

**DESIGNING A BILINGUAL BOOKLET TO INTRODUCE
BEKASI TOURISM**



FINAL ASSIGNMENT

A Partial Fulfilment of the Requirements for the Applied Foreign Language
Bachelor Degree

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
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STATEMENT OF ORIGINALITY

This is to certify that thesis definitely my original work. I am completely responsible for the content of this thesis. Other writers opinion or finding included in this project are quoted or cited in accordance with ethnical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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**APPROVAL SHEET
A FINAL ASSIGNMENT**

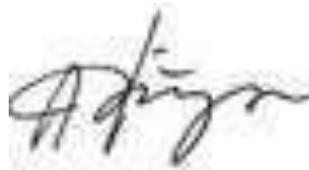
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ABSTRACT

Designing a Bilingual Booklet to Introduce Bekasi Tourism is a final project that aims to design a bilingual (English-Indonesian) tourism booklet to promote the cultural and historical richness of Bekasi City, Indonesia. Recognizing the limited availability of accessible and comprehensive tourism information for foreign visitors, this study utilizes the Research and Development (R&D) method by Borg and Gall (1983) to create informative and user-friendly printed output. This booklet introduces various aspects of Bekasi, including historical landmarks, cultural events, religious and natural sites, culinary specialties, and local accommodations. Data were collected through literature reviews, observation, interviews with locals and foreign tourists and field research in Bekasi. The final product includes nine content sections supported by visual elements and QR codes for location access. Validation from language, media, and design experts along with feedback from target users, confirmed the booklet's effectiveness in delivering accurate and engaging information. The results show that the booklet successfully enhances foreign tourists' understanding and experience of Bekasi, positioning it as a valuable tool for cultural promotion and tourism development.

Keywords : Booklet, Bekasi City, Tourism

ABSTRAK

Merancang Booklet Dwibahasa untuk Memperkenalkan Pariwisata Bekasi adalah sebuah proyek akhir yang bertujuan untuk membuat booklet pariwisata dwibahasa (Inggris–Indonesia) guna mempromosikan kekayaan budaya dan sejarah Kota Bekasi, Indonesia. Menyadari keterbatasan ketersediaan informasi pariwisata yang mudah diakses dan komprehensif bagi wisatawan mancanegara, penelitian ini menggunakan metode Research and Development (R&D) oleh Borg dan Gall (1983) untuk menghasilkan media cetak yang informatif dan ramah pengguna. Booklet ini memperkenalkan berbagai aspek Bekasi, termasuk bangunan bersejarah, acara budaya, situs religi dan alam, kuliner khas, serta akomodasi lokal. Data dikumpulkan melalui tinjauan pustaka, observasi, wawancara dengan masyarakat lokal dan wisatawan asing, serta penelitian lapangan di Bekasi. Produk akhir mencakup sembilan bagian konten yang didukung oleh elemen visual dan kode QR untuk akses lokasi. Validasi dari ahli bahasa, media, dan desain, beserta umpan balik dari pengguna sasaran, menegaskan efektivitas booklet dalam menyampaikan informasi yang akurat dan menarik. Hasil penelitian menunjukkan bahwa booklet ini berhasil meningkatkan pemahaman dan pengalaman wisatawan asing tentang Bekasi, sehingga menjadi alat yang berharga untuk promosi budaya dan pengembangan pariwisata.

Kata Kunci : Booklet, Kota Bekasi, Pariwisata

TABLE OF CONTENTS

FINAL ASSIGNMENT	I
STATEMENT OF ORIGINALITY	II
APPROVAL SHEET A FINAL ASSIGNMENT	III
ACCEPTANCE.....	IV
ACKNOWLEDGEMENT.....	V
ABSTRACT.....	VI
TABLE OF CONTENTS	VIII
LIST OF TABLES.....	X
LIST OF FIGURES	XI
LIST OF APPENDICES	XIII
CHAPTER I INTRODUCTION.....	1
1.1 BACKGROUND OF THE STUDY	1
1.2 STATEMENTS OF THE PROBLEM	4
1.3 OBJECTIVES OF THE STUDY	4
1.4 SIGNIFICANCE OF THE STUDY	4
1.5 OUTPUT OF THE STUDY.....	5
CHAPTER II LITERATURE REVIEW.....	6
2.1 TOURISM.....	6
2.2 TYPES OF TOURISM.....	6
2.3 TOURIST ATTRACTION	7
2.4 THE ROLE OF ENGLISH IN TOURISM.....	8
2.5 PROMOTION IN TOURISM.....	9
2.6 BOOKLET.....	9
2.7 USE OF BOOKLETS.....	11
2.8 BOOKLET ELEMENTS.....	12
2.9 BOOKLET DESIGN PRINCIPLES	14
2.10 FOREIGN TOURISTS	15
2.11 BEKASI CITY	15
2.12 PREVIOUS STUDIES	16
CHAPTER III RESEARCH METHOD.....	18
3.1 RESEARCH AND DEVELOPMENT.....	18

3.2	RESEARCH AND DEVELOPMENT STAGE.....	19
3.3	ADOPTED RESEARCH STAGE.....	23
A.	DETERMINING THE PART OF THE BOOKLET.....	26
B.	DESIGNING THE PRODUCT	26
CHAPTER I V RESULTS AND DISCUSSION		31
4.1	RESULTS	31
4.1.1	POTENTIAL AND PROBLEMS	31
4.1.2	DATA COLLECTION.....	31
4.1.3	PRODUCT DESIGN.....	34
4.1.4	DESIGN VALIDATION.....	44
4.1.5	PRODUCT REVISION	47
4.1.6	PRODUCT TESTING.....	50
4.1.7	PRODUCT REVISION	59
4.1.8	FINAL PRODUCT.....	60
4.2	DISCUSSION	68
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....		70
5.1	CONCLUSIONS	70
5.2	SUGGESTIONS.....	71
REFERENCES.....		72
APPENDICES		76

LIST OF TABLES

Table 2. 1 Operational Variable.....	12
Table 3. 1 Determining the the part of the booklet	26
Table 3. 2 Operational field testing	28
Table 3. 3 Questionnaire for people and tourist in Bekasi City	29
Table 3. 4 Budgeting.....	30
Table 4. 1 Translation of Local People In Bekasi.....	54
Table 4. 2 Translation of Question 1	55
Table 4. 3 Translation of Question 2	56
Table 4. 4 Translation of Question 3	57
Table 4. 5 Translation of Question 4	58

LIST OF FIGURES

Figure 3. 1 Borg and Gall R&D Method.....	18
Figure 3. 2 Research and Development according to Borg and Gall (1983).....	23
Figure 3. 3 Chart of 4 Point Likert Scale.....	25
Figure 3. 4 Figure of Canva Logo	26
Figure 4.1 Bekasi Government Website.....	34
Figure 4. 2 Bekasi Government Website 2.....	34
Figure 4. 3 Front Cover and Back Cover of the Booklet	35
Figure 4. 4 Colors Pallete	35
Figure 4. 5 Section I : Historical Building In Bekasi.....	36
Figure 4. 6 Section II. Natural Tourism In Bekasi.....	36
Figure 4. 7 Section III. Religious Tourism	37
Figure 4. 8 Section IV. Cultural Tourism	38
Figure 4. 9 Bekasi Culinary Chapter V describes most of traditional culinary at Bekasi City	39
Figure 4. 10 Section VI . Transportation access	40
Figure 4. 11 Section VII . Hotels.....	41
Figure 4. 12 Section VIII . Guest House.....	42
Figure 4. 13 Section IX . Souvenir Center	43
Figure 4. 14 Barcode maker	44
Figure 4. 15 Material Expert Validation.....	45
Figure 4. 16 Media Expert Validation	46
Figure 4. 17 Page 31 Before Revised	47
Figure 4. 18 Page 31 After Revised.....	47
Figure 4. 19 Brighter Palette.....	48
Figure 4. 20 Front Page Before Revised.....	48
Figure 4. 21 Front Page After Revised	49
Figure 4. 22 Name of the Tourist	50
Figure 4. 23 Nationality of the Tourists.....	50
Figure 4. 24 Question 1 for Tourists.....	51
Figure 4. 25 Question 2 for Tourists.....	51
Figure 4. 26 Question 3 for Tourists.....	52

Figure 4. 27 Question 4 for Tourists.....	52
Figure 4. 28 Question 5 for Tourists.....	53
Figure 4. 29 Sample of Local People In Bekasi.....	54
Figure 4. 30 Question 1 for Local People in Bekasi	55
Figure 4. 31 Question 2 for Local People in Bekasi	56
Figure 4. 32 Question 3 for Local People in Bekasi	57
Figure 4. 33 Question 4 for Local People in Bekasi	57
Figure 4. 34 Second cover before revised	59
Figure 4. 35 Second cover after revised	59
Figure 4. 36 Funfacts before revised	60
Figure 4. 37 Funfacts after a revised.....	60
Figure 4. 38 Cover Booklet and Background of the Booklet	61
Figure 4. 39 Historical Tourism	62
Figure 4. 40 Natural Tourism	62
Figure 4. 41 Religious Tourism.....	63
Figure 4. 42 Cultural Tourism	63
Figure 4. 43 Bekasi Culinary.....	64
Figure 4. 44 Transportation Access.....	64
Figure 4. 45 Hotel.....	65
Figure 4. 46 Guest House	65
Figure 4. 47 Souvenir Center.....	66
Figure 4. 48 Authors.....	67
Figure 4. 49 Permit Letter for Copyright and Dissemination of the product.....	67

LIST OF APPENDICES

Appendix 1: Google Form.....	76
Appendix 2: Printed Bilingual Booklet.....	77
Appendix 3: Documentation	77
Appendix 4: Turnitin.....	78
Appendix 5: Hak Cipta.....	79
Appendix 6: Surat Permohonan Penelitian	80
Appendix 7: Booklet Pariwisata Kota Bekasi.....	81