 university students. In the large group field test, the group of students evaluate the printed version of what would likely be the final version of the encyclopedia. They are tasked to evaluate the aspects of its writing, images, layouts, and contents. After that, they are given a questionnaire form to fill which will then be used as a reference by the research team.

- Evaluation phase: weighing the effectiveness of the end product, tools and activities, investigating acheivements regarding the initial objectives, assessing the impact(s) of the end product, identifying and modifying what can be improved from the end product (Almelhi, 2021; Budoya et al., 2019; Cahyadi, 2019)(Almelhi, 2021; Budoya et al., 2019; Cahyadi, 2019; Sesmiyanti et al., 2021). (The evaluation phase is an overall evaluation of the product after it went through a series of meticulous field tests in the previous phase, namely one-to-one expert, one-to-one learner, small group, and large group tests).

The ADDIE model is a systematic yet flexible instructional design model which is based on instructional/educational design theories. This structural, systematic manner of this design model aims no other at addressing issues in education regarding learning materials that are suitable for the students' needs and characteristics (Widyastuti & Susiana, 2019).

3. FINDINGS AND DISCUSSION

This research is a development research done with the help of Adobe Photoshop in the process of designing and making the product (especially the media). The purpose of this development is to create a reading material for various groups regarding a specific topic. This study uses a lot of information on art, culture, and tourism in Palembang. In the development process, the researcher used the ADDIE Model asthe framework. ADDIE Model is the model used in this research to develop the Encyclopedia of Art, Culture, and Tourism in Palembang. It has five stages of research, namely, Analysis, Design, Development, Implementation, and Evaluation (Almelhi, 2021; Budoya et al., 2019; Widyastuti & Susiana, 2019).

3.1. Headin

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3.2. Analysis

The first stage in the ADDIE Model is analysis. This stage of the research covers identification towards the likely cause(s) of the performance gap, deciding on the target materials, make a confirmation on related agencies, as well as identify the required data on art, culture and tourism in Palembang by ways of direct observation or interviews with experts (Parma et al., 2021).

Conducting observations and interviews to relevant institutions

The steps taken within the analysis stage or phase can be seen in table 2 below.

Table 2. Initial steps in the analysis phase

Analysis
The research team conducted several observations, namely: Tuesday, 4 December 2018: A meeting with the head of Palembang's Department of Tourism and Culture and several experts discussing Palembang traditional dances. Wednesday, 5 December 2018: A meeting with a cultural practitioner in South Sumatra discussing a few things regarding culinary and festivities held in Palembang, as well as several information related to tourism attractions in the city. Thursday, 6 December 2018: The research was focused on collecting authentic sources and putting aside import/foreign culinary from Palembang originals. The team then arranged further meetings with other relevant sources discussing about culinary, dances and folklores of Palembang, mainly people from Department of Tourism and Culture. The next interviews were with several cultural activists in Palembang, providing information about authentic, historical places in the city, buildings, and the stories behind them. Saturday, 22 December 2018: The research team visited the department of Islamic Culture and History, UIN Raden Fatah to discuss the whole project with an expert in relevant fields, including problems sharing and helping with the content of the encyclopedia.
After conducting the various interviews, the research team made observations across Palembang in hopes of finding out how big the performance gap is in terms of the real-life art, culture and tourism of the city and what the government covers—which has become the main problem discussed in this research. The observations show that a lack of coherent information regarding these sectors were causing the performance gap, an ironic thing to happen especially at where we are in this information-rich technology era, where any information is easy, fast and free to access.

Analyzing the performance gap

At this stage of the research, the team conducted another observation across Palembang to get a more in-depth knowledge of the existing performance gap surrounding the arts, cultures and tourisms of the city. The observations show that a lack of coherent information regarding these sectors were causing the performance gap, an ironic thing to happen especially at where we are in this information-rich technology era, where any information is easy, fast and free to access.

Deciding on the target materials

The target material chosen for the encyclopedia was Palembang's richness in art, culture and tourism sectors. Several factors had led to that decision. In terms of art, Palembang's art has seen quite a lot of shifts and changes either in their appearance, meanings or perceptions by the public (usually the younger generation). In the case of Palembang's culture, it too has seen such shifts or changes, but with the emphasis on the need of efforts to keep these cultural heritages going and striving, one way is through this encyclopedia. Both of these sectors ultimately lead to Palembang's tourism or attraction points in general, where with rich, coherent and informative resources the three sectors of the city's identity and pride could become all the better.

Identifying required data

The observations and interviews with various people and agencies conducted in previous stage provided valuable information regarding Palembang's traditional dances, culinaries and festivities, as well as other forms of cultural heritage and historical wealth such as folklores and authentic old buildings or sculptures. It was realized that additional information and data needed to be collected, which was done through literature study to libraries in Palembang, prominently that of the Archaeological Office of Palembang to collect written records and supporting photographs. After these two steps of data collection were done, it was deemed that the collected data or resources were sufficient for use in the encyclopedia.

3.3. *Design*

Design is the stage of designing a product to be developed. This is done to verify the desired performance and the appropriate testing method. This stage is adjusted to the type of product in mind(Durak & Ataizi, 2016; Hsu et al., 2014). The product that will be developed by the researcher is an encyclopedia of art, culture, and tourism in Palembang. To produce the encyclopedia, it is necessary to take an inventory of tasks, set performance goals, and produce test strategies.

The research team constructed a plan on carrying the job at hand during this phase of the research. The results of the planning are as follows:

Deciding on a topic

There are certain criteria that the contents or materials put in the encyclopedia must meet. Previously an analysis on the performance gap of the matter had been carried out through interviews and observations to relevant sources, such as the Department of Tourism and Culture, several cultural activists/practitioners, as well as academics from related fields. After that, the collected data, stories and information are reviewed carefully and critically to pick potential topics from, which would later determine the next steps necessary to construct the materials or contents o the encyclopedia.

Designing the manuscript

This stage was carried out before attempting to construct the product as a whole as it is the main content of the encyclopedia. The manuscript was designed and constructed following and surrounding the information and data regarding arts, cultures and tourism of Palembang. This stage of the research began by collecting the required data and information from trusted, credible sources. The contents are laid down with detailed explanations, stories and other supporting points.

Designing the materials map

The next step is to categorize them into their corresponding sections in the form of a mind map (or materials map in this case). As this encyclopedia is targeted to the general public, it is hoped to be able to provide relevant, much needed information and resources to further move the art, culture and tourism of Palembang forward. By educating all parts of the people/society, the effect will be hopefully twofold: promoting the art, culture and tourism of Palembang, and at the same time preserving them or even advancing their development. Below is how the materials map looks like:
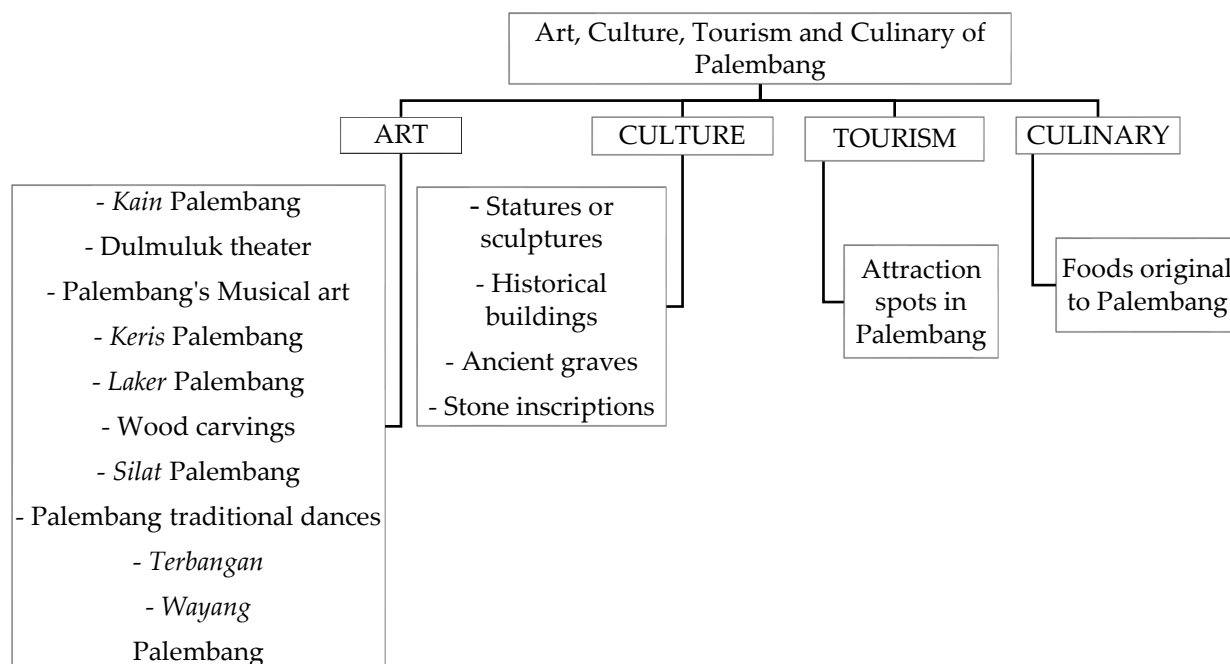
Figure 1. Materials map of the art, culture and tourism of Palembang as processed from the primary data

The figure above contains the main items discussed in the encyclopedia, with an addition of culinaries original to Palembang.

Designing the final product

When designing the product, the research team first made a rough idea or plan of how the final book might look like. The software used in the process is mainly Adobe Photoshop. Fig. 2 show how the items or chapters of the encyclopedia are organized.
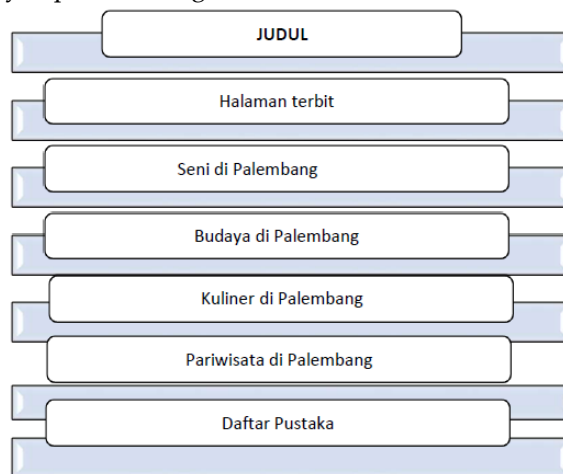

Figure 2. Items organization of the encyclopedia

The figure above shows how the content of the book is arranged from front (as in front cover) to back (the end of the book).

3.4. Development

The development stage is done to generate and validate the product. In producing the product, the script that has been made is converted into media (Durak & Ataizi, 2016; Hsu et al., 2014). The

application used to assist in creating the mediawas Adobe Photoshop CC 2015. The stages in the development process are media production and formative revision.

The production stage is divided into three parts: pre-production, main production, and post-production. The next stage of development is conducting formative revisions. The initial stage of formative revision is expert review, i.e. the product that has been developed or processed in finished form is given to three experts to find out what the shortcomings are. After knowing these shortcomings, the next step will be carried out, namely the revision stage. After the revision, the researcher returned to the one-to-one expert revision stage.

The pre-production part of this stage begins by working on the collected data, stories and information. The research team processed them into coherent yet concise, interesting materials aimed at the understanding of the general public of the art, culture and tourism of Palembang. Below is the initial cover design of the encyclopedia during the pre-production stage:

Figure 3. Pre-production cover design

The production stage turns the raw data, stories and information into the desired form of media following the structures and layout of the manuscript and book organization designed in previous stages. The main program/software used in this process is Adobe Photoshop. The desired media are given specific forms, looks and placements to further emphasize their functions, meanings and feels.
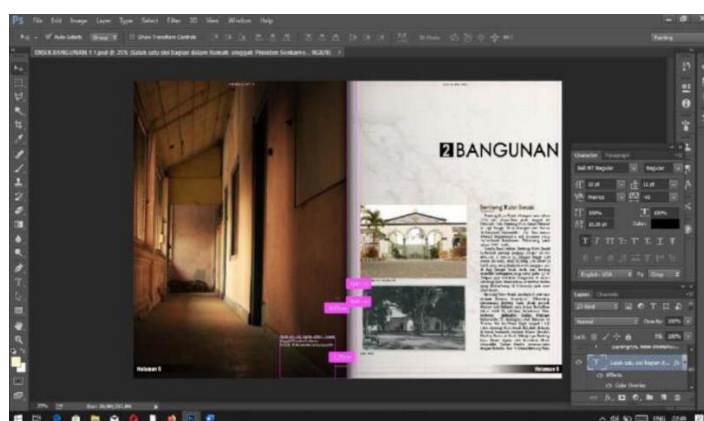

Figure 4. The production process of the encyclopedia using Adobe Photoshop

From the comments given by experts, it was found that the prototype encyclopedia still had many shortcomings. One-to-one Learner is the second stage of formative evaluation where the researcher conducted tests on three students who have different levels of in-class skills, namely above average, average, and below average. The object of testing at this stage was carried out on Friday 15 November 2019 to history education students on semester 3 of Palembang campus, Sriwijaya University. The three students observed the printout of the revised encyclopedia then they were given a written interview questionnaire. After observing they would answer the questions in the questionnaire provided.

The results of the one-to-one learner test concluded that there were still some areas to be improved about the image quality, especially on inscriptions and statues, as well as the material that was still too convoluted in its writing, the fonts in the encyclopedia that were still too small, and the layout on the encyclopedia that was still not well organized. They hoped that the layout could be randomized so that it is not too monotonous, and the description of the year is further clarified.After the revision, the researcher would carry out the next stage, namely the small group test stage.

3.5. *Implementation*

At the implementation stage, a field test is carried out. It is carried out after the stages of various formative evaluations were cleared. The field test was carried out on Wednesday, November 27, 2019. The researcher conducted the field test on 30 students, namely Semester 3 history education students at the Indralaya campus, Sriwijaya University.

In the field test, the audience was asked to observe the revised encyclopedia printout. During the field test process, students observed the overall design of the encyclopedia as well as the writing and discussion of the content. After observing, they were then given a written interview questionnaire, to which they needed to give honest answers/responses. After testing the product, the results of the field test questionnaire would show the level of reader satisfaction. This assessment would be a feedback for the researcher before the production of the finished encyclopedia product.

From the results presented above, a conclusion can be drawn: in general the encyclopedia product this study aims to create has received a positive response according to the comments, even though some advice was also received along in the comments, some of which regarding the design of the front cover, additions of maps for more detailed locations, improvements in photography quality, more appropriate font size, and mentioning of relevant sources. Below is a recap of the questionnaire regarding people's perception of this encyclopedia during the field test.

Table 3. Average Field Test Scores of the Finished Product

No	Statements	Average score	Classification
1	Is the content of the encyclopedia clear overal?	4,10	Very good
2	Are the images and figures presented clear enough to potray the accompaying text?	4,37	Very good
3	Is the information presented in the encyclopedia easy to understand?	4,03	Very good
4	Is the presentation of the content of the encyclopedia clear?	3,77	Very good
5	Is the layout of the encyclopedia appropriate for the content and explanations?	3,70	Very good
6	Is the font size comfortably readable?	3,77	Very good
7	Does the content of the encyclopedia make you easy to understand the related topic?	4,20	Very good
8	Is it interesting?	4,50	Very good
9	Does it make you curious?	4,53	Very good
10	Is an encyclopedia an interesting and fun medium of information?	4,53	Very good
11	Does the overal look of the encyclopedia make you want to dig deeper about what is contained within?	4,53	Very good
12	Is the information presented in the encyclopedia complete and comprehensive?	4,43	Very good

13	Can reading encyclopedia save you time?	3,93	Very good
14	Is the overal colour of the encyclopedia okay?	3,80	Very good
15	Is the overal text layout of the encyclopedia okay?	3,70	Very good
16	Do the images and figures represent the texts well?	4,43	Very good
17	In general, is the encyclopedia worth delivering to the public?	4,17	Very good
	Average score	4,10	Very good

Through the field test stage, it was found that the Encyclopedia was feasible and very good to use based on the assessment of 30 students with 17 statement items and an average tabulation result of 4.10 which showed that the Encyclopedia of Art, Culture, and Tourism in Palembang was deemed good.

3.6. Evaluation

The evaluation was obtained from the results of the 4 stages of formative revision that had been carried out previously, namely in evaluations of one-to-one expert revision, one-to-one learner test, small group test, and field test.

At the one-to-one expert revision stage, it was found that the prototype still had many shortcomings, especially in the image quality section, as well as the material that was still inconsistent and too convoluted in its writing-some words in the writing are still wrong or even mistyped. The layout is still not neatly organized because some spaces on the paper still look empty. The subtitles were still not relevant to the pictures. This is a feedback for the researcher in improving the encyclopedia so that the next step can be done. After the evaluation stage of one-to-one expert revision, the researcher conducted a one-to-one learner test stage.

From this stage of small group test, it was found that the prototype still had some things to revise, including the font size that was still considered small, then the photos that were still unclear and not well-focused, and some writings that were still too sideways. After the small group test stage, the research conducted a field test stage.The final, developed encyclopedia product can be seen in the figures below.

Figure 5. The Post-production Encyclopedia

Figure 6. The Post-production Encyclopedia

4. CONCLUSION

The resulting encyclopedia product is said to be feasible after going through the process of formative revision stages, namely one-to-one expert validation carried out by 3 experts where it received many comments and suggestions for revision, one-to-one learner test where it received comments and suggestions from three students as a reference for a further revision so that product shortages are greatly reduced, small group test stage where it received very constructive comments and suggestions so that the product becomes even better and later moved to the field test stage with the results of the questionnaire tabulation of 4.10 being well specified and eligible for proceeding to the finished product stage. After all these stages, the encyclopedia has become suitable of being a handbook for the government, academics (universities, schools, and related educational institutions), domestic and foreign tourists, and the people of Palembang themselves.

This research can be carried out further by future researchers with following suggestions: The next researchers are expected to be able to (1) carry out further research both in data collecting and processing; (2) do more competitive product development; (3) be able to produce useful products for information needs regarding the treasures of Palembang.

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