

## Prangko Edisi Jeugd zorg (1930) dan Witte kruis (1931) sebagai Media Promosi Turisme di Hindia-Belanda = The Jeugd zorg (1930) and Witte Kruis (1931) stamps edition as tourism promotion media in Dutch East Indies

Mailoa, Gesha, author

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Abstrak

<b>ABSTRAK</b>

Prangko merupakan syarat utama dalam pengiriman surat. Prangko memiliki desain beragam yang mengandung banyak makna dan sejarah. Pada periode 1864 -1909 prangko di Hindia-Belanda menggunakan gambar Raja Willem III dan Ratu Wilhelmina. Perubahan desain gambar prangko di Hindia-Belanda terjadi pada 1930 dan 1931 dengan penerbitan prangko edisi khusus Jeugd zorg dan Witte kruis. Penelitian ini membahas prangko edisi khusus yaitu Jeugd zorg(1930) dan Witte kruis (1931) dengan objek bangunan khas dan kegiatan masyarakat di Hindia-Belanda. Tujuan penelitian mengungkapkan alasan penggunaan desain prangko edisi khusus tersebut dan kaitan penerbitannya dengan promosi turisme Hindia-Belanda. Metode yang digunakan adalah metode sejarah dan konsep identitas kultural dari Stuart Hall. Hasil penelitian menunjukkan bahwa perubahan desain prangko dari gambar raja dan ratu Belanda ke gambar dengan unsur kebudayaan di Hindia-Belanda merupakan pergeseran identitas kultural pemerintah Belanda. Prangko edisi khusus meskipun tidak secara eksplisit bertujuan untuk promosi turisme tetapi dilihat dari pilihan objek yang diigunakan merupakan bagian dari promosi turisme Hindia-Belanda. Objek-objek yang digunakan sebagai desain ternyata telah digunakan sebelumnya pada media promosi turisme Hindia-Belanda seperti poster, buku panduan, kartu pos dan foto.

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Stamps are the main requirement to send mails. Stamps have a variety of designs with a lot of meaning and history behind each design. In the period 1864-1909, the pictures of King Willem III and Queen Wilhelmina empress of the Netherlands were featured on stamps in the Dutch East Indies. In 1930 and 1931, the era of those king and queen stamp designs in the Dutch East Indies was over which being marked by the emergence of special edition design stamps, Jeugd zorg and Witte Kruis. This study examines the special edition stamps called Jeugd zorg (1930) and Witte Kruis (1931) with the pictures of landmark objects and daily life of people (culture) in the Dutch East Indies. The purpose of this study is to reveal the reason why that special edition designs were used on stamps and to explain the relevancy between the publishing of special edition design stamps and tourism promotion in the Dutch East Indies. The historical method and Stuart Halls concept of cultural identity are used in this study. The result shows that the change of design from the pictures of king and queen of the Netherlands to cultural aspects in Dutch East Indies is because there was a cultural identity shift in the Dutch Government. Though the special edition design stamps were not explicitly published for promoting tourism, the objects that featured on stamps were part of the promotion of the Dutch East Indies tourism. The objects that featured had been used before in tourism promotion media in Dutch East Indies, such as poster, guide book, postcard, and photo.