CHAPTER V
CONCLUSION AND SUGGESTION

5.1 Conclusion

The development of the bilingual guidebook for tour guides at Solo Technopark followed eight stages based on the Research and Development (R&D) method by Borg and Gall (1983). The process began with direct observation during the researcher's internship in the Public Relations Division, where it was identified that no official guiding reference or SOP existed. This led to inconsistent information delivery among guides. Data were then collected through interviews, documentation, literature studies, and questionnaires distributed to 20 Public Relations staff to identify content needs. Based on the collected data, the researcher drafted the guidebook content in both Indonesian and English, including introductions, tour scripts, facility explanations, and a glossary. Translation was supported by Google Translate and refined using Grammarly. The visual design of the guidebook was created using Photoshop, formatted in A5 size with spiral binding for easy field use. An innovative feature—QR code-based audio—was added using AI-generated voice tools from Luvvoice to support English pronunciation. The product was then validated by a media expert and a material expert, who suggested improvements such as adding a map and correcting terminology. After revisions were made, the guidebook was tested by 10 active tour guides, all of whom responded positively. The final product was printed and officially adopted as a standardized reference for guiding activities at Solo Technopark.

The response from the Public Relations team toward the developed guidebook was highly positive. Based on questionnaires and interviews, the majority stated that the guidebook significantly helps standardize information, simplifies the training process for new guides, and increases tour guides' confidence in communicating with visitors, including international tourists. The bilingual content and QR audio features were considered effective in supporting the improvement of English language skills independently. Therefore, this guidebook

is deemed feasible to be used as an official reference for tour guiding activities at Solo Technopark. Overall, this guidebook has proven to be much-needed and effective in improving the professionalism, consistency, and quality of tour guide services at Solo Technopark, which will ultimately enhance the reputation and attractiveness of the destination.

5.2 Suggestion

Based on the research results and development process, several suggestions can be proposed:

a. For the management of Solo Technopark, it is highly recommended to officially adopt and continuously update the guidebook in line with changes such as tenant updates, facility developments, or technological innovations. Including additional maps, illustrations, or expanded content related to new programs may further increase its effectiveness and relevance.
b. For the tour guides themselves, especially new guides or interns, it is advised to actively use the guidebook as a main reference when conducting tours. Consistent practice with the English scripts and the QR-code-based pronunciation features will significantly help improve communication with international visitors and boost overall confidence.
c. For future researchers, this development project may serve as a useful reference to explore digital transformations of the guidebook, such as creating mobile applications or video-based interactive materials. The concept can also be replicated in other educational tourism sites to further contribute to the advancement of tourism education and professional tour guiding.

By implementing these suggestions, the quality of tour guiding at Solo Technopark can continue to improve, enhancing visitor satisfaction and supporting the broader development of educational tourism in Indonesia.