

# The Charm of Borobudur Temple Architecture: Perspectives of Foreign Narrators in Understanding Indonesian Cultural Heritage

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## Abstract

Borobudur Temple is one of UNESCO's World Heritage sites and an iconic pride of Indonesia's culture and history. Its magnificent architecture and meaningful reliefs intrigue foreign visitors who come to visit. Foreign visitors' understanding of the architectural charm and cultural heritage of Borobudur Temple is still underexplored. This research explores the perspectives of foreign visitors in understanding Borobudur Temple architecture and its contribution to the understanding of Indonesia's cultural heritage.

The research employs a qualitative method with a case study approach. Data were obtained from document analysis, observations, and in-depth interviews with foreign visitors touring the Borobudur Temple. Data is validated using triangulation.

Findings show that foreign visitors are fascinated by the beauty and grandeur of the Borobudur Temple, which is a heritage from the ancestors of Indonesia. They derive four values: religious values, historical values, architectural values, and artistic values. In addition, factors such as available information, tour guides, tourist guides, and friendly interactions with local communities also influence the positive experience of foreign visitors when touring the Temple. This research concludes that Borobudur Temple plays an important role in introducing and deepening the understanding of Indonesian culture in the eyes of the world. The management of the Temple as a cultural site is crucial in enhancing the experiences of the tourists. These findings will serve as a reference for tourism destination managers and policymakers in designing strategies for the preservation and promotion of Indonesia's cultural heritage.

**Keywords:** Borobudur Temple, Foreign Speakers, Indonesian Culture.

## Introduction

Indonesia has a very rich cultural diversity, with hundreds of different ethnic groups, languages, and traditions. Understanding this diversity is important for foreign visitors to appreciate and value Indonesia's cultural heritage (Saddhono et al., 2024; Hellwig et al., 2020; Seff et al., 2022). Borobudur Temple in Central Java is one of Indonesia's most significant historical and cultural heritage sites. Borobudur Temple reflects the richness of Javanese history, religion, art, and cultural philosophy (Metusala et al., 2020; Sumarno et al., 2021; Widhianningrum et al., 2019). In the 8th century, Borobudur Temple was built as a grand Buddhist monument. It was constructed during the Syailendra Dynasty and is an example of Mahayana Buddhist architecture. Its structure consists of nine levels that depict a spiritual journey towards nirvana. The reliefs tell the stories of Buddha's life and the values upheld in Buddhist tradition (Yatno, 2022).

The beauty of its architecture and its symbolic richness make it an invaluable cultural heritage. Due to its architectural complexity and cultural values, Borobudur Temple is considered a historical relic that not only captivates the eye but also holds deep meanings that can help foreign visitors understand Indonesian culture (Kowal, 2019; Saputra, 2024). The architecture of Borobudur Temple is not just a physical structure but also an expression of culture and spirituality. Understanding the architectural elements of Borobudur Temple opens access to understanding the belief systems, mythology, and values of Javanese society (Sumarno, 2021; Widhianningrum et al., 2019). The architecture of Borobudur Temple is influenced by Buddhism, and its architectural elements reflect philosophical and spiritual concepts. Understanding this aspect helps foreign visitors uncover the deep meanings behind the physical structure of Borobudur Temple (Suprihatin et al., 2021).

Borobudur Temple is the largest Buddhist religious site in the world, and UNESCO has recognized its uniqueness and importance as a World Heritage Site (Black & Wall, 2001; Canny & Hidayat, 2012; Nagaoka, 2016). Despite its worldwide popularity, foreign visitors' understanding and appreciation of Borobudur Temple are often limited and influenced by various factors, such as the lack of comprehensive information and cultural differences. Many foreign visitors who come to Borobudur Temple see it merely as a tourist attraction without delving into its deep philosophical, historical, and cultural meanings. This leads to inadequate appreciation of the complexity and values contained within the temple's architecture. Additionally, research on foreign visitors' perceptions of Indonesia's cultural heritage, particularly Borobudur Temple, is still minimal, so there is little data available to enhance tourism experiences and cultural education for foreign tourists.

This research was conducted to explore how the architecture of Borobudur Temple can become a window to cultural understanding for foreign visitors. Borobudur Temple, with its rich historical background, attracts not only archaeologists but also tourists from various parts of the world (Mandarani, 2017). Therefore, it is important to explore how the architecture of Borobudur Temple can serve as a window to cultural understanding for foreign visitors (Trianingsih et al., 2023). Tourism is an important sector in Indonesia, and Borobudur Temple attracts many foreign visitors every year. Understanding culture through the architecture of Borobudur Temple can enhance international tourists' experiences and improve Indonesia's positive image globally (Damanik & Yusuf, 2022; Hasanah et al., 2020). Cultural understanding is not only about appreciating differences but also about opening a window to the values, beliefs, and ways of life of a society. Through cultural understanding, foreign visitors can feel more connected to their destinations and build closer relationships with the local community (Sugiharti et al., 2020).

The novelty of this research lies in its unique and interdisciplinary approach to exploring foreign visitors' understanding and appreciation of Borobudur Temple. This research not only examines the architectural and historical aspects of the temple but also analyzes foreign visitors' interpretations and meanings of Indonesia's cultural heritage. This research provides new insights into global perceptions of Indonesia's cultural heritage. Additionally, this research contributes to the fields of tourism and cultural studies by offering rarely discussed cross-

cultural perspectives, thus enriching the literature on the interaction between local cultural heritage and global understanding.

The preservation and promotion of Borobudur Temple's architecture are shared responsibilities, including for cultural understanding among foreign visitors. This research can contribute to efforts to preserve and promote Indonesia's cultural richness. Enhanced cultural understanding can have positive impacts on the economic and social sectors, including increased tourist visits, tourism industry growth, and participation in local cultural activities (Shaluhiah et al., 2023; Kanki, 2016). By detailing the background of this research, studies on foreign visitors' cultural understanding through the charm of Borobudur Temple's architecture will have a strong and relevant foundation. This research can not only enrich the understanding of Indonesia's cultural wealth but also contribute to efforts to preserve, educate, and promote this cultural wealth globally (Fatimah et al., 2021; Salazar, 2016).

### **Theoretical Framework**

The theoretical framework of this research is based on several key theories that underpin the understanding of cultural heritage, intercultural perception, and tourism communication. First, Laurajane Smith's theory of cultural heritage in "Uses of Heritage" emphasizes that cultural heritage is a social construct influenced by the narratives and interpretations of various parties (Smith, 2006). This framework is used to understand how Borobudur Temple is viewed and understood by foreign visitors. Second, the theory of intercultural perception by Milton J. Bennett and Mitchell Hammer in the "Developmental Model of Intercultural Sensitivity" describes how individuals experience and interpret other cultures through stages of intercultural sensitivity (Bennett & Hammer, 2017). This theory helps analyze how foreign visitors develop their understanding of Borobudur Temple within the context of their own cultures. Third, John Urry's theory of tourism communication in "The Tourist Gaze" states that tourists' experiences are greatly influenced by how destinations are promoted and presented to them (Urry, 2002). This research applies this theory to evaluate the effectiveness of information delivery about Borobudur Temple to foreign visitors. The collaboration of these three theories provides a robust foundation for analyzing and understanding foreign visitors' perceptions of Borobudur Temple and how the information they receive influences their appreciation of Indonesia's cultural heritage.

### **Research Methods**

This research employs a qualitative method with a case study approach. It explores the perspectives of foreign visitors in understanding the charm of Borobudur Temple's architecture as part of Indonesia's cultural heritage. The case study approach allows an in-depth and detailed examination of the subjects' perceptions and experiences, providing rich insights into the phenomenon under study (Kusmarni, 2012). The selected cases involve foreign visitors to the Borobudur Temple, including international tourists and academics interested in cultural heritage and architecture. Foreign visitors are chosen based on diverse cultural backgrounds, countries of origin, and motivations for their visit to gain a variety of perspectives.

This research is conducted at the Borobudur Temple, located in Magelang, Central Java, Indonesia. Borobudur Temple was selected as the research site because it is a renowned cultural heritage site and a major destination for international tourists and academics interested in architecture and cultural history. The research period spans six months, around from November 2023 to April 2024. This timeframe was chosen to cover various tourist seasons, both during the holiday season and quieter periods, to obtain more diverse and representative data. Over these six months, the researcher will conduct in-depth interviews, participatory observations, and analyses of the informational materials available to foreign visitors. This extended period allows the researcher to capture the dynamics of foreign visitors' perceptions and experiences in different visit contexts.

Primary data is collected through in-depth interviews with foreign visitors. The in-depth interview method allows respondents the freedom to express their views and experiences (Ciesielska et al., 2018). Interview questions focus on their understanding, appreciation, and

interpretation of the architecture and cultural values of Borobudur Temple. Moreover, participatory observation is conducted at Borobudur Temple to observe the interactions and behaviors of foreign visitors, noting how information is conveyed by tour guides and how foreign visitors respond to these experiences. Analysis is also conducted on various informational materials such as tour guides, brochures, and digital sources used by foreign visitors to prepare for their visit, to understand how narratives about Borobudur Temple are constructed and presented to an international audience.

The data collected from interviews and observations is analyzed using thematic analysis techniques. Literature review is also conducted to gather information about the history, culture, and architecture of Borobudur Temple. This review helps identify key concepts about cultural diversity and Javanese cultural values reflected in the temple's architecture (Klarer, 2013; Lentricchia & McLaughlin, 2010). To ensure data validity and consistency, data triangulation is used by comparing findings from interviews, observations, and document analysis, and obtaining feedback from respondents to verify and confirm the research findings. This case study approach is expected to provide a comprehensive and in-depth understanding of how foreign visitors perceive and appreciate Borobudur Temple, and the factors influencing their perceptions of Indonesia's cultural heritage.

## Findings and Discussion

### Architectural Charm of Borobudur Temple

This research explores foreign visitors' perspectives on the architecture of Borobudur Temple and its contribution to understanding Indonesia's cultural heritage. The research method employed is qualitative with a case study approach. Data was obtained through document analysis, observation, and in-depth interviews with foreign tourists visiting Borobudur Temple.

The architecture of Borobudur Temple features intricate carvings, narrative reliefs, and impressive stupas (Andiyan & Cardiah, 2021; Sardiyarso et al., 2023). Borobudur's architecture captivates with its fine carvings and rich symbolism. This unique architecture creates a profound visual experience for visitors. The towering stupas provide a visual allure, while the reliefs narrate the history and teachings of Buddhism. The charm of Borobudur's architecture can be described as an enchanting and mesmerizing experience, creating a harmonious balance between visual beauty, spirituality, and cultural significance (Martyastiadi, 2020). The architecture of Borobudur Temple delights visitors' eyes with extremely fine carvings. Every part of the temple is adorned with artistic motifs, including geometric carvings and captivating images (Pan et al., 2021). These fine details demonstrate the high level of craftsmanship and artistry of the artisans and artists of that era. The towering stupas at the summit of Borobudur Temple provide exceptional visual appeal. Borobudur's architecture is an embodiment of stunning art and spirituality. A profound visual experience for visitors is achieved through intricate carvings, narrative reliefs that tell the history and teachings of Buddhism, and towering stupas (Indradjaya, 2011; Zorić, 2012).



**Fig. 1:** Borobudur Temple Stupa

Source: Author

The charm of Borobudur Temple's architecture goes beyond mere visual beauty, embodying harmony with spiritual values and cultural significance. Each architectural element, from the detailed carvings to the stupas at the summit, creates a harmonious balance that invites reflection and contemplation (Hasanah et al., 2020). Upon reaching the top of Borobudur Temple, visitors are treated to breathtaking views. The towering stupas and the surrounding natural panorama create an unforgettable moment. The view from the top of the temple is not only visually stunning but also provides a mesmerizing spiritual experience.

Borobudur Temple's architecture, as an extraordinary cultural heritage, offers not only aesthetic beauty but also embodies the wisdom and spiritual depth inherent in Indonesian culture. As a center of spirituality and historical heritage, Borobudur Temple continues to captivate and inspire generations (Pan et al., 2021; Setiawan, 2013).



**Fig. 2:** Borobudur Temple Stupa

**Source:** Author

Borobudur Temple is a place rich in symbolism. Buddhist symbols and teachings are beautifully depicted in its architecture. The Buddhist symbols and carved stories enrich visitors' cultural understanding. This charm creates a spiritual and cultural atmosphere that visitors can absorb. Each stupa, relief, and architectural element has deep meaning, creating layers of symbolic richness that can be appreciated by visitors. One of Borobudur Temple's unique features lies in the hundreds of reliefs that narrate the life of the Buddha and important teachings in Buddhism. Each relief has a narrative that illustrates a spiritual journey, creating a form of carved history book that visitors can follow (Hermawan et al., 2019).

Borobudur Temple is not just a grand building but also a place full of symbolism that enriches visitors' cultural and spiritual understanding. The uniqueness of the temple is manifested through Buddhist symbols and teachings beautifully carved into every architectural element (Saddhono et al., 2023). Each stupa, relief, and architectural element of Borobudur Temple has deep Buddhist symbolism (Kowal, 2019). These symbols include characteristic Buddhist iconography, such as the stupa symbolizing awareness and enlightenment, and other elements reflecting Buddhist teachings. Through its architecture, Borobudur Temple serves as a rich visual representation of spiritual meaning (Munandar, 2016).





**Fig. 3 & 4 :** Borobudur Temple Relief

Source: Author

The stories depicted on Borobudur Temple's reliefs portray the life of Buddha and important teachings in Buddhism. Each relief is a form of narrative that takes visitors on a spiritual journey. With these beautiful depictions, Borobudur Temple not only becomes a historic site but also a carved library sharing the wisdom and teachings of Buddhism. Each stupa, relief, and architectural element of Borobudur Temple is not just decoration; each carries deep meaning (Ashari et al., 2021). Visitors are invited to contemplate and understand the symbolic richness contained in every detail. This creates layers of symbolic richness that visitors can appreciate in a very personal way.

The hundreds of reliefs at Borobudur Temple form a carved history book that tells the story of the spiritual journey and life of the Buddha. Each relief is part of the larger story of Buddhism, creating a profound experience for visitors who want to understand more about Indonesia's spiritual and cultural heritage. The overall architecture of Borobudur Temple creates a spiritual and cultural atmosphere that visitors can absorb (Murwanto et al., 2004). This charm is not only visual but also leads visitors into contemplation and reflection. Borobudur Temple is a place where spiritual and cultural presence can be deeply felt. With symbols manifested in magnificent architecture, Borobudur Temple not only becomes a historic monument but also a perennial source of spiritual inspiration for anyone who steps foot on it (Martyastiadi et al., 2023).



**Fig. 5:** Borobudur Temple Relief

Source: Author

The allure of Borobudur Temple's architecture is not merely visual; it also creates a unique spiritual and cultural ambiance. Visitors feel tranquility and serenity amidst the stunning complexity of the architecture, making it a place for profound spiritual experiences. Borobudur Temple's architecture is not just a visually beautiful architectural masterpiece; it is also an embodiment of deep meaning and spirituality. The intricate carvings, wealth of symbols, majestic stupas, and reliefs depicting history form a captivating and profound charm (Anggorojati et al., 2023). By merging beauty and cultural significance, Borobudur Temple becomes an invaluable cultural heritage that is not only seen but also felt by every visitor (Kanki, 2016).

The allure of Borobudur Temple's architecture doesn't just captivate the eyes; it also invites the soul to feel tranquility and serenity amidst the grandeur of its architectural complexity. More than just a physical structure, the temple creates a special spiritual and cultural atmosphere for every visitor who steps inside. Borobudur Temple provides a unique experience where visitors not only witness the beauty of its architecture but also feel tranquility and serenity. Amidst its complexity, the temple is a sacred place that invites reflection and contemplation (Hidayatulloh et al., 2021). The stairs on each terrace lead visitors to a peaceful world, away from the hustle and bustle of the outside world. Visitors not only interact with its stone structures but also feel the enriching spiritual presence that nourishes the heart and soul (Purbani et al., 2020). The atmosphere of the temple invites visitors to absorb the spiritual values and cultural meanings contained within each architectural element (Siregar et al., 2023).

Borobudur Temple's architecture is not just a visually beautiful architectural masterpiece; it is also an embodiment of profound meaning and spirituality. Every intricate carving, wealth of symbols, majestic stupa, and relief depicting history together form a captivating and profound allure. This creates an experience that is more than just sightseeing but also a spiritual journey that engages the soul of the visitor (Sunarmi et al., 2017).

By harmonizing beauty and cultural significance, Borobudur Temple becomes an invaluable cultural heritage. It is not only seen but also deeply felt by every visitor who experiences its uniqueness (Ibrahim & Hassan, 2023). Every step amidst the stupas and reliefs becomes part of a spiritual journey that takes visitors through space and time. Through the harmony of aesthetic elements and spirituality, the temple provides an experience that balances beauty with profound meaning, thus creating a strong connection between visitors and Indonesia's cultural heritage. Borobudur Temple, as an embodiment of profound meaning, is not just a tourist destination but also a spiritual sanctuary for those seeking wisdom and tranquility amidst the preservation of beauty (Tamba, 2021).

### **Cultural Understanding for Foreigners**

Based on the questionnaire and interviews with foreign tourists visiting Borobudur Temple, it was found that foreign speakers understand and appreciate Borobudur Temple through four main values: religious, historical, architectural, and artistic. The religious value is evident from their understanding that Borobudur Temple is an important site for Buddhists, which not only serves as a place of worship but also as a profound spiritual symbol. They experience a strong spiritual experience, even though they are not Buddhists themselves, indicating how temple architecture can convey cross-cultural religious values. The historical value of Borobudur Temple is also highly appreciated by foreign speakers. They understand this temple as a legacy of the Syailendra Dynasty from the 8th century and appreciate the historical information provided by guides and written sources on-site. They see Borobudur Temple as evidence of the progress of ancient Indonesian civilization and its contribution to world history. Foreign speakers feel connected to the past through direct experiences with this historic site. Additionally, the architectural value of Borobudur Temple is greatly admired. Foreign speakers are fascinated by the complexity and beauty of the temple design, reflecting advanced architectural technology and knowledge of its time. They note that the structure of this temple, with its detailed stupas and reliefs, reflects high skill in construction techniques without modern adhesives, yet still withstands for centuries. This shows the importance of traditional architectural knowledge in creating beautiful and durable buildings. The artistic value of Borobudur Temple is also highly appreciated. Foreign speakers appreciate the carvings and reliefs that contain deep stories and symbolism. They acknowledge that the carvings on this temple depict stories from the life of Buddha and his teachings in a very artistic and meaningful way. The reliefs are considered monumental works of art that are not only aesthetically beautiful but also rich in cultural and religious narratives.

This study shows that foreign speakers have a deep understanding and appreciation of Borobudur Temple through religious, historical, architectural, and artistic values. Their experience at Borobudur Temple is not only as visitors but as active participants in understanding and appreciating Indonesia's cultural heritage. This emphasizes the importance of preserving and promoting cultural heritage such as Borobudur Temple, as it has the ability to unite various cultural backgrounds through its universal values. This study identifies four main values valued by foreign speakers when visiting Borobudur Temple: religious value, historical value, architectural value, and artistic value.

### **Religious Values**

Foreign speakers recognize Borobudur Temple as an important site in the practice of Buddhist religion. They are captivated by how the temple is used as a spiritual center and pilgrimage site. Many foreign speakers report deep and reflective experiences while walking around Borobudur Temple (Tuhri, 2020). The process of ascending each level of the temple is often accompanied by meditation and contemplation of the reliefs carved on the temple walls. These reliefs depict various teachings of Buddha, including the Jataka stories that narrate the previous lives of the Buddha (Hidayatulloh et al., 2021). The tranquility and sacred atmosphere created by Borobudur Temple provide a powerful spiritual experience for many visitors. The silence enveloping the temple and the natural scenery surrounding it reinforce feelings of peace and personal reflection. Some foreign speakers feel that Borobudur helps them achieve inner peace and provides a new perspective on spirituality (Damanik & Yusuf, 2022). Through these spiritual experiences, foreign speakers also gain a deeper appreciation for Indonesia's cultural heritage (Saputra et al., 2023). They see Borobudur Temple not only as a historical site but also as a living and functioning place in a religious context. This enhances their appreciation for the universal values contained in Buddhist teachings and how these values are reflected in Indonesian culture and heritage (Hidayatulloh et al., 2021). Visiting Borobudur Temple for many foreign speakers is not just a tourist trip, but an experience that enriches the soul and deepens their understanding of spirituality and cultural heritage. Borobudur Temple, with its



grandeur and symbolism, continues to inspire and provide valuable lessons for all visitors, making it one of the most significant destinations in the world (Kanki, 2016).

### **Historical Values**

Borobudur Temple is considered an immensely important historical site by foreign speakers. When visiting this temple, they are not only captivated by its architectural beauty but also by the historical narratives embedded in every stone and relief within it. For many foreign speakers, Borobudur not only recounts tales of the past but also reflects Indonesia's long and rich historical journey (Murwanto & Purwoarminta, 2019). From the glory of ancient kingdoms to the colonial era and ultimately independence, Borobudur stands as a silent witness to various significant periods in Indonesian history. Foreign speakers view this temple as a symbol of Indonesia's resilience and national pride. Through visits to Borobudur Temple, foreign speakers not only gain profound insights into Indonesian history but also feel connected to its rich and complex cultural heritage (Hermawan et al., 2019). This temple teaches them about the glories of the past and the importance of preserving cultural heritage for the future.

### **Architectural Values**

Borobudur Temple serves as a major attraction for foreign speakers. They are amazed by the construction technique without the use of adhesive, where stones are stacked with high precision. The reliefs carved on the temple walls depict various scenes of life and teachings of Buddha, showcasing the remarkable level of artistic skill of their creators (Aukhadiyeva, 2023). The tiered structure resembling a pyramid provides a stunning visual experience and profound spiritual symbolism. One of the most impressive aspects for foreign speakers is the unique construction technique of Borobudur Temple (Damanik & Yusuf, 2022). The stones used to build the temple are stacked with high precision without any adhesive. This demonstrates an extraordinary level of skill and calculation in arranging the stones so that they can remain sturdy for centuries. Foreign speakers are often fascinated by how this structure can withstand the test of time with such techniques. The reliefs carved on the temple walls not only have historical value but also high artistic value. These reliefs depict various scenes of everyday life, mythology, and Buddha's teachings. Foreign speakers greatly admire the details and finesse of the carvings, showcasing the remarkable artistic skill of the artists of that era (Hermawan et al., 2016). These reliefs are not only aesthetically beautiful but also provide rich visual narratives about the life and teachings of Buddha.

### **Artistic Values**

This value adorns the walls of Borobudur Temple, revealing many stories about daily life, mythology, and religious teachings in the past. Foreign speakers are impressed by the artistic detail and skill used in creating these reliefs. They appreciate how the ancient Indonesian art and culture are reflected in every carving, providing a clear picture of the values and life of the society at that time. The reliefs at Borobudur Temple unveil many stories about the daily life of ancient Javanese society. Foreign speakers are captivated by the clear and detailed depictions of everyday activities, such as farming, trade, and family life. They appreciate how these reliefs provide deep insights into the way of life of the people at that time, as well as their values and customs (Murwanto & Purwoarminta, 2019). The reliefs at Borobudur Temple also depict various mythological stories and Buddhist religious teachings. Foreign speakers are impressed by how these stories are carved so beautifully and intricately. The Jataka tales, which narrate the previous lives of the Buddha, as well as scenes from Buddhist scriptures like Lalitavistara, are carved with high skill. Foreign speakers appreciate how this art not only serves as decoration but also as a means of education and spreading religious teachings (Rohmadi et al., 2023). Foreign speakers appreciate how the art and ancient Indonesian culture are reflected in every carving at Borobudur Temple (Aukhadiyeva, 2023). These reliefs provide a clear picture of cultural values, traditions, and the life of society at that time. Foreign speakers often feel that visiting Borobudur Temple provides rich insights into Indonesia's cultural heritage, as well as a deeper appreciation for the art and history of this country. Through the reliefs at Borobudur Temple, foreign speakers can see a clear picture of the values and life of society at

that time. These carvings reflect various aspects of life, such as morality, spirituality, and social relationships. Foreign speakers appreciate how this art serves as a window to the past, providing a better understanding of how society lived, worked, and interacted with each other. Overall, the artistic value at Borobudur Temple provides a deep and valuable experience for foreign speakers. They feel connected to Indonesia's cultural heritage through the beauty and artistic skill reflected in these reliefs. The art at Borobudur Temple not only offers visual beauty but also provides rich insights into the history, culture, and values held by ancient Javanese society.

Overall, there are four main values acknowledged by them, namely religious value, historical value, architectural value, and artistic value. Each of these values contributes significantly to their tourist experience and their understanding of Indonesia's cultural heritage. First, the religious value highlights Borobudur's role as a spiritual center and pilgrimage site for Buddhists. Foreign visitors feel connected to the grandeur and inner peace found within the temple, as well as appreciate the spiritual symbolism contained in its architecture and reliefs. Second, the historical value highlights the richness of history contained within Borobudur Temple, from the heyday of the ancient Mataram Kingdom to the process of rediscovery and restoration. Foreign speakers appreciate how this temple bears witness to various important periods in Indonesian history, as well as efforts to preserve it for future generations. Third, the architectural value highlights the beauty and intelligence contained in the design and construction techniques of Borobudur Temple. Foreign speakers are impressed by the high precision in the arrangement of temple stones without using any adhesive, as well as the spiritual symbolism embodied in its tiered structure and stupas at its peak. Finally, the artistic value highlights the extraordinary artistic skill in the reliefs adorning the walls of Borobudur Temple. Foreign visitors greatly admire the artistic detail and visual narratives contained in these reliefs, as well as how the art and ancient Indonesian culture are reflected in every carving. The findings of this research provide a deeper understanding of how Borobudur Temple not only becomes a popular tourist attraction but also a place that enriches the soul and provides insights into the history, culture, and spirituality of Indonesia to foreign visitors. The management and preservation of Borobudur Temple as a cultural site are crucial in enhancing the tourist experience and promoting Indonesia's cultural heritage to the world. These findings are expected to serve as a reference for tourism destination managers and policymakers in designing strategies for the preservation, promotion, and further development of Indonesia's cultural heritage.

## Conclusion

Borobudur Temple plays a crucial role in introducing and deepening the understanding of Indonesian culture on the world stage. Foreign speakers are deeply impressed by the beauty and grandeur of Borobudur Temple as a heritage of Indonesia's ancestors. Four main values have been identified from the perspectives of foreign speakers: religious value, historical value, architectural value, and artistic value. This research also found that the positive experiences of foreign speakers when visiting Borobudur Temple are greatly influenced by several factors, including available information, tour guides, local guides, and interactions with friendly local communities.

These findings underscore the importance of managing Borobudur Temple as a cultural site to enhance the tourist experience. Effective tourism management will not only make Borobudur Temple an attractive tourist destination but also serve as an effective educational tool in promoting Indonesia's cultural heritage to the world. This research is expected to serve as a reference for tourism destination managers and policymakers in designing strategies for the preservation and promotion of Indonesia's cultural heritage, thereby increasing global appreciation and understanding of Indonesia's cultural richness.

In conclusion, Borobudur Temple plays a vital role in introducing and deepening the understanding of Indonesian culture on the world stage. Good management of the temple as a cultural site is crucial to enhancing the tourist experience. These findings are expected to serve as a reference for tourism destination managers and policymakers in designing strategies for the preservation and promotion of Indonesia's cultural heritage.

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