

## INTERACTIVE TOURISM INFORMATION ON INDONESIA - SCRATCH

### **Criteria A – Inquiring and Analyzing**

#### **DESCRIPTION OF THE SCENARIO**

Indonesia has become a very popular country with many tourists visiting for the landscape and culture. Before travelling, tourists need to go to travelling agencies to plan their trips and gather information about their trip as well as the overall country. I have been in contact with the manager of 'travelindo' which is a travelling agency of Indonesia. Travelindo started in 2005 and has grown rapidly since then. The original creator of this travelling Agency (Nadya Aisyah) has created many more travelling agencies and owns her own company for travelling. This travelling agency has around 10 staffs and is a very famous travelling agency around the world for Indonesia trips. The reason why they are very famous nowadays is because not only do they give sufficient information about Indonesia and the trip but they also offer trips specifically made by their company. These trips are well structured with a balance of culture, adventure and education. Travelindo has also offered flights in cheaper form but good service. As this is a very famous travelling agency, many tourists and travellers go to this travelling agency area and want to interact with the staffs in order to book a trip and know more about it. The manager, Bulan Indah, has asked me to make their travelling agency more ecstatic when people are going for asking about the trip and Indonesia. As evaluated, customer service to the manager was poor when they are in the waiting line. I will create a solution to make the customers satisfied during their waiting time and enhanced with more information on the travelling agency, the trip and the country, as well as make it fun in order to not bore them.

#### **INVESTIGATING THE PROBLEM**

However, as this is famous it will result to a very long waiting line where they sit on chairs or stand around waiting for their turn to interact with the staff. This waiting time is usually 30-50 minutes, which to my opinion is a much stretched amount of time to wait. When waiting, they are bored and irritated as they want to get to know more about the country and are very persistent to get their information quickly. Usually, when bored, people are seen to be on their phones, and their seating positions hunched and the phone screen is too close. Using your phone for a long period of time can cause issues to your spine and eyes, as well as unhealthy for the mind as they stare at the screen for too long. Even though using your phone for less than an hour might be acceptable, it's still uncomfortable to use as the screen is small. Usually, people go on the phone to go on social media, which isn't educational and won't benefit your future either. I know that some of the customers would rather read the newspaper or watch television provided in the travelling agency building, but there are also disadvantages to that. Newspapers contain small font size which makes your eye squint and causes discomfort.

Indeed, newspapers are very informative, educational and are good to understand what is happening in the world but its layout is boring with large paragraphs, small images and too much text. Some young adults won't want to read newspapers as it's boring and even because it's not educative. Instead, using an interactive software in which allows you to gain sufficient information on the country you're visiting will not waste time and as well not bore the audience into thinking that the service of this travelling agency is poor. It will also keep the audience more interested on the trip, meaning that if this travelling agency gives them an offer, they will most likely take it, letting this travelling agency gain more money and a better representation of themselves. There is also a small problem which some people experience. This dilemma is that some tourists travel to a country and lean information on this country, although they don't learn the right information to survive or travel to the country. In that case, I will create a solution in which that this interactive software has important information needed for people travelling to Indonesia.

#### RESEARCH PLAN:

What will I research on?	Priority	Why is this information important?	When will I gather this information by?	Sources
Famous hotels, malls and sites/landmarks to visit in Indonesia	1	It's important because the customers should get an idea on the reason why they want to visit Indonesia and where they want to visit. These landmarks are also a great way to help them plan out their trip and give a basic idea of the tradition and culture of the country. They help tourists gain more information of the country and allow them to know where to take pictures.	I will gather this information by <u>October 7</u>	Secondary research
Interview with manager on the problem their having and what their customers seek the most	2	This is prioritized on the top, as the customers would use my product to also find answers. If we answer one of their main questions they won't	I will gather this information by <u>October 5</u>	Primary research

(more about Indonesia then the travelling)		have to waste their time as well as won't waste time for others queuing. I also will get to know the problem more better in the view of the head of the agency meaning I can add to the solution to make it more advanced and efficient		
What necessities to bring to their trip?	3	This is important as the travellers should bring the right equipment when going to a country completely different to a country they've ever been to. Example; this tourist has never been to a country in Asia our southeast Asia and only has been to places like Europe or areas like Korea or Japan. Indonesia is completely different with different weather conditions, living conditions, etc.	I will gather this information by <u>October 6</u>	Secondary Research
Map of Indonesia with cities mentioned	4	When travelers travel to Indonesia, they should know where they are as Indonesia as that country is big. There are also many cities in Indonesia and travellers usually visit couple of these cities so they should also know where they are located in Indonesia.	I will gather this information by <u>October 6</u>	Secondary Research
Basic language to learn	5	Travelers should learn basic language in Indonesia that help them communicate to locals when they are in need for help. Help that these	I will gather this information by <u>October 7</u>	Secondary Research

		travellers may need is like where is the ...., how do you go to....., how much is it, where can I find...., thank you, sorry, please, etc.		
Currency from different currency of different countries to Indonesia currency	6	As these travellers are from all around the world, they all have different currencies of money in their wallet. When they go to Indonesia the currency will change to Rupiah. These travellers need to know how to pay with their currency to the currency in Indonesia as they will need this to go shopping, transportation, etc.	I will gather this information by <u>October 7</u>	Secondary Research
Basic information on Indonesia (capitol, president, etc.)	7	Travellers need to know basic information on the country to get themselves educated on a country they've never been to and to learn more about the country for fun and educational purposes. This basic information is also important as these are the most known information that you should have in your common knowledge when roaming around Indonesia.	I will gather this information by <u>October 7</u>	Secondary Research
More detailed information on Indonesia (culture, famous food, animals, history etc.)	8	Having detailed information on the country is important as the travellers would be curious on the country they're travelling to and	I will gather this information by <u>October 8</u>	Secondary Research

		how it's different to their country. It will make them more curious on the country their travelling to and make them more excited on their trip. It's also good for them to learn information that's good for education purposes.		
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## PRIMARY RESEARCH

For the primary research, I decided to interview the manager of 'Travelindo', which is the travelling agency I'm working with. I asked the manager (Bulan Indah) questions about problems they're having with customer service and how he wants me to fix that problem in his opinions. I also asked him questions regarding the solution on how he wants it to be like and how he wants it to affect his customers. Although, I needed information that would educate myself in this particular area of 'travelling agencies' because this is my first time understanding what it means and I need to learn more about it. I also need to learn more about the company itself so I get a better understanding of the impression the company has on its customers and how my product should create the same impression and so on. The reason why I chose to interview the manager than a customer is because the manager has seen the progress of the travelling agency than one customer has and seen the company's weaknesses and strengths meaning that the manager has ideas on which he could make the company better.

### - The interview – between the manager (Bulan) and I:

*1) Me: What is a travelling agency and how does it help travellers?*

*Bulan: A travelling agency is when a particular business or organization help particular people make any necessary arrangements for the customer travelling experience. These arrangements include transportation, accomadations, tours, trips, etc. We are a travelling agency for Indonesia meaning customers come to our public service to arrange anything about their trips to Indonesia.*

*2) Me: How has the customers reacted to the service of this travelling agency?*

*Bulan: As our staffs evaluated the customers and how they were acting or their emotions during their time in our travelling agency area, they looked great when talking with the staff when appointed. The staff treats their customers in a most respectful way and the customers go back*

home happy with all information and arrangements done. Our service when talking with the customer is perfect and there are no problems, we asked many customers and they said there were no problems when interacting with the staff. Although when they are in the seating area, which is the area they wait for their turn, the vibe is very blank and so are their faces and emotions. When I was walking around the seating area, I even saw a man in his 20's sleeping!

**3) Me:** *Has there been any complaints? If yes then what is it?*

**Bulan:** *No one has went up to me and complained as I'm the manager and when someone complains, they usually complain to me. However, at times there will be customers that will be talking to a staff about their usual travel arrangements but they will mention that they waited for too long. Rarely there are customers that when talking to the staff start off in a bad conversation as they waited too long and they weren't patient enough and had plans after. Other than that there were no complaints.*

**4) Me:** *How has the business of travelindo been?*

**Bulan:** *The business is completely stable and getting better. We have a lot of customers coming in and our financial state is amazing. We have our business available only in specific countries and we are thinking to expand the business even further as more people are getting more interested in Indonesia and we would love to be the ones to arrange these trips for these curious customers and give them a sense on Indonesia.*

**5) Me:** *What's the difference between this travelling agency before and now?*

**Bulan:** *In 2005 until 2010, travelindo wasn't doing so well as the company wasn't popular and didn't have many customers, which means the company wasn't gaining enough money. Soon this company hit a spot around 2011 where we tried a different way to advertise our travelling agency. This way, not only were people more interested in Indonesia but also they were interested on how we arrange trips and what we have to offer. Surprisingly we gained many customers and from then on we have risen and as said before we are financially stable and our ratings are high. I guess more years means more people get interested to Indonesia, which is a great aspect for our company.*

**6) Me:** *How do you think technology can help your customer service?*

**Bulan:** *This is actually something that I think will really advanced our travelling agency and we will definitely gain more customers using technology. As our service doesn't include anything that is modern which will interest our customers, I think that technology will interest the customers as technology does play an important role in the modern times and many customers when they have nothing to do usually face their ways to technology. As you know, we have*

identified the problem in which in the waiting area, customers wait too long and get bored or angry due to the waiting. I think that the customers will love an interactive technology device that will rather teach them more about the country that they will be visiting. So instead of needing to use their time outside to find information from a lot of website to understand more about the country their visiting, they could use their waiting time (which is a long period of time) to get to know the country. I mean of course our customers will be curious on where they're visiting!

*7) Me: What will make my design not bore the customer?*

**Bulan:** *If this interactive information software includes a lot of colour, efficient information, capturing images, not long boring texts, unique features, fun facts and much more then this will clearly keep the customers happy and in a fun mood. Making the product unique and nothing like others with entertainment to it like games and quizzed or videos and music is a great way to keep our customers happy when they are waiting for long and are bored.*

*8) Me: What main features are you exactly wanting to include in my product?*

**Bulan:** *The key features should be facts about the country put into categories so it won't look messy, the language needed to communicate with locals, the currency difference, the map of the country, fun facts, interesting features such as music or characters that will introduce the information, any famous or popular areas (which could mean landmarks, accommodations, many more) and any other valuable information our customers should know. You know just really bring the depths of Indonesia to the customer like make them feel the vibe of Indonesia when using this software creation.*

*9) Me: How much of this product should there be in the travelling agency?*

**Bulan:** *It would be great to have around 10 of these softwares roaming around the waiting room on laptops and comfortable chairs. Although I know 10 laptops won't be enough for all the people waiting but it will surely cheer up most customers. Maybe more than 10 would be great but if it's unavailable then 10 it is.*

*10) Me: Who is your focused target audience?*

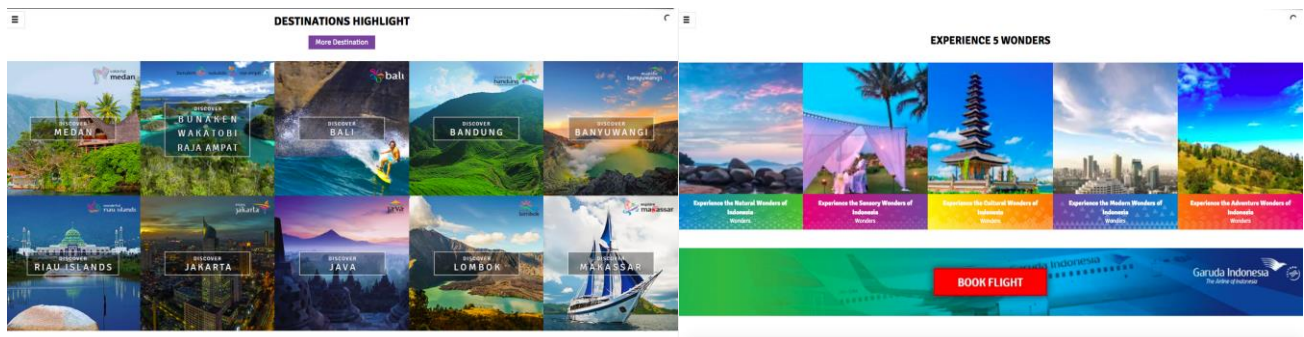
**Bulan:** *The audience for this creation you will be making should target tourists and travellers who are interested in Indonesia that are waiting in the waiting room. Most importantly, this should really target impatient people that are waiting so when they are bored and get angry for waiting for a long time, they have something to do that's fun and beneficial for their trip. It's a win-win!*

*11) Me: How do you think this will benefit your company?*

**Bulan:** *This will surely lead to fewer complaints in our customer service in the waiting area. Less complaints mean that more people will be satisfied with their visit. Our recommendations system and rating systems will rise due to fewer complaints which leads to more customers! Our goal as Travelindo is to make sure they have a fantastic experience. This experience means with us and with the flight and arrangements of its own. If we can fix this tiny dilemma of the waiting area then their full experience with us will be great. We will financially rise and so will our companies popularity! And as said before, if we start to get a higher statues worldwide we will spread our travelindo across the world.*

## SECONDARY RESEARCH

1. [http://www.indonesia.travel/en?cid=BR:PT:INPS:TX:UAE:DT:GC&gclid=Cj0KCQjw9uH0BRDtARlsAltCa97rAVY-UtH-MZMAPp2t6R9-MbSimnTOG3-PTC944FkQhDmNFkgHC58aArvfEALw\\_wcB](http://www.indonesia.travel/en?cid=BR:PT:INPS:TX:UAE:DT:GC&gclid=Cj0KCQjw9uH0BRDtARlsAltCa97rAVY-UtH-MZMAPp2t6R9-MbSimnTOG3-PTC944FkQhDmNFkgHC58aArvfEALw_wcB)



As my creation will introduce a lot about Indonesia and every aspect about it as well as suggest areas to go to, I think that this website has most of the features that I want to include in my creation. This website includes very eye-catching images that will make the viewer want to learn and see more. This website gives the freedom of what the viewer wants to learn about the most. Ignoring the long texts that is included, when pressing one of the buttons to see what's in that particular city, it gives you a lot of information. Also, if you visit that website there are other things you can see where it lists famous landmarks, hotels, etc. This is enriched with valuable information and I think this website will be my 'role model' or inspiration for my scratch creation. This is also created in a beautiful format with clear titles and is educational. Although, I think this will only start off my education side to my creation not the entertainment side of my creation.

2. Famous hotels: <https://www.tripadvisor.com/TravelersChoice-Hotels-cTop-g294225>

-**The Oberoi Lombok** – 5star hotel – *High end resort with a private beach, Set along Medana Bay on 10 hectares of tropical gardens, this opulent resort is 5 km from the Lombok Golf Kosaido Country Club and 8 km from the Bangsal Ferry TerminL* – Address: Medana





Beach, Tanjung, Kabupaten Lombok Utara – Phone: +623706138444 – AED 1439

-**COMO Uma Ubud** – 5 star hotel – *Serene polished resort with a spa, This intimate, upscale resort is set in tropical gardens overlooking the valley, 2.6km from Ubud Palace* – Bali – Phone: +62361972448 – AED 1681 (deal 15% off: AED 1427)



-**Keraton** – at the Plaza – 5 star hotel/Luxury collection hotel – *Contemporary rooms & suites with city views, plus a Mexican restaurant, an indoor pool & a spa* – Jakarta – Phone: +622150680000 – AED 878



-**The Chedi Club Tanah Gajah** – a GMH hotel – 5 star hotel – *Sleek villas with private pools at a secluded hotel, plus 2 common pools and an open-air hotel* – Bali – Phone: +62361975685 AED1983 (deal 6% off: 1863)



3. Famous Landmarks: <https://wikitravel.org/en/Borobudur>

<https://www.lonelyplanet.com/indonesia/west-bali/attractions/pura-tanah-lot/a/poi-sig/1194189/356547>

<http://whc.unesco.org/en/list/642>

-**Borobudur:** Dating to the 9<sup>th</sup> century, this site is renowned as the largest Buddhist temple in the world. It's a Mahayana Buddhist temple in Magelang, Central Java, Indonesia. It's also one of the greatest monuments in the world and is a world heritage. It was found by the Dutch when it was buried under all the earthquakes and volcanic eruptions that occurred in the past.



-**Tanah Lot:** A traditional Balinese temple located on a small, rocky island and offering water vistas. Tanah Lot is a rock formation off the Indonesian island of Bali. It's home to pilgrimage temple Pura Tanah Lot, a popular tourist and cultural icon for photography.



-**Prambanan:** This is a 9<sup>th</sup>-century Hindu temple complex with structures with stone spires and sculptures. It has two names, one being Prambanan or Rara Jonggrang and is located in Central Java, Indonesia. Prambanan is dedicated to the Trimurti, which is the expression of God as the Creator, the Preserver and the Destroyer.



4. Necessities to bring to Indonesia: <https://www.tripsavvy.com/bali-packing-list-1458595>

**Clothing:** When visiting places like temples, sacred sites, etc. you should wear clothes that cover your knees and shoulders. Beach clothing is okay for a daily wear other than professional areas such as dining or clubbing. Most of the time, the weather will be hot so it's suggested that you bring light clothes (cotton clothing). Jeans would be hot and heavy for most circumstances. You won't need to bring many clothes as you would expect, as there are so many areas for laundry. Just make sure that if you want to do laundry, make sure it's not in a place where it can be stolen. Other items: hats, sunglasses, swimsuits, etc.

**Shoes:** If you're going to a place like Bali (which is where mainly tourists go to) then wear standard footwear that is expected in Bali which are reliable flip-flops. Some places like temples or restaurants may ask you to remove your shoes at the door. The reason why flip-flops are good is because they are comfortable for walking around, gives your feet oxygen and easy to slip on and off unlike sandals with straps. When climbing, get appropriate hiking shoes or sandals. If you're going to places like Jakarta then wear normal shoes.

**First aid kit:** You should pack only a small, simple travel first-aid kit with the basics. If needed, purchase anything else. Ibuprofen should be kept in your first-aid kit for your health. If you need anything that is out of your first-aid kit then there are many walk-in pharmacies that sell nearly everything that you'll need without needing to visit the hospital. This will lead to a great time in Indonesia and not needing to fill up so much space.

**Money and Documents:** Always make two copies of everything like your passport, travel insurance papers, receipts for any traveler's cheques, and anything else important on your travel documentations. Keep your credit card number safe. In case your credit card/ATM card gets compromised, bring a few traveler's cheques and some U.S dollars that can be cashed in for emergency funds.

**Electronics:** Type of outlet in Indonesia – round, two-pronged, CEE7 power outlets, common in Europe, Voltage is 230 volts/50 Hz. Although many hotels have universal outlets that work with many cord types, you might need a small adapter to accommodate your device.

Other items: Small padlock, Hand sanitizer, tissue, mosquito repellent, torch, plastic bags, swimming bag, sun-lotion, etc.

5. Map - [http://www.wordtravels.com/images/map/Indonesia\\_map.jpg](http://www.wordtravels.com/images/map/Indonesia_map.jpg)



6. Important basic language to learn: <http://blog.eoasia.com/basic-indonesian-words-for-your-travel-to-indonesia/>

Indonesian	English	Indonesian	English
Maaf	I am sorry	Selamamt pagi	Good morning
Di mana...?	Where is the...?	Selamat malam	Good night
Berapa...?	How much...? How many...? What number...?	Jam berapa?	What time is it?
Terima kasih	Thank you	Sama sama	Your welcome
Tidak	No	Iya	Yes
Bis	Bus	Kamar	Room
Makan	Food/eat/meal	Permisi	Excuse me
Apa kabar?	How are you?	Kabar baik	I'm good

7. Basics of Indonesia: <https://www.embassyofindonesia.org/index.php/basic-facts/>

**Location:** Southeastern Asia, archipelago between Indian Ocean and the Pacific Ocean.

**Capital City:** Jakarta    **Official Language:** Bahasa Indonesia    **Flag:**



**Population:** 253,609,643 (July 2014)

**Main ethnic groups:** Javanese, Sundanese, Indonesian (Malay), Madura

**Main religions:** Islam (more than 80%), Christianity, Hinduism, Buddhism

**Area:**1,919,443 square kilometres    **Currency:** Rupiah    **Current President:** Joko Widodo

7. More detailed information: <https://blogs.transparent.com/indonesian/indonesia-people-culture-and-traditions/>

<https://www.indoindians.com/6-weird-and-wonderful-indonesian-traditions/>

**Language:** Bahasa Indonesia is the official language of Indonesia. It originated from the Malay language in the Riau islands and soon was influenced by local languages, culture and foreign languages which soon became Bahasa. Even though Bahasa Indonesia has become lingua franca, the local and dialect languages are still spoken nowadays by many Indonesians.



Society

**Traditional food:** Rendang, Gado-gado, soto, keputat, gudeg, pecel, pempek, etc.

**Traditional clothing:** At times, it's made from sheer material such as silk, thin cotton, or semi-transparent nylon/polyester. There is usually also floral or brocade pattern designs on the clothing. Kebaya is usually worn with sarong or batik (a type of Indonesian pattern) or other traditional clothings such as ikat, songket, etc. In public, the sarong is only worn only when attending Friday prayers at the mosque. In formal occasion, the men and the women wear batik clothing. The men wear batik shirts with trousers and women wear batik shirts and long skirt or batik dress that is appropriate and covers body.



**Other information:** Indonesia is a Southeast Asian nation made up from volcanic islands. They are home to many ethnic groups who speak many different languages. Indonesia has many popular areas to it, and these areas are usually beaches, volcanoes, Komodo dragons, jungles, etc. Yogyakarta is one of the cities in Indonesia and is known for its gamelan music and traditional puppetry.

(WILL INCLUDE MORE INFORMATION IN CREATION)

## DESIGN BRIEF

As the customers in Travelindo need something entertaining, educative and important for their trip to Indonesia and to fill up their time in the waiting room, I will be creating a product in which will allow the customer to interact with and learn a lot. This design is called 'JTI – Journey to Indonesia' and will be made by scratch programme. Scratch is a coding programme and allows you to program and share interactive media such as stories, games, animation, etc. JTI will be a scratch piece where the program will teach the customer about Indonesia in different

ways with variety of aspects such as visual learning (video), allowing you to choose buttons on what you want to learn, games, music, etc. My design consists with a lot of features that scratch will always include such as characters, backgrounds, titles, buttons, speeches, music, etc. There will be a lot into JTI meaning there will be a lot of work needed to be put into this creation. The product will have a lot of information about Indonesia and that will help the customer educated on the country also know information that will help the customer get around Indonesia and plan their trip. Information that will be included is basic information (currency, president, etc.), more detailed information (culture, traditions, etc.), basic language, top sights, famous hotels, what to bring, map and any extra information. All these information won't be presented in long paragraphs. Instead, all these information will be separated and summarized. When summarized, a character will speak to the customer about it (not listening speech but reading speech), or there will be text by itself but summarized. The beginning of the program will start off by pressing the green flag. After pressing the green flag, the customer will be lead to a introduction of Indonesia by a character. The introduction is basically the basic information of Indonesia. After that, the character will tell the customer how to use this program. The way to use it is that there will be different buttons with text in it about the different types of information you may choose to learn. Then after that, the customer presses the start button and there are buttons as said with what information you want to learn. When pressing one of these buttons you will either be led to some activity, game, speech by character or text. Throughout the whole time there will be music of one of the traditional music of Indonesia. This design will use bright and popping colours at some aspects of the program like when you choose what you want to learn. Popping colours are good use as they will attract the eye of the customer and make them more curious on what they can learn through this program. On the aspects where it's teaching there will be soothing colours to rest the eyes, traditional patterns to introduce Indonesia or give the Indonesian vibe, or as said before, popping colours. Characters that I will choose to speak my information will depend on what information they're presenting. If they're presenting the culture then I will choose a traditional looking Indonesian to present the information as culture is all about Indonesia's traditions and history. If it's a map of Indonesia then I will use a pointer character as it will accurately show that you need to bring your mouse to specific places in order to find out which city it is and it will bring accuracy to where your bringing your mouse. This will definitely help my character to build up their education and have fun at the same time when they are in the waiting line as learning about Indonesia, which is the place they will travel to, will gain knowledge on their geography and history skills as well as help you understand the new country you're going to so you won't be completely clueless. This is also fun as there will be some games which is a source of entertainment and there will be characters and speeches, which is like a cartoon which is another source of entertainment. There will also be music which will please your ears from the

quiet of the waiting room as well as gives you the vibe of Indonesia which they should be preparing for.

**S.W.O.T**

<b>Swot Analysis – Interactive Fact program on Indonesia - JTI</b>	
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>-Easy to use</li> <li>-Information spread and presented clearly and easily to understand</li> <li>-Uses many images that will attract and entertain the customer</li> <li>-Information is understandable for ages that can read</li> <li>-Includes variety of patterns and colours that will attract the audience</li> <li>-Has a lot of activities to it which will entertain the customer when bored</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>-Hard to code as there are too many things to code and some activities will be too complex to code</li> <li>-There might be too much buttons that might overwhelm the customer to not know what to choose</li> <li>-Sometimes scratch can be lagging</li> <li>-May keep the back posture of the customer in a bad position</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>-Could delete some of the information and just keep the main ones</li> <li>-Could include more about the company travelindo</li> <li>-Could include a survey on how this creation is going so far so I would know how to improve the design</li> <li>-Could include actual talking rather than speech bubbles with text in it.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>-Scratch can lag causing the program not to work</li> <li>-A small tiny mistake from the coding can lead to a whole misinterpretation and causes a big difference</li> </ul>

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