

The Use of Digital Library for Tourism Promotion Through Tourism Object Transliteration into *Katakana* and *Lontara* Letter

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ABSTRACT

This study intends to improve the comprehension and knowledge of local tourists and Japanese foreign tourists in order to promote South Sulawesi's tourism attractions by making the best use of digital dictionaries. This study tries to describe the design concept of an Android-based *Katakana* and *Lontara* tourist attraction digital dictionary application. This study employs a qualitative descriptive methodology to describe the style of *katakana* and *lontara* letter transliteration of tourism destination names. This study revealed that there are several steps taken in transliterating the names of tourist objects. This study suggested that this application can serve as a guide for foreign tourists not only online, but also offline in order to reduce quota/network usage.

KEY WORDS: Digital Dictionary; Transliteration; *Katakana*, *Lontara*; Destination; Tourism; Android

INTRODUCTION

South Sulawesi is one of Indonesia's provinces with a diverse tourism potential. The South Sulawesi Culture and Tourism Office, as well as the Regional Tourism Promotion Board (BPPD), have made numerous efforts to develop tourism in South Sulawesi, including the creation of website pages and the printing of tourism brochures. However, the efforts have not been successful because, as mentioned in the Indonesian online media (2019), Mr. Nurdin Abdullah, who at the time served as Governor of South Sulawesi, stated that in 2018, only 4% of the 6

million foreign tourists who visited Bali also visited South Sulawesi, including foreign tourists from Japan. Mr. Nurdin Abdullah added that there was a plan to open Makassar-Tokyo flight access, which is also directly connected to Bali, even before the COVID-19 pandemic occurred, specifically in 2019. Then, according to Sulawesi Bisnis, the Chairman of the South Sulawesi BPPD, Didi L. Manaba, welcomed the South Sulawesi Provincial Government with the Indonesian airline plan to open Makassar-Japan direct flights in June 2019. This demonstrates that foreign tourists have the potential to increase their visits. To increase foreign tourist visits, particularly to Japan, it is not only the responsibility of local governments, but academics as well, according to their fields (Wahyuni et al., 2020)

It must be in line with existing developments, in terms of developing knowledge, and this is what is required for additional reference materials, such as textbooks, general books, articles, journals, or digital applications. The existence of Google Translate or other translation platforms is undeniable in transliterating the names of these attractions. However, no digital dictionary application has yet been discovered that introduces South Sulawesi tourist attractions that are equipped with *Katakana* letters to help foreign tourists from Japan and Japanese language learners correctly pronounce the name of the tourist attraction in Japanese, and will also be equipped with *Lontara* script.

Academics can contribute to tourism development by documenting digital dictionary languages and making them more accessible. This is consistent with the explanation given by Minister of Tourism (Menpar) Arief Yahya, who was quoted in the online media Kompas (2019) as saying that 70% of millennials benefit from the digital era. They can see destinations, book, and pay all in one app on their smartphone, quickly, affordably, and easily. The Minister of Tourism maintained his belief that the arrival of the Creative and Cultural Industry Era in the Industrial Revolution 4.0 is an unavoidable necessity, as it will comb through almost all sectors, unexpectedly, sooner or later (Kompas, 2019).

This digital tourist destination dictionary in *Katakana* and *Lontara* letters is required to accommodate user needs for a book replacement application that is easy to carry and improves effectively and efficiently, it can meet user needs and are in line with the current software design. Android-based digital dictionary, this application is intended to provide tourist destination information in letters of the *alphabet*, *katakana*, and *Lontara* (Enterprise, 2015). This digital dictionary is presented in the form of a simple application, concise, dense in content, systematic, and easy to understand Japanese in a brief explanation related to the culture where the tourist attraction is located.

A program called Fieldwork Language Explorer, developed by the Summer Institute of Linguistics (SIL), can be used to collect vocabulary related to tourist objects in research and is very easy and helpful in creating digital dictionaries that can be used offline (Flex). This program was created with the goal of making tasks as simple, straightforward, and efficient as possible. This program is excellent for collecting words, creating entries, compiling fields, and creating publishable documents (Agussalim et al., 2019).

There have previously been researchers on digital dictionaries, such as the Android Mobile-Based Japanese Dictionary Application, which produces a Japanese dictionary application program that makes it easier for users to obtain the results of Indonesian to Japanese translations and vice versa digitally (Rustam, 2020). A similar study in Makassar City, titled E-Tourism in the Introduction of the Android-Based Tourism Sector, resulted in the establishment of an e-tourism system in the introduction of the Android-based tourism sector (Bhahri, 2021).

Based on the explanation previously, the aim of this research is to improve the digital dictionary of tourist objects in *katakana* and android-based *Lontara* letters to aid in tourism promotion in South Sulawesi. This application is designed to transliterate words when the device is not connected to the internet. With this digital dictionary application, the users, particularly Japanese foreign tourists, and local Bugis-Makassar tourists, can easily say the names of tourist objects in *katakana* and *Lontara* writing at any time and from any location.

LITERATURE REVIEW

1. Tourism

Tourism is broadly defined as temporary travel from one location to another, carried out individually or in groups, to find balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions (Isdarmanto, 2017: 4). Article 1 of Tourism Law No. 10 of 2009 defines several terms related to tourism activities, including the following:

- a. **Tour** is a travel activity in which a person or group of people visit specific places for recreational purposes, personal development, or to study the uniqueness of tourist attractions visited for a limited time.
- b. **Tourists** are individuals who engage in tourism activities.
- c. **Tourism** encompasses a wide range of tourism activities that are supported by a variety of facilities and services provided by the community, businesspeople, the government, and local governments.
- d. **Tourist attractions** is defined as anything that has uniqueness, beauty, and value in the form of a variety of natural, cultural, and man-made wealth that is the goal or target of tourist visits.
- e. **Tourism Destination** is geographical areas within one or more administrative areas that contain tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interconnected and complement tourism realization.

2. Katakana Letter

Katakana is one of four letter types used in the Japanese language. Katakana are Japanese characters that are used to write foreign language words in Japanese. According to Fujisaki (2019: 59), the vocabulary written in katakana is as follows:

- Foreign words, foreign location names, and foreign names. **Examples:** カメラ (camera)、インド (India) ラオさん (Mr. Rao)
- Words that mimic sounds/sounds (onomatopées), as well as words that mimic circumstances and conditions (mimesis). **Examples:** トントン (knock knock), ガタガタ (rattle)
- The writer wants to emphasize certain words. **Example:** ビックリ! (surprise)
- Also frequently written in katakana are names of animals and plants.
- The following table illustrates the straight lines and angles that characterize katakana:

ア a	カ ka	ガ ga	サ sa	ザ za	タ ta	ダ da	ナ na	ハ ha	バ ba	マ ma	ヤ ya	ラ ra	ワ wa
イ i	キ ki	ギ gi	シ shi	ジ ji	チ chi	ニ ni	ヒ hi	ビ bi	ミ mi		リ ri		
ウ u	ク ku	グ gu	ス su	ズ zu	ツ tsu	ヌ nu	フ fu	ブ bu	ム mu	ユ yu	ル ru	ン n	
エ e	ケ ke	ゲ ge	セ se	ゼ ze	テ te	ネ ne	ヘ he	ベ be	メ me		レ re		
オ o	コ ko	ゴ go	ソ so	ゾ zo	ト to	ド do	ノ no	ホ ho	ボ bo	モ mo	ヨ yo	ロ ro	ヲ wo

キヤ kya	ギヤ gya	シャ sha	ジャ ja	チャ cha
キュ kyu	ギュ gyu	シュ shu	ジュ ju	チュ chu
キョ kyo	ギョ gyo	ショ sho	ジョ jo	チョ cho

ニヤ nya	ヒヤ hya	ビヤ bya	ミヤ mya
ニユ nyu	ヒユ hyu	ビユ byu	ミユ myu
ニョ nyo	ヒョ hyo	ビョ byo	ミョ myo

リヤ rya
リュ ryu
リョ ryo

Figure 1. Katakana Letter

3. Lontara Letter

The *Lontara* script is also known as the Bugis-Makassar script which has unique characteristics, one of which is the vowel which is the basic sound character for each consonant in the *Lontara* script system by containing the vowel sound /a/. (Hadrawi & Agus, 2017). The word *Lontara* comes from the Bugis language which consists of two words, namely *raung* which means leaf, and *taq* which means lontar, so *raung taq* means palm leaf (Rahman, 2014). The language of Bugis-Makassarese has its own alphabet. The only difference between the Makassarese and Bugis writing systems is their number. There are 23 symbols in Bugis lettering, along with five diacritics. In contrast, Makassar writing uses just 19 symbols and 5 diacritical marks. Syllabic writing, also known as Bugis-Makassar writing, denotes the absence of consonants at the

end of words. The only consonant in the Japanese scripts Hiragana and Katakana is the letter "n" the only other consonant being absent. According to Ahmad (2009), he stated that the *Lontara* script used by the Makassar and Bugis scripts is nearly identical. However, there are four extra letters in the Bugis alphabet: *nka'*, *mpa'*, *nra'*, and *nca'*. Here is the explanation as follows:



Figure 2. Buginese Lontara and Makassarese Lontara

In addition, he added that the same five diacritical characters are used in both Buginese and Makassarese scripts: **i, u, e', o, and e.**



Figure 3. Symbol for Lontara diacritics

Use three stacked dots that slant to the left to represent a period (the end of a sentence) in the *lontara* script ()



Figure 4. Script Lontara Buginese-Makassarese

4. Transliteration

According to Ahmad (2017), transliteration was defined writing down or speaking of sound symbols from another language that can be used to represent the same sound in each language's writing system. In addition, it was categorized letter-by-letter switching from one alphabet to another, or replacement. It means that transliteration is described as a transfer from one post to another so that it can be said (Praheto & Utomo, 2020). For the purposes of this study, the names of popular tourist destinations written in alphabetical order will be transliterated into *katakana* letters, which are Japanese characters used to write several

different languages, as well as into *Lontara* script, which is a combination of Buginese and Makassarese.

5. Digital Dictionary

The dictionary is in the form of software that can be run on a computer and the vocabulary can be accessed even if it is offline. This dictionary has the advantage that it is easy in the word search process, usually has additional features other than just searching, such as a rote list feature, virtual keyboard or features to add, delete, and edit words. The drawback is in the manufacturing process which depends on the creativity and perseverance of this digital dictionary maker. Whether or not this digital dictionary is good depends on these two things. (Agussalim et al., 2019)

METHOD

This study used a qualitative descriptive with a qualitative approach. In addition, the decision to use a case study technique for this study was supported by several factors (Idris et al., 2020). Sources of data are obtained through interviews, digital application, and documentation (Hardani et al., 2020). Data reduction, organization, and data interpretation are the three steps or processes that the data analysis employed in this study (Junaid, 2016). In a qualitative research approach, the technique of data collection is also utilized to maintain the validity of the data. Triangulation also seeks to confirm the veracity of the data or information gathered by the researcher by eliminating as much bias from the data gathering and analysis process.

RESULTS & DISCUSSION

Using the observational approach, the researcher collected data at the South Sulawesi Culture and Tourism Office and discovered 1041 tourist attractions with the following distribution:

Table 1: Number of Attractions (2022)

No	Municipal or City Name	Number of Attractions
1	Makassar	54
2	Gowa	38
3	Jeneponto	7
4	Bulukumba	42
5	Maros	32
6	Barru	72

7	Bone	70
8	Luwu	7
9	Palopo	32
10	Enrekang	22
11	Soppeng	31
12	Bantaeng	16
13	Pangkajene Kepulauan	35
14	Selayar	24
15	Takalar	15
16	Sinjai	91
17	Wajo	42
18	Pinrang	19
19	Parepare	30
20	Tana Toraja	76
21	Toraja Utara	250
22	Sidrap	14
23	Luwu Timur	9
24	Luwu Utara	13

The following table shows the 1041 tourist attractions, which are categorized as historical, cultural, agricultural, industrial, educational, water, religious, and so forth: An excel file including a distribution and explanation of tourism attractions in 24 districts and cities contains the basic data acquired from the South Sulawesi Culture and Tourism Office. The author solely draws information in the form of names of tourist attractions from these initial data. The gathered data is subsequently transliterated into the Japanese *Katakana* script and the Buginese-Makassarese *Lontara* script, respectively. The study's manual transliteration was completed by writing the names of tourist attractions in *Katakana* and *Lontara* letters one at a time.

The names of tourist attractions are transliterated using the following steps:

1. Katakana transliteration (Japanese)

Transliterating the names of tourist attractions into *katakana* letters is the first step after inputting the information about them in the excel file. One of the challenges in transliterating names of tourist attractions into *Katakana* letters is that many of them are named in the regional tongue of the various regions, necessitating the correct citation of the name of the tourist attraction. Since it is common knowledge that when writing a word into letters, such as *Lontara*, the researcher transliterate it based

on the sound the word makes when pronounced rather than the letters themselves. An illustration of the outcome of translation into Katakana letters is provided below:

KABUPATEN GOWA			
No	OLEK PRISATA		
	Abjad	Katakana	Lontara
1	Air Teper Tabukata	アイ. テパー タブカタ	
2	Air Teper Pa'angbe	アイ. テパー パアングベ	
3	Air Teper Gota	アイ. テパー ゴタ	
4	Air Teper Bata	アイ. テパー バタ	
5	Air Teper Gubung	アイ. テパー グブング	
6	Air Teper Mearu Jadoh	アイ. テパー メアール ジャド	
7	Sering Sembu Opa	セリン シンブ オパ	
8	Kota Fendribulan Malia	コタ フェンドリバン マリア	

Figure 5. An illustration of transliteration into Katakana letters

Lontara letters as the next step after doing so in Katakana. Because there are many tourist attractions that are in foreign languages, there are difficulties while transliterating into Lontara letters. As a result, the word must also be spoken differently. An illustration of the outcome of transliteration into Lontara letters is provided below:

KABUPATEN TANA TORAJA			
No	OLEK PRISATA		
	Abjad	Katakana	Lontara
1	Buata	ブウタ	ブウタ
2	Pangpanga	パングパング	パングパング
3	Manutan Ampang Batu	マンタン アンパング バツ	マンタン アンパング
4	Tangga	タンガ	タンガ
5	Makata	マカタ	マカタ
6	Tumpang Batu Bata	タンパング バツ バタ	タンパング バツ
7	Sembu Ampang	シンブ アンパング	シンブ アンパング
8	Taman Tala	タンマン タラ	タンマン タラ

Figure 6. An illustration of transliteration into Lontara letters

3. Entering data into the FLEX application that has been transliterated using Katakana and Lontara letters.

The input is completed by manually typing each attraction in the alphabet, Katakana, and Lontara. The following Figures 8, 9, and 10 show the procedure that takes place:

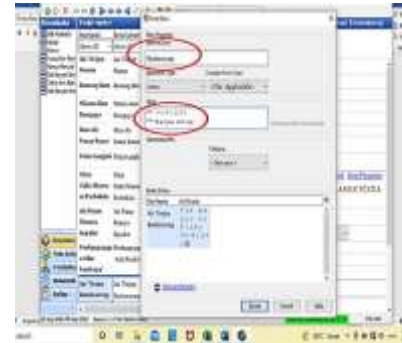


Figure 7. Names of tourist attractions were manually entered using the alphabet, katakana and lontara.

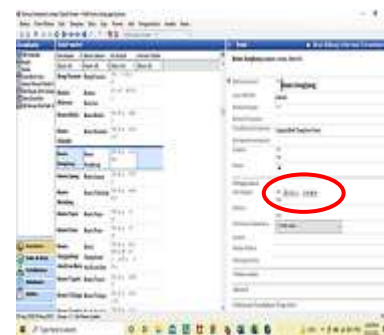


Figure 8. Katakana Letter (the result of Input)

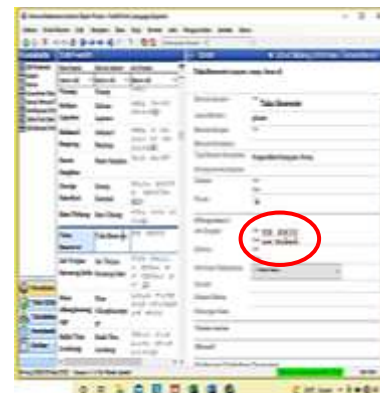


Figure 9. Lontara Letter (the result of Input)

Following that, the input results are exported in elevator format so that they may be used in a variety of programs, including Lexique Pro and Dictionary App Builder. To produce an android-based dictionary, SIL developed the application known as Dictionary App Builder (DAB). The Flex application's export results are then integrated into the DAB.

Before creating an Android-based digital dictionary, there are several tasks that must be completed, including:

1. Project's Name
2. Giving Application's Name
3. Making Key Store Wizards
4. Application usage period
5. Security
6. Package Name

The Android App Build process is carried out as illustrated in the image below once the requirements have been completed. The application was created with the APK extension, so it may naturally be used with the Android operating system.

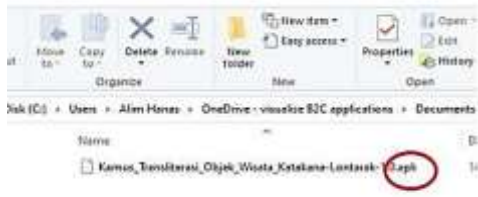


Figure 10. An Illustration of Apk file extension

Digital Dictionary for *Kanakana-Lontara* Tourism Object Transliteration

This dictionary includes several pages and features that make it simpler for users to use:

1. Opening page, it displays the name of the currently-used program



2. Main menu page



- a. Home button, Back to Main menu page
- b. Search button, it aims for Latin script, *katakana* or *lontara* are the three options for the word search feature.
- c. Share app button, applications can be sent to other persons using this functionality in a variety of ways.
- d. Setting button, manage the display setting
- e. Text Appearance button, to set the color and font size
- f. About button, to see an overview of this dictionary.

3. The dictionary app's home page

All entries are shown in three tabs: Indonesian, Buginese, and Japanese. A search button is also visible on the start page in the top right corner. On the home page, users may also conduct an alphabetical search.



4. Entries per page

Using the three characters Latin, *Katakana* and *Lontara*, of course, to display the input data of the tourist attraction chosen by the user.



CONCLUSION

The names of South Sulawesi's tourist attractions have been transliterated into Katakana and Lontara letters for an Android-based digital dictionary that may aid both domestic and international visitors in learning more about the attractions. This is completed to encourage cultural tourism. Additionally, it might be an Android-based offline travel software for a South Sulawesi tourist guide.

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