



Development of a Multilingual Coloring Book as an Edu-Tourism Medium in Taman Mayura: Enhancing Vocabulary Learning through Interactive Narration

Ni Putu Ade Resmayani¹, Ida Nyoman Tri Darma Putra², and Ida Wayan Sangkar Mahayana³

^{1,3} Institut Agama Hindu Negeri Gde Pudja Mataram, Mataram, Indonesia

² Universitas Nusa Cendana, Kupang, Indonesia

aderesmayani@gmail.com

Abstract. This research aims to develop and evaluate a multilingual coloring book that integrates English language learning with cultural exploration designed for children and tourists at Taman Mayura, Lombok. The book is an innovative edutainment medium that merges Content and Language Integrated Learning (CLIL), Edutainment, and Educational Tourism principles to enhance language acquisition while promoting local culture. Employing the Research and Development (RnD) approach by Borg & Gall, the study utilized structured interviews, participatory observation, questionnaires, expert validation, and pre-test and post-test assessments. Expert validation, assessed through Aiken's V analysis, confirmed the book's high content validity in language integration and cultural relevance. The book's effectiveness was demonstrated through a t-test analysis, revealing a significant improvement in English vocabulary acquisition among participants (p-value: 0.021). This improvement highlights the coloring book's potential to function as a unique interactive learning tool that expands vocabulary and enriches cultural understanding. The book fosters an educational experience that benefits local communities and visitors by aligning with sustainable tourism goals. These findings underline the book's distinct contribution to the field by bridging language learning and cultural appreciation within an engaging and interactive framework.

Keywords: multilingual coloring book, language learning, cultural exploration, Taman Mayura, edutainment, educational tourism

1 Introduction

In an increasingly interconnected world, introducing English to children as a global communication tool is vital for preparing them to compete globally. Early exposure to English enhances their ability to communicate with diverse audiences and supports the development of cognitive and social skills [13]. However, language learning should be paired with fostering cultural awareness to create a more holistic educational approach.

This is particularly relevant for Indonesia, where promoting cultural appreciation is essential in shaping the Golden Generation 2045—future leaders with strong character, competence, and global competitiveness.

Multilingual learning and cultural education offer significant opportunities to combine language acquisition with preserving local heritage. Taman Mayura, a prominent tourist destination in Lombok, provides a unique setting for this integration. Known for its historical, cultural, and environmental significance, it is an ideal platform for blending leisure with educational activities, fostering deeper engagement among children and tourists alike [3]. Educational tourism, which promotes cultural understanding, environmental conservation, and community empowerment, aligns with the principles of sustainable tourism [8].

Creative media, such as coloring books, have proven effective in enhancing children's learning experiences. These tools promote motor skill development, focus, and active participation, critical for cognitive growth, as highlighted by Piaget and Vygotsky's developmental theories [9][17]. Despite their demonstrated benefits, limited research explores the use of creative media to integrate language learning with tourism-based content, particularly in Indonesia. Prior studies have focused on specific educational purposes, such as teaching local scripts, art, and nutrition [6][11][12]. However, a significant gap exists in addressing multilingual learning through tourism-centered educational tools.

While Ananda [1] explored a tourism-themed coloring book in Palembang, no research has examined such media tailored to Taman Mayura in Lombok. This presents a critical opportunity to develop educational tools that enhance English language learning while celebrating Indonesia's cultural richness. This study aims to integrate English vocabulary with cultural narratives by creating a multilingual coloring book featuring Taman Mayura, providing children and tourists with a holistic, interactive, and meaningful learning experience.

The choice of a coloring book as a medium is grounded in its ability to engage users visually and cognitively while fostering creativity and cultural appreciation. This approach supports practical language acquisition and aligns with sustainable tourism objectives by promoting Taman Mayura as a family-friendly destination offering enriching educational experiences. By addressing this gap, the study contributes to advancing the field of educational tourism and creating innovative methods for integrating language and cultural learning.

2 Method

This research employs a Research and Development (R&D) model by Meredith D. Gall, Joyce P. Gall, and Walter R. Borg, which is utilized due to its widespread application and proven effectiveness in educational media development [4][15][18]. This model involves ten systematic steps: identifying potential problems, information gathering, product design, design validation, design revision, product testing, further revisions, usage testing, final revisions, and dissemination and implementation [5]. Each

phase is meticulously carried out to make sure that the finished product satisfies quality requirements and the intended educational and cultural objectives.

The initial step involves analyzing the needs of child tourists and understanding the unique context of Taman Mayura. After that, comprehensive data is acquired to support the book's layout and organization, finishing the development of a preliminary prototype. Experts validate this prototype and make changes in response to their comments. Children and guardians participate in field experiments that enable additional product improvement. Repeated testing ensures the book's quality and effectiveness before its final implementation at Taman Mayura, which is aimed at enhancing children's understanding of English and local culture.

The study sample consists of 20 children aged 6–13 and eight experts, including educational psychologists, tourism professionals, language experts, and educators specializing in English, early childhood, and elementary education.

Data collection involves a combination of qualitative and quantitative methods. Deep insights into the needs and preferences of stakeholders and tourists can be obtained through participant observation and organized interviews. Children and their guardians are given closed-ended surveys to complete in order to gauge customer satisfaction—the questions center on the book's educational and recreational value, usability, and material relevance. Aiken's V technique is used for expert validation, which evaluates the book's content for correctness and cultural relevance. To verify the book's influence on language and cultural learning, pre-tests and post-tests compare children's comprehension of English and local culture before and after using it.

3 Result

3.1 The Development of a Multilingual Coloring Book

This research focuses on developing a multilingual coloring book that integrates cultural education and language learning, inspired by observations and interviews conducted at Taman Mayura in Mataram, West Nusa Tenggara. Taman Mayura, located on Jl. Purbasari No. 29, Mayura, Cakranegara, operates from 6:00 AM to 9:00 PM and serves as a prominent cultural and historical destination. It is the perfect topic for a culturally rich instructional tool because of its advantageous position and the way that its natural beauty and cultural significance merge to draw both domestic and foreign tourists.

The lush and tranquil Taman Mayura is well-known for its lovely physical surroundings, which include beautiful ponds, well-kept walkways, and an abundance of greenery. The park's iconic structures, such as Bale Kambang, a floating pavilion surrounded by statues with diverse cultural influences—Arab, Chinese, Javanese, and Muslim—highlight its rich cultural heritage. Other significant structures that reflect Hindu-Balinese architectural styles are Bale Loji, Bale Tunggu, Pura Meru Kelepuk, and Pura Jagad Nata. Sacred plants like the weeping tree at Pura Meru Kelepuk and local mangosteen trees signify cultural value and add to its allure. Additionally, Taman Mayura, particularly on weekends and holidays, is a favorite spot for families to gather around the pond for exercise, picnics, and photography. Frequent cultural events are also held

here. Taman Mayura's elements enhance visitors' experience, such as religious rituals, art festivals, and traditional dances. The park is a spiritual center, with Hindu devotees visiting for prayer rituals at Pura Meru Kelepuk and Pura Jagad Nata. At the same time, children's karate sessions add to the dynamic atmosphere on Sundays.

Elevating Taman Mayura's value requires official educational programs designed especially for children and visitors. Independent religious and community organizations primarily organize current cultural activities. The gap offers a chance to implement educational initiatives that foster a greater awareness of regional customs and values, particularly among younger tourists.

To take advantage of this chance, the research team created a bilingual coloring book centered on six main themes: the park's history, its unique vegetation, its famous buildings, its regional food, and its closing thoughts. An exciting and culturally immersive experience is produced by using graphics of each subject based on Taman Mayura's photographs. The narrative content is tailored to a child-friendly style, targeting elementary and middle school students and strongly emphasizing tourism—combining education and tourism to foster cultural awareness and language learning.

Expert illustrators were hired to create eye-catching illustrations that improve the coloring activity's interactive elements and make it entertaining and instructive. By bridging cultural education with leisure pursuits, this multilingual coloring book provides kids and visitors with an entertaining method to discover Taman Mayura's rich cultural legacy. The detailed design and narrative scripts are provided in Figure 1, demonstrating how this innovative approach can serve as a model for future educational tourism initiatives.

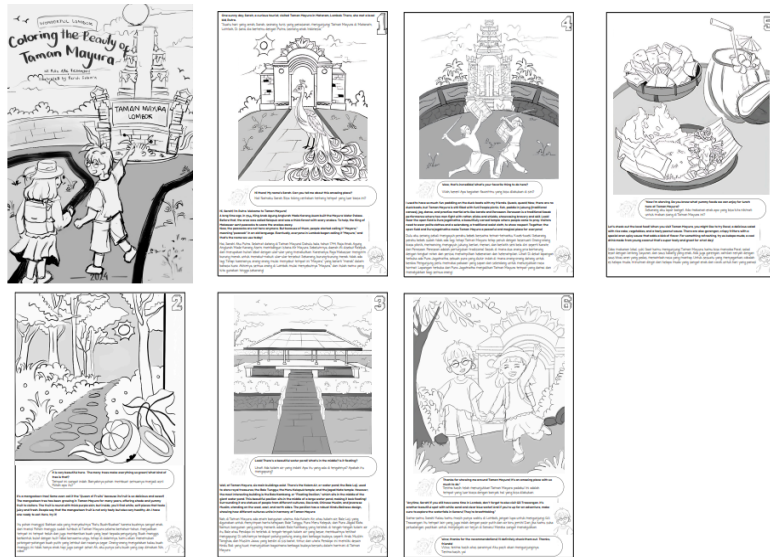


Fig. 1. The Prototype Design of The Coloring Book.

3.2 Content Validity of the Multilingual Coloring Book

A validity test was carried out to ensure the multilingual coloring book's content supports its objective of combining English language instruction with cultural awareness for kids and visitors to Taman Mayura. The validation process involved eight experts, including two educational psychologists, two tourism experts, one linguist, three English education specialists, one Early Childhood Education (ECE) expert, and one Primary School Education expert.

The results in Table 1 show that all items in the evaluation instrument received an Aiken's V value close to 1, indicating excellent validity. This high value reflects a strong consensus among the experts regarding the relevance and appropriateness of the book's content, suggesting that the book is suitable for use as an effective educational tool.

Table 1. Validity Test Result of the Coloring Book

Item No	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Aiken V	Judgment
1	5	5	5	5	5	4	4	5	0.997	Valid
2	5	5	5	5	5	4	4	5	0.997	Valid
3	5	5	5	5	5	4	4	5	0.997	Valid
4	5	5	5	5	5	4	3	5	0.996	Valid
5	5	5	5	5	5	3	4	5	0.997	Valid
6	5	5	5	5	5	4	4	5	0.997	Valid
7	5	5	4	5	5	3	4	5	0.996	Valid
8	5	5	5	5	5	4	4	5	0.997	Valid
9	5	5	5	5	4	4	5	5	0.997	Valid
10	5	5	5	5	5	4	5	5	0.998	Valid
11	5	5	5	5	5	4	4	5	0.997	Valid
12	5	5	5	5	5	4	4	5	0.997	Valid
13	5	5	5	5	5	4	4	5	0.997	Valid
14	5	5	5	5	5	5	4	5	0.998	Valid
15	5	5	5	5	5	5	4	5	0.998	Valid
16	5	5	5	5	5	4	4	5	0.997	Valid
17	5	5	5	5	5	4	4	5	0.997	Valid
18	5	5	5	5	5	4	4	5	0.997	Valid
19	5	5	5	5	5	4	3	5	0.997	Valid
20	5	5	5	5	5	4	4	5	0.996	Valid

Experts provided beneficial feedback on the multilingual coloring book, highlighting crucial areas that required improvement. Expert 3 recommended extending the paper to F4 to increase the coloring areas' width and improve the text's legibility. Expert 5 recommended that the text be simple and easy to understand, stressing the importance of brief, kid-friendly details. Expert 6 provided several valuable suggestions, including

specifying the target age group in the introductory section of the assessment form and ensuring the book's material quality to enhance durability. They also paid attention to capital letters and the proper formatting of foreign words.

Additionally, the experts identified areas in need of clarification, such as the phrase "Ada Kolam Air, or kolam air" on page 3, which should specify whether it refers to something particular. Additionally, experts recommended including ethical-moral value into the narrative, such as promoting environmental awareness with statements like "After eating, we should throw our trash in the proper bin to keep Taman Mayura clean and beautiful." The evaluation validated the coloring book's high content validity and educational potential. The experts' feedback, focused on clarity, age-appropriate language, and ethical messaging, will guide future revisions and help ensure the book's success as both an educational resource and a tool for promoting cultural and environmental awareness at Taman Mayura.

3.3 Level of Acceptance of the Multilingual Coloring Book

A product trial was conducted to assess the acceptance of the multilingual coloring book with 20 children visiting Taman Mayura. It involved observations and semi-structured interviews based on six key observation aspects. An observation scale of 1-4 was used to assess the presence or intensity of indicators, with one indicating "indicator absent" and four indicating "indicator visible."

The results, summarized in Table 2, show that the multilingual coloring book "Wonderful Lombok: Coloring the Beauty of Taman Mayura" was highly accepted by children aged 6-13 visiting Taman Mayura. Overall, the observed aspects resulted in average scores above 3.5, indicating that most acceptance indicators were visible during the trial.

Table 2. Observation Result of the Coloring Book Trial

Observation Aspect	Average Score
Initial Interest	3.7
Ease of Use	3.5
Reaction to Visual and Narrative Content	3.7
Engagement in Coloring Activity	3.8
Emotional Reaction	3.7
Suitability of Book as Educational & Entertainment Media	3.7

The trial of the "Wonderful Lombok: Coloring the Beauty of Taman Mayura" book with children visiting Taman Mayura is shown in Figure 2. It revealed high levels of acceptance across various aspects. The initial interest was strong, as children were attracted to the cover illustrations of familiar locations, though a few preferred brighter covers. Regarding ease of use, participants found the book easy to navigate; though younger children struggled with some English vocabulary, most followed the story

well. The reaction to visual and narrative content was positive, with children enjoying the illustrations of local culture and landmarks, though younger participants favored the visuals over the narrative. During the coloring activity, children were highly engaged, spending 15-30 minutes on each page, though younger children sometimes lost interest in more detailed images. Emotional reactions were generally positive, with children expressing happiness and enthusiasm, although younger ones showed some mood fluctuations. Lastly, the book was deemed a suitable educational and entertainment media, teaching vocabulary and offering cultural insights, though some participants felt the narrative could provide deeper explanations. Overall, the book was well-received, proving effective in language learning and cultural exploration.



Fig. 2. Trial Process of the Multilingual Coloring Book

3.4 Effectiveness of the Multilingual Coloring Book Implementation

To assess the effectiveness of the multilingual coloring book "Wonderful Lombok: Coloring the Beauty of Taman Mayura" in improving language skills, particularly vocabulary, a paired t-test was conducted by comparing pre-test and post-test results from participants before and after being introduced to the book.

Data collection took place on the same day as the trial and introduction of the book, which involved several stages. The process began with obtaining permission and consent from the participants' guardians. The researcher communicated the study's purpose

and the participants' role, ensuring that guardians and children understood the planned activities. A pre-test assessed participants' initial vocabulary levels before the book introduction.

Next, participants were introduced to the multilingual coloring book "Wonderful Lombok: Coloring the Beauty of Taman Mayura." The reading session, guided by the researcher, served as an introduction to the book's concepts and a language practice exercise. Afterward, participants were given 30 minutes to color and explore the book independently. Afterward, a post-test was administered to measure vocabulary improvement.

Statistical analysis of the pre-test and post-test data using a paired t-test (see Figure 3) showed a p-value of 0.021278198, below the significance level of 0.05. The score indicates a significant difference between pre-test and post-test scores, confirming that the multilingual coloring book positively impacted participants' vocabulary development.

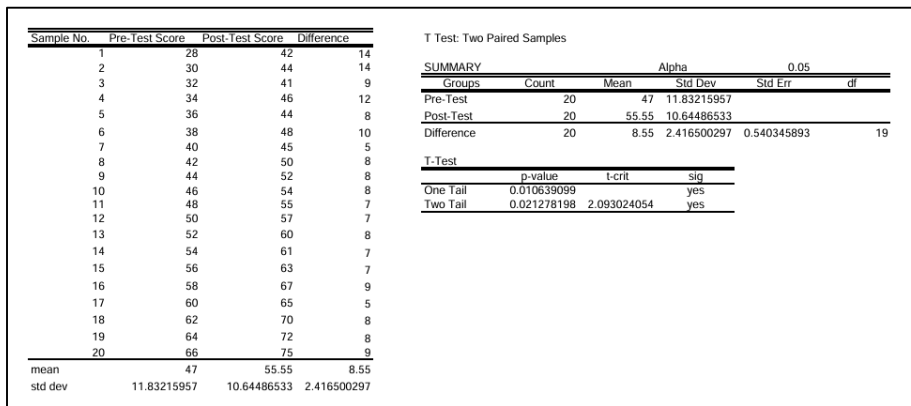


Fig. 3. T-Test Result of respondents' vocabulary abilities

These results validate that the "Wonderful Lombok: Coloring the Beauty of Taman Mayura" coloring book effectively enhanced the vocabulary skills of participants, particularly those with limited English vocabulary knowledge, through activities such as shared reading, interaction with visual content, and independent exploration.

4 Discussion

The research on developing a multilingual coloring book for tourists at Taman Mayura reveals significant results in enhancing English language learning and cultural exploration for child tourists. The book's design, which aligns with the identified needs and has been validated by experts, demonstrates its potential as an effective educational tool. This discussion will link the findings to relevant theoretical frameworks, including Content and Language Integrated Learning (CLIL), Edutainment, Sustainable Tourism,

Educational Tourism, Teaching English as a Foreign Language (TEFL), Skill-Based Language Learning, and Tourism Linguistics.

The findings indicate that the book "Wonderful Lombok: Coloring the Beauty of Taman Mayura" meets the needs of its target audience. Structured interviews and participatory observations provided insights into children's and parents' preferences and expectations. This approach informed the content and increased relevance, resulting in a more engaging user experience.

In the context of CLIL, this study exemplifies how language learning can be effectively integrated with content knowledge—in this case, cultural exploration—resulting in a holistic educational experience. CLIL emphasizes the importance of blending language learning with content knowledge, which aligns with the book's dual focus on acquiring English and appreciating cultural heritage. Positive feedback from users supports the literature on CLIL, which suggests that content integration with language teaching enhances cognitive engagement and retention [7].

The validation process revealed a high level of content validity, with all expert evaluations confirming that the book meets educational standards. This result corroborates findings from previous studies emphasizing the importance of expert validation in developing educational materials [16]. The high Aiken V score indicates that the book is suitable for language learning and effectively introduces English vocabulary, supporting literature on the benefits of integrating cultural education in language learning [14].

The acceptability of the coloring book was confirmed through observations, showing that it is perceived as an enjoyable and effective educational tool. This result aligns with the Edutainment concept, which blends education and entertainment to enhance the learning experience. Edutainment promotes active engagement, making learning more enjoyable and effective, especially for children [10]. The book's design encourages active participation through coloring and exploration, boosting intrinsic motivation among young learners—an essential factor in successful language acquisition.

Additionally, these findings align with Sustainable and Educational Tourism concepts, highlighting the role of cultural exploration in promoting responsible tourism. By integrating language learning with cultural appreciation, the coloring book supports sustainable tourism practices that benefit local communities and enhance visitors' understanding of cultural heritage. This approach is consistent with the growing emphasis on sustainable tourism, where educational experiences are designed to foster cultural understanding and environmental awareness [2]. Educational tourism enriches visitors' experiences and supports local economies and cultural preservation, making it a mutually beneficial solution for tourists and host communities.

While the results of this study are positive, there are several limitations. The sample size for the pre-test and post-test was small, which may affect the generalization of the results. Future research could benefit from more extensive and more diverse participant groups. The study focused mainly on immediate vocabulary improvement, leaving the long-term effects on language retention and cultural understanding unexplored. There may also be bias in the acceptability assessment due to participants' awareness of the book's development purpose. Future studies could include a control group to reduce bias and provide a clearer understanding of the book's impact.

5 Conclusion

This study successfully developed the multilingual coloring book "Wonderful Lombok: Coloring the Beauty of Taman Mayura," which integrates English language learning with cultural exploration for children and tourists. The findings confirm the book's high validity and effectiveness, validated through expert assessments and comprehensive user feedback. Grounded in Content and Language Integrated Learning (CLIL) and Edutainment principles, the book combines language acquisition with engaging cultural narratives, such as Taman Mayura's historical landmarks, traditional ceremonies, and environmental features, fostering a deeper appreciation for local heritage. By promoting responsible tourism practices, including cultural respect and environmental conservation, the book actively supports Sustainable and Educational Tourism objectives. This innovative approach enhances visitors' learning experiences and empowers local communities through increased cultural awareness, demonstrating the potential of multilingual educational tools to integrate language learning with sustainable development goals.

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