

## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

#### **4.1 Results**

This section contained the results obtained in the research and development of this booklet. There are two problems that will be explained. The first one is about making an English booklet to explain and facilitate foreign tourist in obtaining a complete historical and cultural information about Bekasi City and the second is about the feedback of stakeholders from the product. These two problems are explained.

##### **4.1.1 Potential and Problems**

Foreign tourist who come to Bekasi City do not have an updated written source on the history and culture at the Bekasi City. Even though there's a lot about the stereotype that the city is the place to working and having no clue about potential tourism at all. That's why there is no a lot of information about the tourism at all in Bekasi City. This booklet is intended to help tour guides understand about complete information and provide foreign tourist. Total there are 6 foreign tourist from different countries like Australia, India, Pakistan, Saudi Arabia who participated to giving an feedback of the product.

##### **4.1.2 Data Collection**

Researchers collected data with observation, and document analysis and interviews. (Sugiono 2012) states that two main things affect the quality and results of research: the quality of research for instrument and data collection. Data are collected in three ways at this stage: observation and document analysis. Three data collection methods that researcher got out for approximately 2 months, starting June – August 2024.

### **a. Observation**

Researcher use the observation method by observing the necessities of foreign tourist and people in Bekasi. Researcher doing the observation to knowing about the information that given from the product that made for people especially foreign tourist and the local people. To collect the data used in this research, I carried out several stages of data gathering focused on both field observation and documentation from the official website of the Bekasi City Department of Tourism and Culture (DISPARBUD Kota Bekasi). The process began by visiting the DISPARBUD website to identify available information about the city's tourism potential, especially in historical and cultural destinations such as Gedung Juang 45, Tugu Perjuangan Rakyat Bekasi, and other heritage sites. I navigated through several categories on the website, including the "Pariwisata," "Destinasi," and "Cagar Budaya" menus, to collect verified descriptions, historical backgrounds, and location data of each site. The information gathered was then rechecked with other online and printed references to ensure accuracy. Besides using online data, I also conducted on-site data collection by visiting selected destinations, taking photographs, and interviewing local staff and visitors to enrich the booklet content. Through this process, I was able to compare the official data from DISPARBUD with the actual field condition, allowing the product to present updated and reliable tourism information. Each step from browsing the website, recording data, validating with observations, to cross checking with local input was documented carefully to ensure that the bilingual tourism booklet reflected both authentic and factual information about Bekasi's historical and cultural attractions. Result of this observation that most of the foreign tourist are satisfied for the results and they also giving a feedback to researcher for improving more about the booklet writings inside the product.

## **b. Document analysis**

In the document analysis process, researchers using sources from the official website of Bekasi City Government. Researcher read some information from the website page and using some data that researcher needed to obtain. In this process researcher also re- examined some data that had previously obtained from the source. To conducting observations and interviews, the researcher also carried out document analysis by collecting secondary data from the official website of the Department of Tourism and Culture (DISPARBUD) of Bekasi City. This stage was intended to obtain valid and comprehensive information regarding Bekasi tourism potential, cultural heritage, and local attractions. Through the DISPARBUD website, the researcher gathered official data about historical sites, cultural events, culinary tourism, religious destinations, and natural attractions that represent the identity of Bekasi. The documents provided detailed explanations, photographs, and descriptions of several destinations such as Gedung Juang 45, Muara Beting Beach, Hok Lay Kiong Temple, and various local culinary centers. These data were then cross-checked and compared with field findings to ensure accuracy and consistency. The information obtained from this analysis not only supported the design and content of the bilingual booklet but also helped strengthen its reliability as a credible promotional medium aligned with the Bekasi City Government's tourism development goals. Furthermore, by integrating the document analysis with observational and interview data, the researcher was able to develop a more complete and analytical understanding of Bekasi's tourism characteristics, which served as the foundation for producing informative and engaging content in the final booklet. Result for document analysis that researcher able to gain some information regarding an information about historical building and use it as a reference for the product.

### Bangunan Bersejarah



**Monumen Perjuangan Rakyat Kota Bekasi**  
 Monumen ini adalah simbol sebagai saksi yang sering mengalami peristiwa-peristiwa penting. Oleh karena itu, sebagai salah satu simbol sebagai Kota Patriot sebagai hasil perjuangan perintis kemerdekaan adalah bersejarah untuk perjuangan mereka. Selain itu, sebagai simbol perjuangan. Sebagai lambang perjuangan sejarah di Bekasi.

**Monumen Alamkiki**  
 Monumen ini didirikan pada tanggal 2 Juli 1955 dan terletak di Jalan Veteran Kota Bekasi atau lebih tepatnya di daerah Blokda Kaman 1237 Bekasi. Bentuk dari monumen ini adalah piringan batu dan terbuat dari batu bata dengan tinggi 3,58 meter, memiliki dua tiang yang berdiri di atas piringan dengan tinggi 7 meter. Dan memiliki tinggi 1 meter di belakangnya juga bisa dilihat di bagian belakangnya.  
 Monumen ini didirikan untuk mengenang perjuangan para pejuang yang tinggal di Bekasi saat ini.

1. Peristiwa Bulan Agustus '45 (bertepatan dengan Proklamasi Kemerdekaan RI)
2. Pembebasan kota Bekasi 1 Februari 1945 (pemerintahan Republik Rakyat Indonesia di Bekasi)
3. Ujara ini didirikan pada masa perjuangan bangsa kita pada tahun 1974. Dan diresmikan oleh Gubernur Daerah Istimewa I Provinsi Jawa Barat saat itu bertempat di Jalan Veteran Blokda Kaman 1237 Bekasi. Dengan tujuan peringatan 30 tahun berdirinya kota Bekasi sebagai kota yang berprestasi. Dan gambaran kemegahan kota saat ini merupakan "Heritage Kencana Bangsa".

Figure 4.1 Figure 4. 1 Bekasi Government Website



Figure 4. 2 Bekasi Government Website 2

### 4.1.3 Product Design

In designing an Bilingual Booklet Product, the researcher made a booklet design using Canva application. The researcher used the most famous historical building at the cover and back cover with some vignette to increase the look to be much better the color that researcher used mostly are white and dark gold and also dark blue for the caption the purpose are to increase the look to be more interesting.



Figure 4. 3 Front Cover and Back Cover of the Booklet

On the front cover, there is a Bekasi City Logo with Diponegoro Univeristy and Wonderful Indonesia as a tourism campaign from Kemenparekraf (Ministry of Tourism and Creative Economy). The Title and below the information of the type of booklet and last there's an authors name along with the famous historical building in Bekasi City.

Meanwhile, on the back cover is still the same building and the information about the researcher university and division along with some short quotes about the booklet. Here's the colors chosen for the booklet.

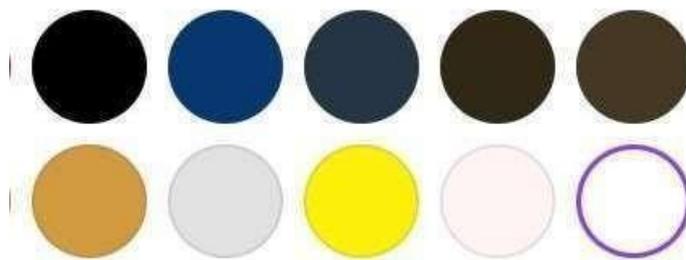


Figure 4. 4 Colors Pallette



Figure 4. 5 Section I : Historical Building In Bekasi

In Section I, There is the Type of Tourism and Named of the building and the facility included inside the place. Researcher provides this information comes from results from doing a research by interviewing respondent and also by data from the local government in Bekasi City. Place that researcher added into the historical building are Gedung Juang 45, Monument To People Struggle, Papak Building, Tugu Agus Salim.



Figure 4. 6 Section II. Natural Tourism In Bekasi

In Section II, There is the Natural Tourism section explaining about named of the places and facility inside the place. Researcher provides all of the information from websites and some local community in Bekasi especially for tourism community. Place that researcher added into the natural tourism are Patriot Bina Bangsa City Forest, Rawa Gede Lake, Cibeurum Lake, Muara Beting Beach, Muara Blacan Magrove Forest.



Figure 4. 7 Section III. Religious Tourism

In Section III, There also a Religious Tourism Section explaining about named of the places and the facility inside the place. Researcher Provides all of this information through a local community in Bekasi that provides information about religious places around the Bekasi City. In addition, there is also an event from different religion that held the celebration at their own places to pray like, Eid adha for Muslims, Christmas celebration for Christian, Nyepi for Hindu, Vesak for Buddist.

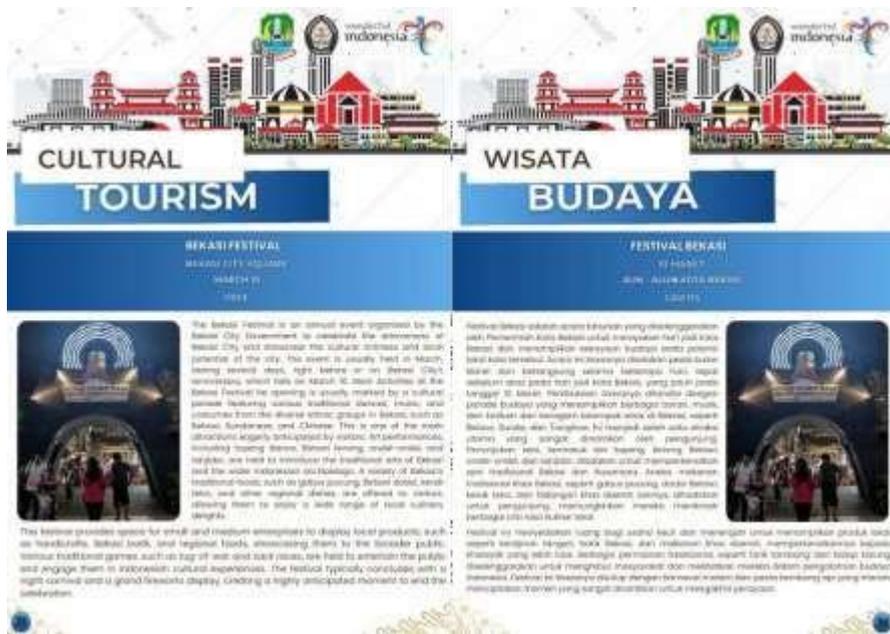


Figure 4. 8 Section IV. Cultural Tourism

Chapter IV describes the list of cultural tourism at Bekasi City such as yearly event at the Bekasi City like Bekasi Festival that held at 10 March every year, Chapter IV also explaining about local culture in Bekasi such as traditional dance like Topeng Betawi, Lenggang Nyai. In Chapter 4 also researcher explaining in his booklet about the traditional clothes of Bekasi City such as Kebaya Betawi and Pangsi Fashion. Most of this culture are mostly combined with the culture of Betawi because most of the culture in Bekasi city is following the Betawi culture because geographically Bekasi is close to a Jakarta and most people really adopting Betawi culture in daily and for the sub city that close to Bekasi mostly the language and the culture they adopting a original Sundanese language for daily routing not like the Bekasi city that adopting Betawi accent for their daily routine.



Figure 4. 9 Bekasi Culinary Chapter V describes most of traditional culinary at Bekasi City

- a. Gabus Pucung, for details for the food, first Gabus Pucung is a dish that made from a fish named gabus that cooked with kluwek seasoning that made the broth color is black and it tasted delicious with white rice.
- b. Soto Tangkar, a traditional soup from a cow leg that originally from Bekasi that cooked with meat broth that refreshing, it tasted delicious with unique aroma of cow meat cooked inside the broth.
- c. Kue Jongkong, traditional cake from Bekasi that made from rice flour, palm sugar and coconut cream. This cake is delicious and having a chewy texture and taste sweet inside mouth.
- d. Keripik Bulu, this a unique snack that made from cassava and grated coconut the texture is so crunchy that this dish have a delicious taste and so distinctive.

All of the information about price in this booklet are estimated and not a fixed price and price can be changed anytime during visit for each place that can be different experience as well.



Figure 4. 10 Section VI . Transportation access

Section VI explaining about the transportation that tourist can use for reaching their tourism destination, using these transportation is commonly used for people in Bekasi city to mobilize their activity everyday and it is easy to reach nowadays because there's a lot of online application that very helpful for providing transportation access for people mobilize their activity. They can choose for using motorcycle, car, or a commuter line for mobilize their activity inside Bekasi city. There a list for a online application for helping tourism to get easy access to mobilize using a motorcycle and a car during visiting Bekasi City Tourism.

- a. Grab Motorcycle and Grab Car
- b. Maxim (This application included motorcycle and car services)
- c. My Commuter Line
- d. Gojek (This application included motorcycle and car services)

These are 4 list of online services that can be access during the visit inside Bekasi City.



Figure 4. 11 Section VII . Hotels

Section VII explaining about the hotels that foreign tourist or local tourist can choose to stay during their vacation or their visit in Bekasi City the hotel are already ranged from 3 stars to 5 stars hotel so tourist can decide for their needs during their visit to Bekasi city, the complete information are explained inside the booklet for the location, name, price and description. There the list of the hotels inside the booklet,

- a. Hotel Santika Mega City Bekasi (3 stars)
- b. Hotel Horison Ultima Bekasi (4 stars)
- c. Aston Imperial Bekasi Hotel and Conference Center (5 stars)

All of this option are already the best hotels that located in Bekasi City and the price regarding the hotel can be changed anytime during vacation and information about price inside the booklet are estimated not a fixed price.

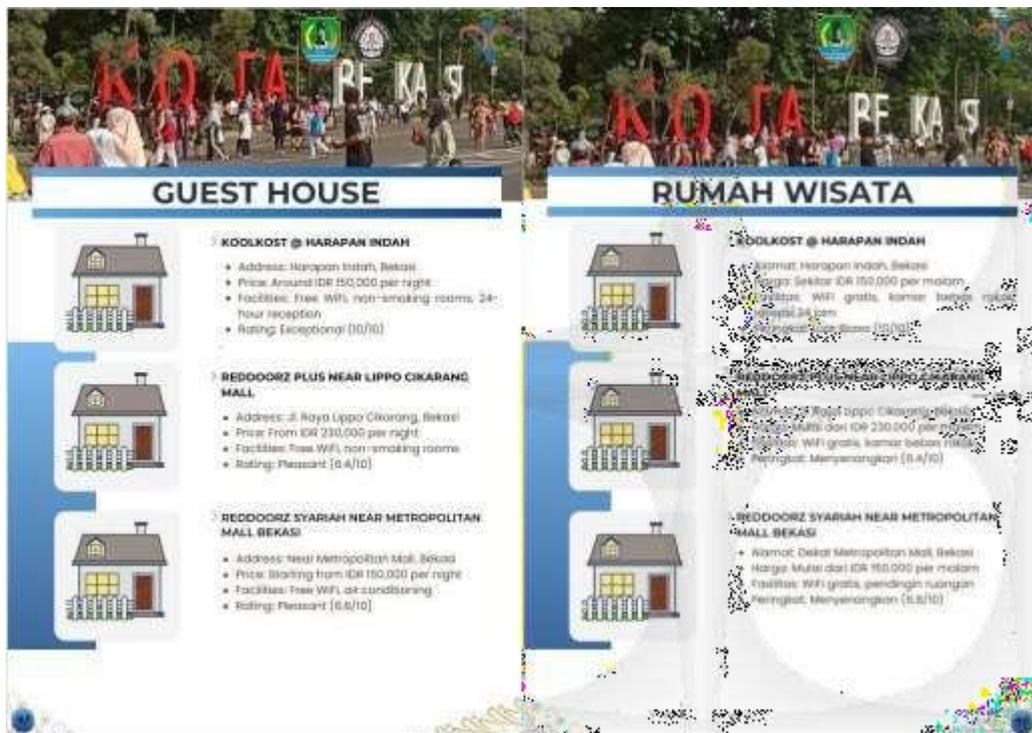


Figure 4. 12 Section VIII . Guest House

Section VIII is explaining about the guest house that available in Bekasi City during the vacation and tourist can choose to stay during their vacation and visit in Bekasi City mostly this guest house are intended to a backpacker traveller that finding stay with a small budget for stay. There is a list of guest houses inside the booklet that can give some good insight during the vacation in Bekasi City.

- KOOLKOST @Harapan Indah, because the place is close to the Bekasi City and nearby a lot of hangout places.
- REDDOORZ PLUS NEAR LIPPO CIKARANG, the place is close to a capital of industry of Bekasi and a lot of culinary option nearby.
- REDDOORZ SYARIAH NEAR METROPOLITAN MALL BEKASI, the place is near a Metropolitan mall and have a lot of hangout places.

Researcher try to giving information about guest house in Bekasi City and conclude that all of these three list are the best option for guest house to stay and for the price list researcher suggest that tourist can search up using a hotel application that can be access to inform a real price of the rent property, these are list of property rent and hotels in Bekasi.

- a. Traveloka
- b. Reddoorz
- c. MamiKos.



Figure 4. 13 Section IX . Souvenir Center

Section IX explaining about souvenir center nearby in Bekasi City, during the vacation tourist can buy some souvenir can choose to buy anything they looking for and most of them mostly are a traditional dish and some local business that produce a snacks. Here's list for the souvenir center nearby to visit in order to find something unique about some dish or snacks and goods.

- a. MPOK NINI, biji Ketapang cake , Akar Kelapa cake etc.
- b. DODOL BETAWI SREBET, traditional dodol Betawi.
- c. ALMONDTREE CAKE, cookies and cakes store.

These are the list of the places to shop and visit for a traditional dish and a local business in Bekasi City. The information given inside the booklet about location and contact number are included to make sure and in order to inform about the products or anything needed. Researcher input data into Canva and produced 59 pages with nine section; Historical Tourism, Natural Tourism, Religious Tourism, Cultural Tourism, Bekasi

Culinary, Transportation Access, Hotels, Guest House and Souvenir Center. In addition, the researcher also searched for maps for every places and used as barcodes included in booklets. Researcher look the location and converts location in to barcode using <https://meqr.com> website. The researcher added every barcode to inform location at any tourism places starting from historical tourism to the religious tourism.

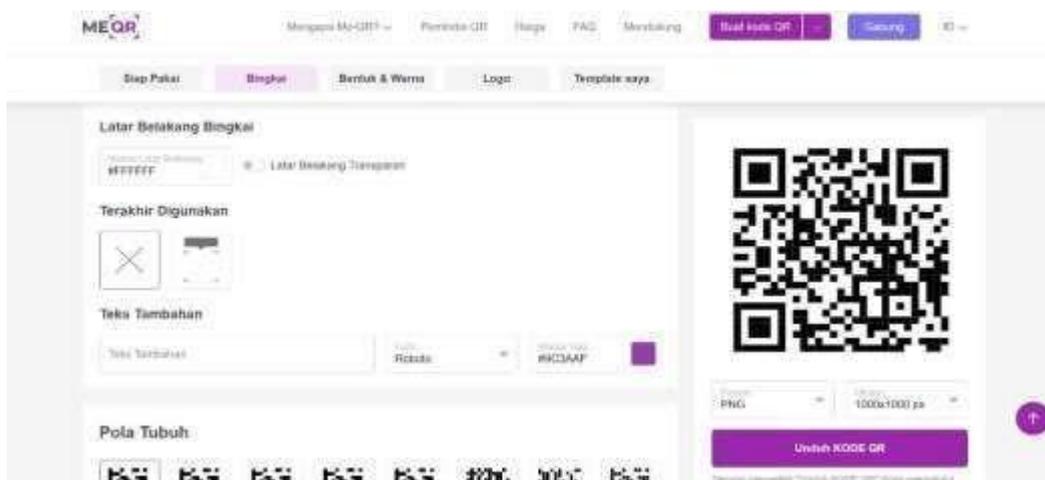
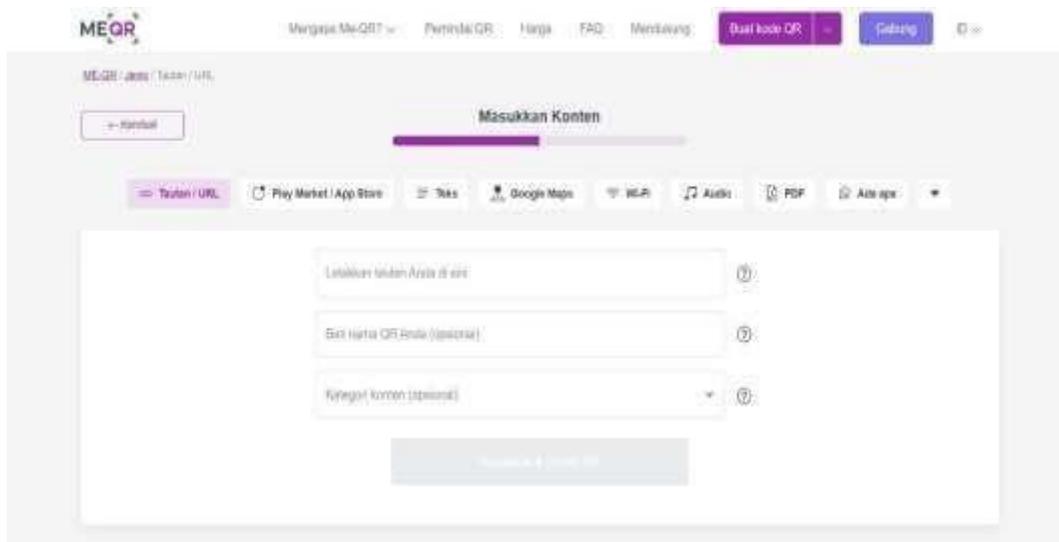


Figure 4. 14 Barcode maker

#### 4.1.4 Design Validation

At this stage, the researcher validated the booklet to the supervising Lenggahing Asri Dwi Eko S., S.Pd., M.Pd. on November 22, 2024, Which had several suggestions the researcher had to make.

**Form of Validation Product**  
**Creating a tourism booklet for Bekasi City**

Validator : Leenggahing Asri Dwi Eko Saputri  
Date : 22/11/2024

**Material Expert Validation**

Please checklist one of the selected answers (✓)

1. The Materials are compatible with information about Bekasi Tourism  
 Strongly Disagree     Disagree     Agree     Strongly Agree
2. The Materials are easy to understand  
 Strongly Disagree     Disagree     Agree     Strongly Agree
3. The language used in this booklet is easy to understand  
 Strongly Disagree     Disagree     Agree     Strongly Agree
4. The contents and explanation in booklet are already organized properly  
 Strongly Disagree     Disagree     Agree     Strongly Agree
5. The materials provide sufficient information and knowledge  
 Strongly Disagree     Disagree     Agree     Strongly Agree
6. Is there more information that needs to be added to this Booklet? If yes, please explain.  
- location for traditional bangas  
- Culinary performance details
7. Suggestions  
- food menu more in more details

Figure 4. 15 Material Expert Validation

**Form of Validation Product**  
**Creating a tourism booklet for Bekasi City**

Validator : Lenggahing Asri Dwi Eko Saputri  
Date : 22/11/2024

**Media Expert Validation**

Please checklist one of the selected answers (✓)

1. The design of the booklet is attractive

<input type="radio"/> Strongly Disagree	<input type="radio"/> Disagree	<input checked="" type="radio"/> Agree	<input type="radio"/> Strongly Agree
-----------------------------------------	--------------------------------	----------------------------------------	--------------------------------------

2. The design of the module is suitable for a tourism in Bekasi

<input type="radio"/> Strongly Disagree	<input type="radio"/> Disagree	<input checked="" type="radio"/> Agree	<input type="radio"/> Strongly Agree
-----------------------------------------	--------------------------------	----------------------------------------	--------------------------------------

3. The text in the booklet is readable

<input type="radio"/> Strongly Disagree	<input type="radio"/> Disagree	<input checked="" type="radio"/> Agree	<input type="radio"/> Strongly Agree
-----------------------------------------	--------------------------------	----------------------------------------	--------------------------------------

4. The pictures in the booklet are visible and appealing

<input type="radio"/> Strongly Disagree	<input type="radio"/> Disagree	<input checked="" type="radio"/> Agree	<input type="radio"/> Strongly Agree
-----------------------------------------	--------------------------------	----------------------------------------	--------------------------------------

5. The color selections in the booklet are suitable

<input type="radio"/> Strongly Disagree	<input type="radio"/> Disagree	<input checked="" type="radio"/> Agree	<input type="radio"/> Strongly Agree
-----------------------------------------	--------------------------------	----------------------------------------	--------------------------------------

6. Is there more information that needs to be added to this Booklet? If yes, please explain.

- Adding more information about transportation

- fixing designs to be more unique

7. Suggestions

- adjust color to be more attractive

Figure 4. 16 Media Expert Validation

The First was to revise the part of the bookler that still empty. Then, adding more information about places to see the local culture so people can see the culture itself then adding a certain information about places to stay and adding more detail about the information needed for certain parts of the booklet and revise the design to be more detailed and not bad to read.

#### 4.1.5 Product Revision

After Validating the design, the researcher revised the design by changing some parts that not placed correctly and considered unsatisfactory by the validator. Some of the pages that have been revised are as follows:

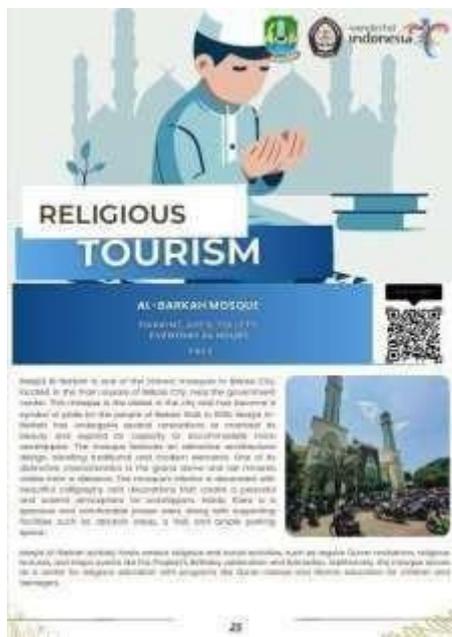


Figure 4. 17 Page 31 Before Revised



Figure 4. 18 Page 31 After Revised

The picture above, on the left side, is the first booklet design with lots of background picture. So, after getting suggesstions from the validator, the researcher decided to enlarge the image and re-edit the writing background to be more clear and more vertical. Researcher also changed the page icon placed on right to be more satisfy to read and the color of the booklet.

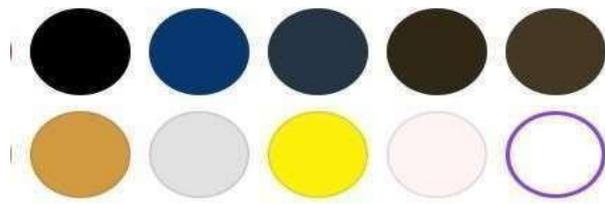


Figure 4. 19 Brighter Palette



Figure 4. 20 Front Page Before and After Revised

In this section, There is revision on the front cover. On the left is cover that not been revised. The front cover looks so dark and not representing a tourism. Meanwhile, on the right side there is front cover after being revised. Researcher re-design and make it brighter to read.



Figure 4.21 First Cover and Second Cover Revised

In this section, There is revision on the first and second cover. On the left is cover that first cover that already revised. The first cover exchanging the word “BEKASI” on top on the first cover and also second cover to make it match after doing an consultation with supervisor Aditya Nur Patria, S.S., M.App.Ling., who suggested aligning the title placement for better readability and design consistency. In addition to this, the font size and color tones were slightly refined to enhance visual clarity and make the title stand out more effectively. These improvements helped ensure that the overall cover design looked cleaner, more attractive, and consistent with the theme of the “Bekasi Travel Guide” booklet.

#### 4.1.6 Product Testing

Researcher tested the product on two subjects: Foreign tourist and Local people in Bekasi. The results of the product testing can be seen below.

##### a. Foreign Tourist

Nama/Name
6 responses
Panveer Ali
Azeeb Bashir
Rohaam Hamza
Peter Mason
Ashraf Rasyid
Vihaan Samar

Figure 4. 22 Name of the Tourist

The table above shows the names of the tourist that researcher interviewed to get a response from the product of the booklet and there are six tourist; Panveer Ali, Azeeb Bashir, Rohaan Hamza, Peter Mason, Ashraf Rasyid, Vihaan Samar. Peter Mason is using English as their first language. Others use English as their second or third language to speak.

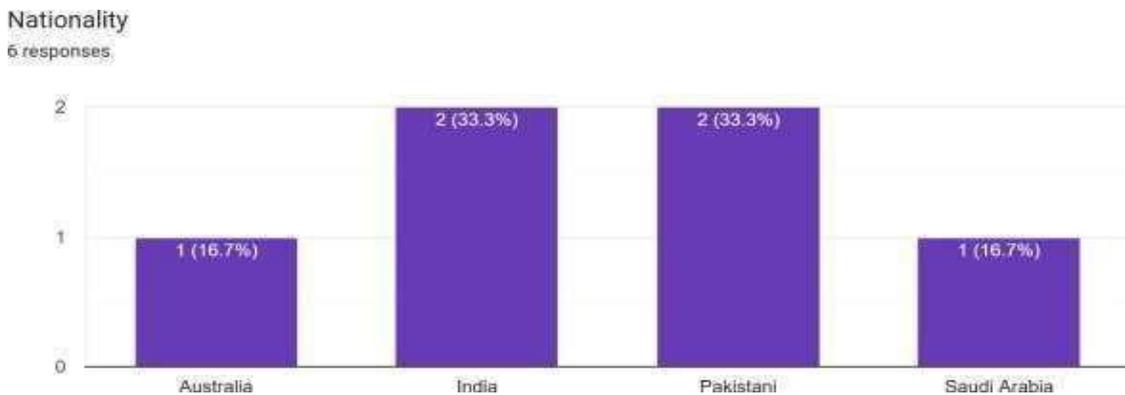


Figure 4. 23 Nationality of the Tourists

This data shows that respondents came from four different countries. There two tourist came from Pakistan and India while one each from Australia and Saudi Arabia.

Is a booklet is enough for you to find complete information about the details of Bekasi City and what do you feel about it ?

6 responses

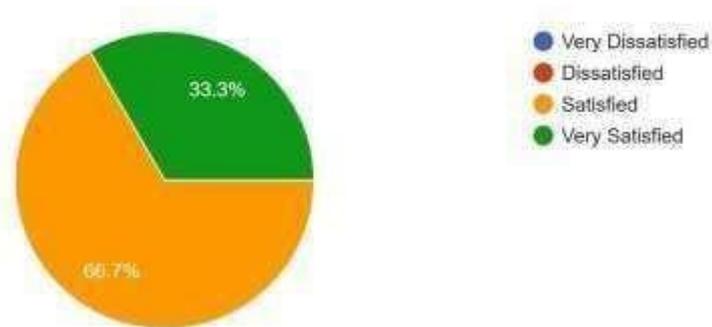


Figure 4. 24 Question 1 for Tourists

The first question was, “ is a booklet is enough for you to find complete information about the details of Bekasi City and what do you feel about it ? “ there were five answers, with results showing that 66.7% or five people answered “Satisfied” and 33.3% or one person answered “Very Satisfied”. It can be said that mostly people responded consider this booklet necessary and can be used as a source of information about the Tourism and Culture of the Bekasi City.

Is the language used in this booklet easy to understand for you and what do you feel about it ?

6 responses

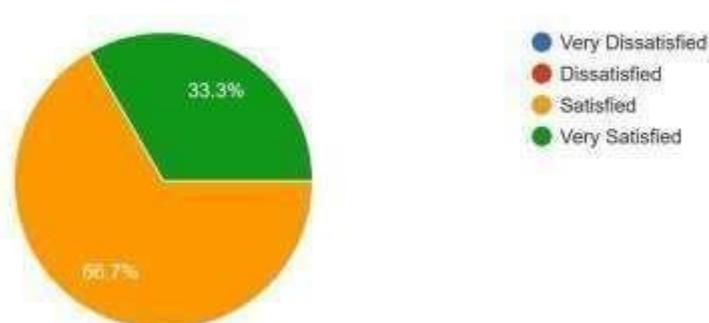


Figure 4. 25 Question 2 for Tourists

The second question was “ Is the language used in this booklet easy to understand for you and what do you feel about it ? “ and there were five answers with results 66.7% or

five people answered “Satisfied” and 33.7% or one person answered “Very Satisfied”. It can be said that most respondents are satisfy with the booklet.

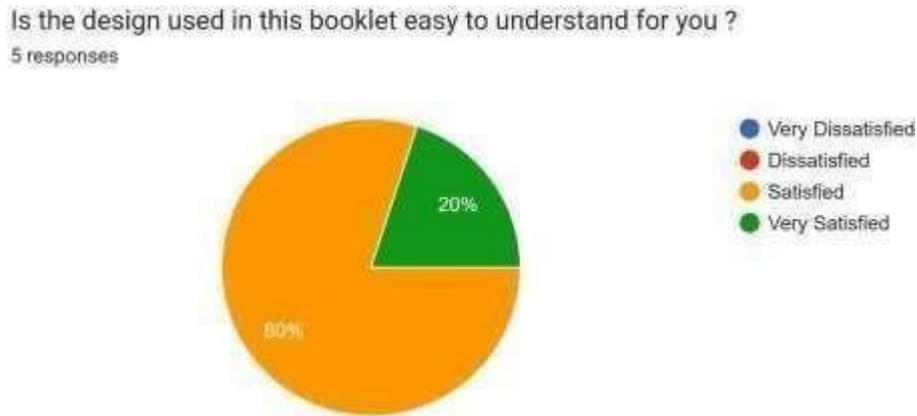


Figure 4. 26 Question 3 for Tourists

The third question was “ Is the design used in this booklet easy to understand for you “ and there were 5 answers resulting with 80% or five people answered “ Satisfied “ and 20% or one people answered “Very Satisfied “. It can be said that respondents was okay with the design.

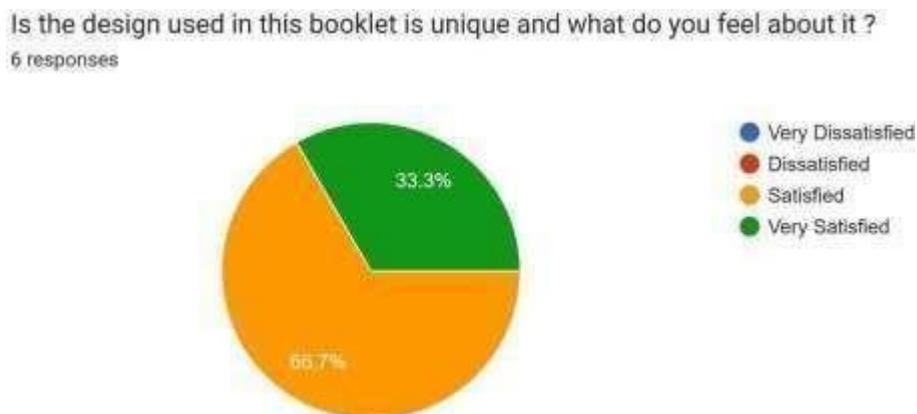


Figure 4. 27 Question 4 for Tourists

The fourth question was “ Is the design used in this booklet is unique and what do you feel about it ? “ and there were 5 answers resulting 80% for “Satisfied” and 33% or one

person resulting for “ Very Satisfied” answer. Conclude that most of them agree that the booklet is unique.

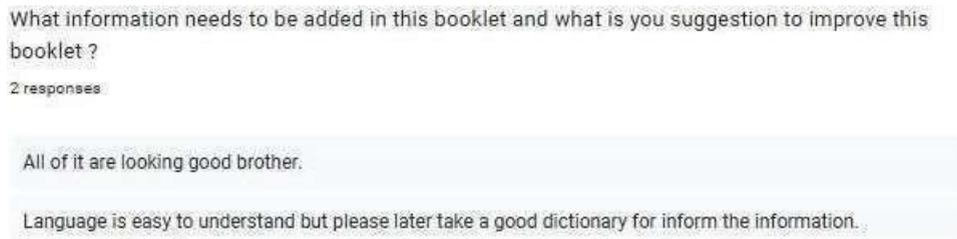


Figure 4. 28 Question 5 for Tourists

In the last there is an open-ended question asks, “ What information needs to be added in this booklet and what is your suggestion to improve this booklet? “ and researchers got two answers. According to respondents, researchers must add information and be more specific about using a dictionary for the words inside the booklet so there is no miss information later.

In conclusion, foreign tourist feel that this booklet is a good source that contains information about a local tourism and telling history about some places and describing a culture of the city. As many as 6 people filling the question form gave positive feedback and provided various constructive suggestion to researchers. Researchers will use some good suggestion as a material for developing the product better than before.

## b. Local People In Bekasi

Nama/Name

10 responses

- Gilang Wahyu
- Nicky Dandi Bimaputera
- Yogi Irawan
- Maulana Rahman
- Kalam Sidik
- Bramasetya Firda Al Fitri
- Muhammad Eki Septian
- Fadil Irsyad
- Ongky Inzagi Putra

Figure 4. 29 Sample of Local People In Bekasi

. Table 4. 1 Translation of Local People In Bekasi

Indonesian Text	English Text
Nama	• Name

Figure above are the name the researcher asked to fill in this questionnaire These respondents consist of a local people in Bekasi City who usually living at Bekasi city until this day.

1. Gilang Wahyu
2. Nicky Dandi Bimaputera
3. Yogi Irawan
4. Maulana Rahman
5. Kalam Sidik
6. Bramasetya Firda Al Fitri
7. Muhammad Eki SeptianFadil Irsyad
8. Ongky Inzagi Putra
9. Rizky Agung Pratama

Is this booklet help in guiding information related to any point in the booklet to foreign tourist and what you feel about it ? Apakah buklet ini mem...epada wisatawan asing dan bagaimana menurutmu ?  
10 responses:

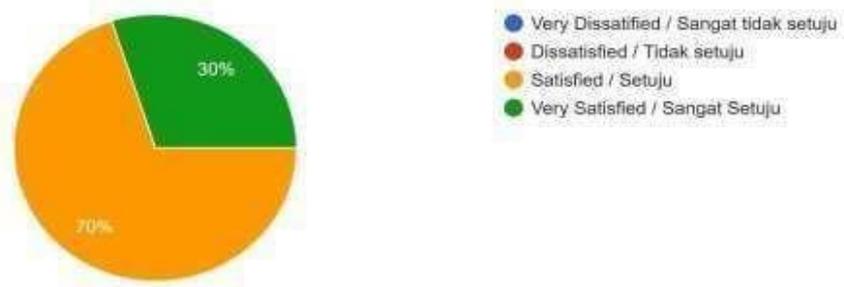


Figure 4. 30 Question 1 for Local People in Bekasi

Table 4. 2 Translation of Question 1

Indonesian Text	English Text
<i>Apakah buklet ini membantu dalam memandu informasi terkait poin didalam buklet kepada wisatawan asing dan bagaimana menurutmu?</i>	Is this booklet help in guiding information related to any point in the booklet to foreign tourist and what do you feel about it?
<i>Sangat tidak setuju</i>	Very dissatisfied
<i>Tidak setuju</i>	Dissatisfied
<i>Setuju</i>	Satisfied
<i>Sangat Setuju</i>	Very satisfied

The first question was, “ is this booklet help in guilding information related to any point in the booklet to foreign tourist and what do you feel about it ? “ there were seven answers, with results of 70% that four people was answered “ Satisfied” . and the second are 30% that 3 people answered “ Very Satisfied “ . It can be considered that all of the respondents consider this booklet helpful in conveying information related to Bekasi Tourism and the culture of Bekasi city to foreign tourists.

Is the language used in this booklet easy to understand and what do you feel about it ? Apakah penggunaan bahasa didalam booklet ini mudah dimengerti dan bagaimana menurutmu?

10 responses:

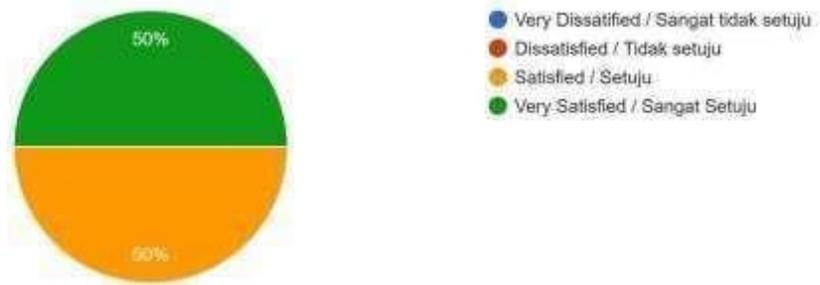


Figure 4. 31 Question 2 for Local People in Bekasi

Table 4. 3 Translation of Question 2

<b>Indonesian Text</b>	<b>English Text</b>
<i>Apakah penggunaan Bahasa didalam booklet ini mudah dimengerti dan bagaimana menurutmu ?</i>	Is the language used in this booklet easy to understand and what do you feel about it ?
<i>Sangat tidak setuju</i>	Very dissatisfied
<i>Tidak setuju</i>	Dissatisfied
<i>Setuju</i>	Satisfied
<i>Sangat Setuju</i>	Very satisfied

The second question was, “ is the language used in this booklet easy to understand and what do you feel about it ? “ there were five answers resulting 50% for “Very satisfied” and 50% or five people resulting for “ satisfied” and researcher concluded that the language is easy to understand and having no issue at all.

Is this booklet is decent to sending information to foreign tourist and what do you feel about it ? Apakah booklet ini sangat baik dalam memberi...pada wisatawan asing dan bagaimana menurutmu ?  
10 responses

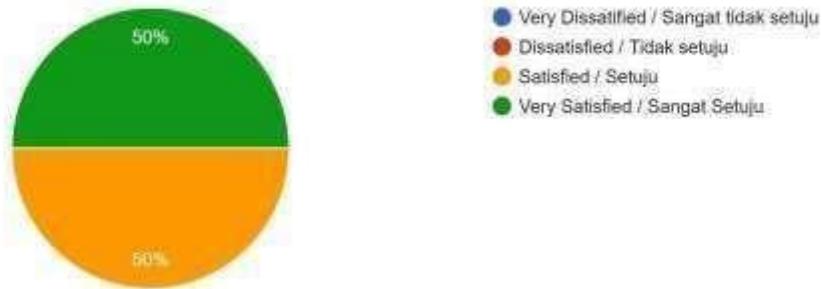


Figure 4. 32 Question 3 for Local People in Bekasi

Table 4. 4 Translation of Question

Indonesian Text	English Text
<i>Apakah booklet ini sangat baik dalam memberikan informasi kepada wisatawan asing dan bagaimana menurutmu ?</i>	Is this booklet is decent to sending information to foreign tourist and what do you feel about it ?
<i>Sangat tidak setuju</i>	Very dissatisfied
<i>Tidak setuju</i>	Dissatisfied

The third question was, “ Is the language used in this booklet easy to understand and what do you feel about it ? “ there were five answers resulting 50% “Very Satisfied “ and five persons resulting for 50% for “ Satisfied”. It concluded that the language used in the booklet is easy to understand for people to read and see.

Is the information regarding the history and culture of Bekasi City in this booklet is a complete information, what do you feel about it ? Apakah ...alah informasi lengkap dan bagaimana menurutmu ?  
10 responses

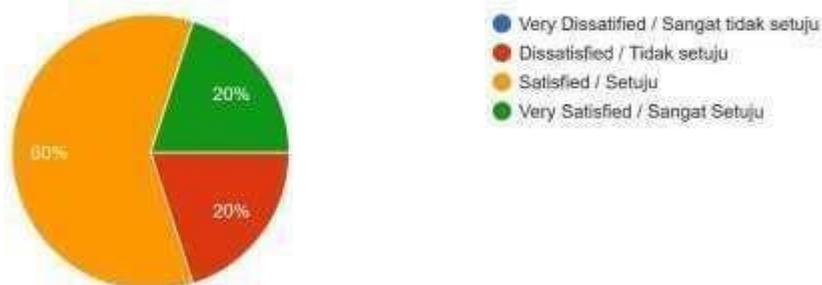


Figure 4. 33 Question 4 for Local People in Bekasi

Table 4. 5 Translation of Question 4

<b>Indonesian Text</b>	<b>English Text</b>
<i>Apakah informasi terkait sejarah dan budaya didalam booklet Kota Bekasi</i>	Is the information regarding the history and culture of Bekasi City in
<i>dalah informasi lengkap dan bagaimana menurutmu ?</i>	this booklet is a complete information, what do you feel about it ?
<i>Sangat tidak setuju</i>	Very dissatisfied
<i>Tidak setuju</i>	Dissatisfied
<i>Setuju</i>	Satisfied
<i>Sangat Setuju</i>	Very satisfied

The fourth question, “ Is the information regarding the history and culture of Bekasi City in this booklet is a complete information, what do you feel about it ? “ there were six responses that resulting 60% of “Satisfied “ and two responses answered “Dissatisfied” resulting 40% and last is two persons resulting 20% answered “Very Satisfied”. It conclude that majority of people are still agree that the information regarding history and culture of Bekasi City in this booklet is a complete information.

In the end, researcher conclude that this booklet is important as a source that contained a lot and a helpfull information about the Bekasi Tourism. A total of 100% of foreign tourist and 100% of local people in Bekasi gave positive feedback and provided suggestions that researcher could use to improve the content and design for the booklet.

#### 4.1.7 Product Revision

Researcher conduct product revisions after a product trials on foreign tourists and local people in Bekasi. There are several results which can improve the booklet, the first one is the design and language inside the booklet product and changing the second cover of the booklet to be more unique to see.



Figure 4. 34 Second cover before revised      Figure 4. 35 Second cover after revised

Based on suggestions from foreign tourists and local residents, the researcher decided to revise the second cover because the previous version only showed a few specific places and did not fully represent the diversity of Bekasi City. The new design was changed to feature a broader view that reflects the city as a whole, highlighting different aspects such as culture, modern development, and local attractions. This change was made to give readers a more complete picture of Bekasi and make the booklet visually more appealing. The revised cover also uses brighter colors and a clearer layout to attract attention and create a welcoming first impression for readers. Overall, the new design presents Bekasi as a vibrant and dynamic city filled with interesting places to explore.



Figure 4. 36 Funfacts before revised Figure 4. 37 Funfacts after a revised

Based from suggestion about a design that needed to be revised, Researcher revised the design to be more proper and interesting to see and changing a position and something that needed to be more unique and nice to see.

#### 4.1.8 Final Product

The researcher has completed eight design steps: Research and Information Collecting, Planning, Developing Preliminary Product, Preliminary Field Testing, Main Product Revision, Operational Field Testing and Final Product Revision and Dissemination and Implementation. In this section, Researcher completes the final step, the final product. This product already submitted to SCRIBD for dissemination as an information for a reference and already copyrighted due to permit for commercial use.

This final product contains nine section:

- a. Historical Tourism
- b. Natural Tourism
- c. Religious Tourism
- d. Cultural Tourism
- e. Bekasi Culinary
- f. Transportation Access

- g. Hotel
- h. Guest House
- i. Souvenir Center

Researchers has revised all of the design that needed to be revised and finally researcher completed this booklet with the final results, which can be seen below.

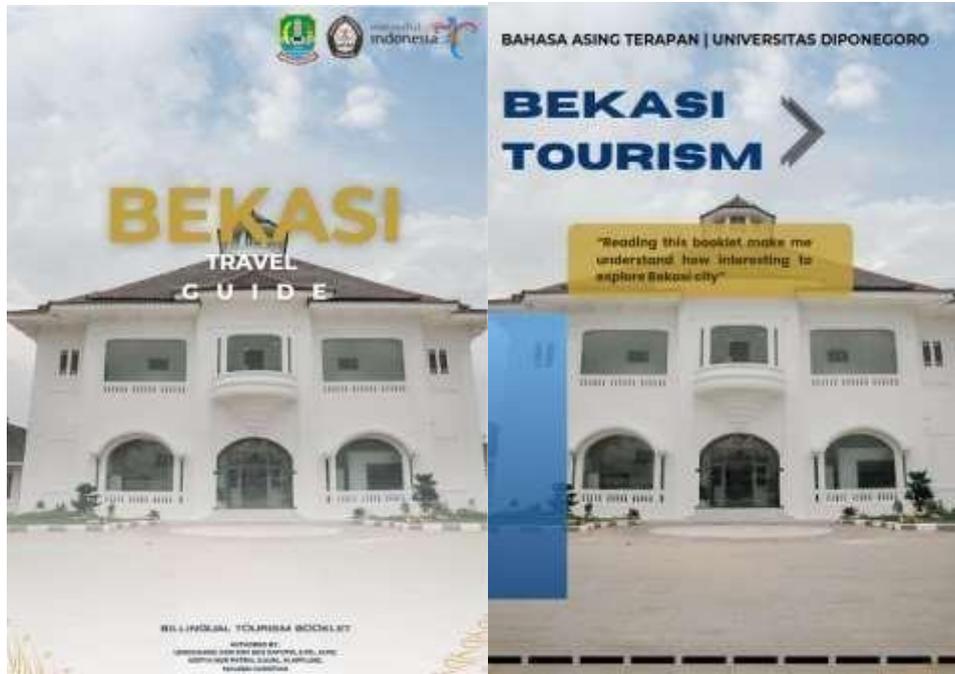


Figure 4.38 Cover Booklet and Background of the Booklet

Cover Booklet and Background of the booklet are revised to be more unique. The cover booklet and background were revised to make them look more unique and visually appealing. The revision focused on improving the color composition and layout to create a stronger first impression for readers. The background design was also adjusted to match the overall theme of Bekasi tourism, using elements that reflect the city culture and identity. In addition, the typography and image placement were refined to create better balance and harmony between the text and visuals. These changes were made to ensure that the booklet not only looks professional but also represents the vibrant and modern character of Bekasi in an attractive way.

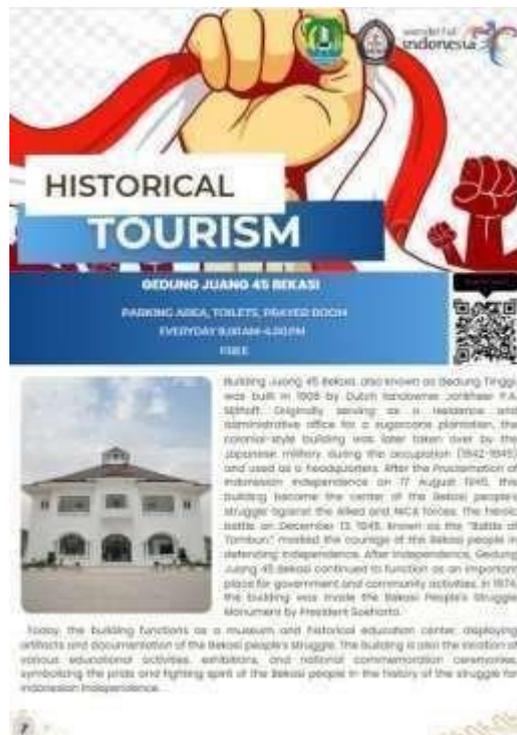


Figure 4.39 Historical Tourism

Historical Tourism, adding a nationalism logo with a description about the place.



Figure 4.40 Natural Tourism

Natural Tourism, adding more detailed description and some nature picture.

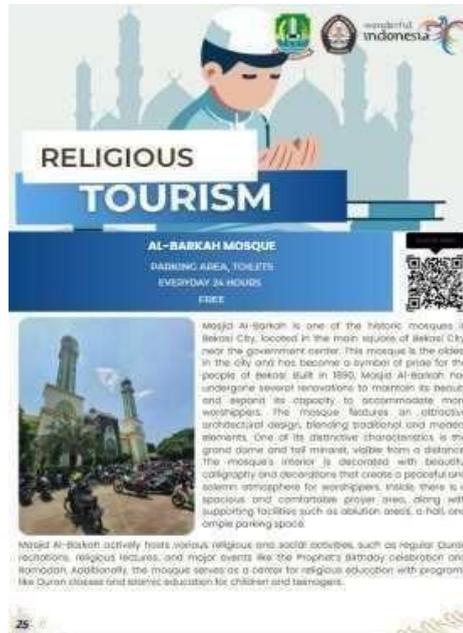


Figure 4.41 Religious Tourism

Religious Tourism, adding a religion destination place with a religion elements.



Figure 4.42 Cultural Tourism

Cultural Tourism, adding description and information about the event.



Figure 4.43 Bekasi Culinary

Bekasi Culinary, adding a description and information about the traditional dish.

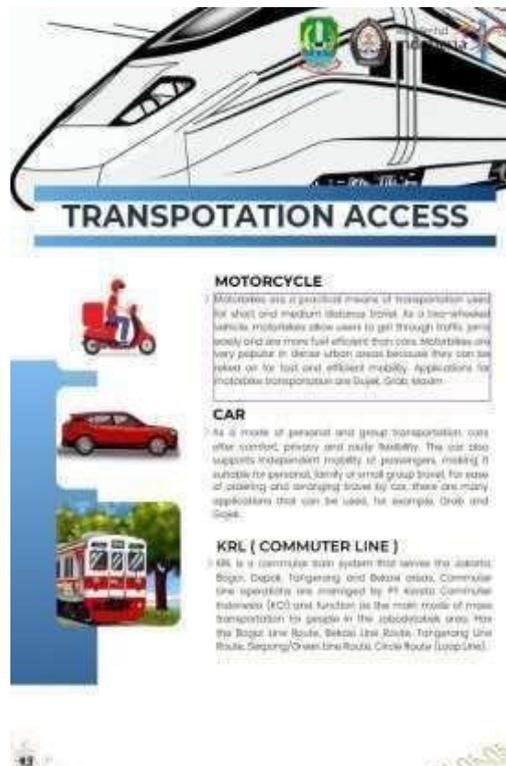


Figure 4.44 Transportation Access

Transportation access, detail about description for transportation nearby.

**HOTEL**

**HOTEL SANTIKA MEGA CITY BEKASI**  
 Address: J. KH. Negeri Ate, Mega City, Bekasi  
 Phone: +62 21 8333 2222  
 Price: Around IDR 500,000 - 700,000 per night  
 A modern hotel with good facilities, ideal for business travelers and those visiting Bekasi.

**HOTEL HORBSON ULTIMA BEKASI**  
 Address: Jl. Wiri Negeri III, South Bekasi, Close to the Metropolitan Mall Bekasi shopping center  
 Phone: (021) 8468888  
 Price: Approx. IDR 800,000 - 1,000,000 per night  
 This hotel provides easy access to various entertainment and shopping centers in the Bekasi area.

**ASTON IMPERIAL BEKASI HOTEL & CONFERENCE CENTER**  
 Address: J. KH. Negeri Ate No. 177, West Bekasi  
 Phone: +62 21 8600 6000  
 Price: Around IDR 300,000 - 1,800,000 per night  
 The 4-star hotel offers a range of facilities including a shopping mall with city views, a fully equipped gym, and a sky lounge restaurant. It also features a ballroom and meeting rooms suitable for business and social events, along with free Wi-Fi and guest parking.

Figure 4.45 Hotel

Hotels, Information about the best hotel nearby and adding information about contacts.

**GUEST HOUSE**

**KOOLKOST @ HARAPAN INDAH**  
 Address: Harapan Indah, Bekasi  
 Price: Around IDR 150,500 per night  
 Facilities: Free WiFi, non-smoking rooms, 24-hour reception  
 Rating: Exceptional (10/10)

**REDDOORZ PLUS NEAR LIPPO CIKARANG MALL**  
 Address: Jl. Raya Lippo Cikarang, Bekasi  
 Price: From IDR 250,000 per night  
 Facilities: Free WiFi, non-smoking rooms  
 Rating: Pleasant (8.4/10)

**REDDOORZ SYARIAH NEAR METROPOLITAN MALL BEKASI**  
 Address: Near Metropolitan Mall, Bekasi  
 Price: Starting from IDR 150,000 per night  
 Facilities: Free WiFi, air conditioning  
 Rating: Pleasant (8.8/10)

Figure 4.46 Guest House

Guest House, adding details about information for guest house nearby the city.



Figure 4.47 Souvenir Center

Souvenir center, adding information about the store and contact store.





Figure 4.48 Authors

Authors and Permit Letter and SCRIBD website, adding information about authors for the booklet and permit letter for copyright with a SCRIBD for dissemination of the product as a reference for people.

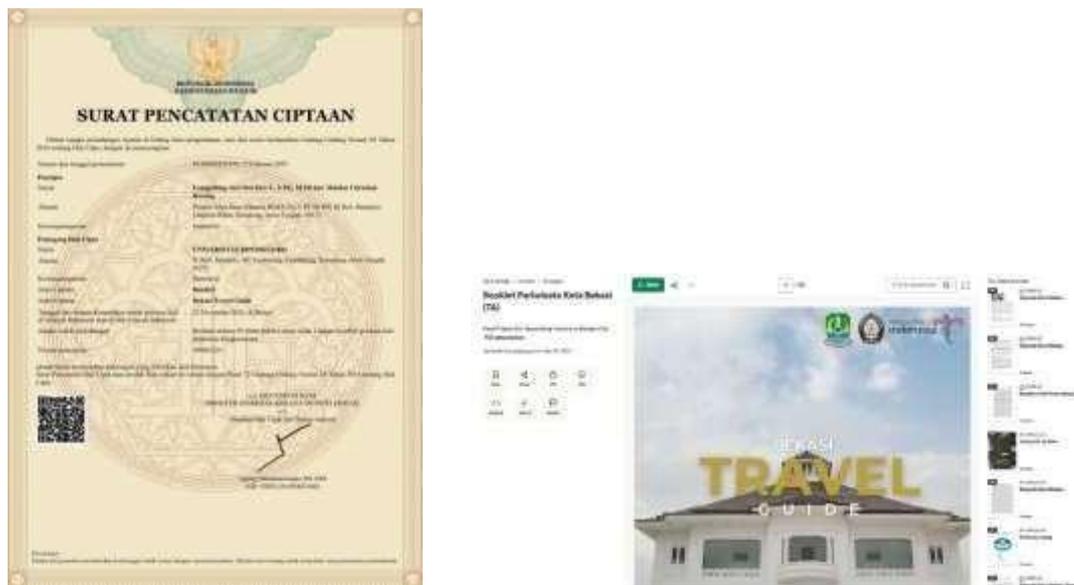


Figure 4. 49 Permit Letter for Copyright and Dissemination of the Product

## 4.2 Discussion

This research started with the lack of information of tourism in Bekasi, A place that researcher live all along, from a statement that Bekasi is the only place to find some jobs and hustling only and having no potential tourism at all, researcher took a deep think and started to think how to make and built a tourism booklet that can be seen for people especially foreign tourist and after a long time researcher built this booklet finally the booklet is done and hopefully the result can satisfy so many people who sees it.

Permatasari (2014) argues that the booklet is a printed medium of communication for promotion, suggestion, and prohibition with the goal of making the community as a whole grasp the message being sent through this medium. It is typically in a smaller format than a book and is often created for promotional or informational purposes. The text may include descriptions or any other pertinent information. Same as the booklet the researcher made, Bekasi Tourism Booklet 2024. The goal from making this booklet is to explain the unique and importance of an English booklet to facilitate foreign tourist in obtaining a valid information about various tourism inside Bekasi City.

Based on the product trial results, foreigner responses regarding an Bekasi Tourism Booklet 2024 were great and unique, with an average score in each assessment section at intervals of 87% with “Satisfied” category. Foreign tourist provide researcher with some a good feedback in suggestion that are used to revise this booklet and make it perfect. Meanwhile, according to the local people some of them saying that is excellent, with an average score at 78% “Satisfied” category.

The important elements in a booklet include the title, description, table of contents, sections, images or graphics and detailed information (Leland, 2016). This booklet also contains a title, description, table of contents, section, images and detail of contact information at certain section that display any information that needed for people, researcher used blue color to make it more beautiful.

According to Muslich (2010), four aspects need to be considered in creating a booklet that is suitable for use; the content aspect of the booklet, the presentation aspect, the language and readability aspect, and the graphic aspect. This booklet fulfills these four aspects.

1. Content aspect of the booklet, The researcher provides content about the tourism and culture of Bekasi city.
2. Presentation aspect, The booklet's presentation aspects include barcodes that make the reader not gonna confused to locate the places and always having thoughts to see the location of the places.
3. Language and readability aspect, The use of language and readability get good marks from lecturer experts, foreign tourists, and local people. However, the researcher can still improve language use to get a 100% interval.
4. Graphic aspect, The graphic aspect has been adjusted to the paper size, B5 (the size of the Booklet); the paper type used is ivory paper for excellent printing results; and the colors used in this booklet, blue.

This booklet is suitable for preserving and introducing the tourism and culture of Bekasi City to foreign tourist. This booklet allows foreign tourist to share this written information with their friends and helping people to understand the information on the history and culture of Bekasi City. In addition, researcher hoping that the information given in this booklet will helping so many people who really visiting Bekasi City.