

CHAPTER IV

RESULT AND DISCUSSION

4.1 Result

The process for SOBAT pocket book was carried out through detailed results at each stage of the ADDIE model. These stages aim to ensure that every production process aligns with the needs of international volunteers. The discussions range from problem identification in the initial stage to product effectiveness evaluation in the final stage. Through this approach, the authors can comprehensively evaluate every detail of the content and design. The detailed explanation of the activities carried out in each stage of the product development process is as follows.

4.1.1 Analysis

1. Observation

These initial observations were made during the period when the author was doing an internship at Dejavato Foundation from September 2025 to January 2026. The author observed that volunteers received a single Indonesian language training session lasting 1–2 hours before being allocated to their project locations. During the session, volunteers showed high enthusiasm. However, due to the limited time of the classes, they became heavily reliant on presentation files as learning material. It was also not surprising that they often requested these files to review the material independently. However, the use of presentation files was not effective because volunteers struggled to quickly find certain words or phrases during interactions. This indicates the need for a physical media that is more accessible containing basic Indonesian language materials that are easy to understand.

During the observation, the author also noticed that volunteers often took personal notes during Indonesian language classes to use as a personal reference. Unfortunately, these notes were often incomplete and unsystematic due to the very limited learning time. Furthermore, since

these notes were personal in nature, the material by one volunteer differed from that of another, which could potentially cause miscommunication in understanding among the volunteers. This finding served as a strong reason for the author to develop a pocket book designed to be compact, to facilitate Indonesian language learning for volunteers and to serve as a practical solution to the shortcomings of previous learning media.

2. Questionnaire

Based on early observations, the author developed a Language Needs Survey to identify the key topics required by international volunteers at various project sites. The questionnaire was systematically structured into several main sections, including respondent identity, experienced language barriers, and visual design preferences. The author distributed the survey personally via text message to 12 international volunteers met during the internship at Dejavato Foundation. Although the initial distribution yielded only five immediate responses, periodic follow-ups were actively conducted to maximize data collection. Hereafter, the author successfully secured complete responses from nine volunteers representing France, Germany, the United Kingdom, the United States, Ukraine, and Italy.

The survey results revealed that all respondents frequently interacted with local residents who were not fluent in English, emphasizing an urgent need for physical language guides. The challenges included pronunciation issues, local slang usage, and the fast speaking pace of residents during daily conversations. Specifically, volunteers frequently experienced miscommunications with similar sounding words and fundamental time expressions like “tomorrow” and “yesterday” These interaction difficulties mostly occurred during casual conversations with neighbors, school activity instructions, and traditional market transactions. Consequently, the majority of volunteers emphasized the necessity of focusing on full phrases rather than word-by-word lists to facilitate practical daily interactions.

Regarding format preferences, most volunteers favored a compact physical book integrated with digital QR code access to support their high mobility. Respondents also preferred an illustrative visual style featuring functional icons and a calm, professional color palette. Furthermore, the author's idea of incorporating a blank notes section for independent writing practice received highly positive feedback from the participants. Beyond linguistic elements, the volunteers considered local cultural etiquette tips crucial to minimizing culture shock during social projects. Eventually, all collected data and validated ideas served as the primary guidelines for the structured content development of SOBAT pocket book.

4.1.2 Design

After collecting and analyzing data through observation and questionnaires, the author proceeded to the design phase. This phase aimed to transform any language barriers or limitations into a practical and systematic product framework. This included defining the target audience, arranging the structure and content of the book, and selecting elements and color palettes based on the questionnaire results. The author also conducted design reference research via Pinterest to determine visual styles, illustrations, and layouts that align with the preferences of international volunteers. The entire plan at this stage served as a framework ensuring that SOBAT is a solution for volunteers facing communication challenges in the community. The SOBAT name was chosen because it is literally the shortened form of "Socializing in Bahasa Indonesia with Tips". Beside that, SOBAT also means "best friend" in English. By naming this, hopefully SOBAT can be partner and guide international volunteers in Indonesia.

1. Defining Target User

The author has targeted international volunteers at Dejavato Foundation as the primary target audience for SOBAT pocket book. This target audience with beginner level Indonesian language skills who are currently carrying out social projects in several regions of Indonesia. The key characteristics of this audience are a strong curiosity and a preference for practical information. They also generally find it easier to understand

messages through visual elements and illustrations. Accordingly, this book is specifically designed to meet daily communication needs without confusing readers with overly complex grammar rules.

2. Defining the Structure and Materials

The author developed the structure of the material for SOBAT pocket book in stages to ensure that the content presented was accurate and on target. This process began with the creation of an initial outline, which was then developed into complete material based on the results of the needs analysis in the previous stage. During the drafting process, the author conducted intensive mentoring sessions and validation with supervising lecturers to improve each chapter. Changes were made to adjust the material depth to the limited study time of volunteers in the community. In the beginning, the author developed an initial outline based on literature reviews and observations in the field. This structure was still in its early stages, intended to map out the content to be presented to the volunteers. Below is the evolution of the structure and content of the SOBAT pocket book, from the initial draft to the final approved version.

Table 4.1 Initial Material Outline

Section	Description
Cover	The front cover design visually reflects Unity in Diversity of volunteers around the world.
Table of Contents	Contains a page guide that serves as a reading guide to know the chapters and subchapters of the pocket book.
Introduction	Introduction message from the author explaining the background, purpose, and overview of this pocket book.
How To Use This Book	Explanation of pocket book use.
Pronunciation	Introducing the alphabet in Indonesian.
Chapter 1:	Introducing the basic way to introduce yourself in

Breaking the Ice	Indonesian.
Chapter 2: Daily Survival	Focuses on the core skills required for vocab needs in Indonesia.
Chapter 3: Street Talk	Discusses about the way to talk with locals.
Chapter 4: Emergency & Slang	Explanation about how to talk when you are in an emergency situation and talk about Indonesian slang.
Vocabulary Log	The empty pages that volunteers can use for notes.
QR Code	Barcode that guides for soft file version.
Reference	A list of sources and references used in the content.

After establishing general structure of the chapters, next is drafted comprehensive and detailed materials. This stage involved expanding each discussion point into practical sentences, functional vocabulary lists, and relevant tips for volunteers. To ensure every piece of material was on target, the author referred directly to the results of the language needs questionnaire. Additionally, the compilation process included providing an interactive practice box at the end of each discussion to enhance writing skills. These systematic steps were carefully executed to efficiently facilitate the volunteers initial Indonesian communication needs.

Once the initial framework was complete, the author conducted mentoring and validation sessions to refine the material. During this drafting process, a strict color coding system was implemented to differentiate the structural feedback received by the author. Red was utilized to mark specific corrections based on the supervising lecturer's academic directions. Meanwhile, blue indicated essential content additions proposed by Dejavato Foundation to meet field requirements. This visual distinction successfully helped the author organize all evaluations systematically before finalizing the product's content.

Following observation by analysis phase and consultations with the supervisor, the author integrated material on the Indonesian rupiah and a pronunciation guide for “NG” and “NY” sounds. This is based on the non-native learners of the Indonesian language often struggle with pronunciation due to the lack of phonetic similarities between Indonesian and their native languages (Lutfiana, 2021). Particularly, the apparent in the case of the “NG” /ŋ/ and “NY” /j/ sounds, which are phonemes that rarely appear at the beginning of words in European languages (Anderson, 2013). The term “Street Talk” was also changed to “Small Talk” incorporating real-life examples and merging the slang subchapter into it. Furthermore, validation from the Dejavato Foundation led to adding examples of phonetic placement alongside new materials on “Group Pronouns”. Material on “Calendar Time” was also included as a fundamental supplement for volunteers managing daily schedules. This addition ensures that the final draft of SOBAT pocket book covers all the essential information volunteers need while in the community.

Table 4.2 Finalized Material Structure

Section	Content	Description
Cover	SOBAT: Socializing in Bahasa Indonesia with Tips	The front cover design visually reflects Unity in Diversity of volunteers around the world.
Table of Contents	<ol style="list-style-type: none"> 1. Introduction 2. How To Use This Book 3. A-B-C: Pronunciation Masterclass 4. Chapter 1: Breaking the Ice 5. Chapter 2: Daily Survival 6. Chapter 3: Small Talk & Slang 7. Chapter 4: Emergency 8. Vocabulary Log 9. Digital Access; E-book QR 	Contains a page guide that serves as a reading guide to know the chapters and subchapters of the pocket book.

10. Semarang Must Try!

Introduction	-	Introduction message from the author explaining the background, purpose, and overview of this pocket book.
How To Use This Book		Explanation of pocket book use.
Pronunciation	<ol style="list-style-type: none"> 1. Alpbeth in Indonesia 2. The Vowels (A-I-U-E-O) 3. The Tricky “E” 4. The “NG” & “NY” Sounds (Example) 	Introducing the alphabet in Indonesian.
Chapter 1: Breaking the Ice	<ol style="list-style-type: none"> 1. Introducing Yourself (The Intro, Follow-up Question) 2. Time-Based Greetings (O'clock Time, Calendar Time) 3. Pronouns & Calling (Common Pronouns, Group Pronouns/Plural, How to Call People/Titles) 4. The 6 Golden Questions (Vocabulary Words, Pointing Things, Quick Example) 5. Common Greetings (The Basics, The Answer) 	Introducing the basic way to introduce yourself in Indonesian.
Chapter 2: Daily Survival	<ol style="list-style-type: none"> 1. Basic Numbers & Currency (The Basic Numbers, Introduce Rupiah, The Multipliers, Money Vocabulary) 2. Transportation & Getting Around (Direction, Position, Common Instructions) 3. Feeling & Asking for Help 4. Shopping at the Market (Key Phrases, Payment Methods, Essential Vocab) 	Focuses on the core skills required for vocab needs in Indonesia.

	5. Food & Taste (Taste, Indonesian Main Dishes, The Ingredients, The Methods)	
Chapter 3: Small Talk & Slang	<ol style="list-style-type: none"> 1. Small Talk (Social Greetings, Getting Personal, Manners & Goodbye, Casual Responding, In Situations) 2. Slang (The Fillers, Expressions, Shortcuts) 	Discusses about the way to talk with locals.
Chapter 4: Emergency	<ol style="list-style-type: none"> 1. Urgent Actions 2. Physical Condition 3. Finding Help 	Explanation about how to talk when you are in an emergency situation and talk about Indonesian slang.
Vocabulary Log	-	The blank sections that volunteers can use for notes.
QR Code	-	Barcode that guides for soft file version.
Reference	-	A list of sources and references used in the content.

*Note: Red is evaluation by supervisor lecture, blue is evaluation by Dejavato Foundation

Following the input from supervising lecturer and Dejavato Foundation, the draft of SOBAT pocket book materials has now reached its final stage and is ready for the next phase. The combination of systematic language material and practical tips is expected to provide a solution to the communication challenges faced by volunteers. Each chapter is arranged sequentially so that the material most needed can be found quickly. Once this phase is complete, the next step is to incorporate all the content into a visual design. Which involves designing the completed material to make it visually appealing and easy to read for international volunteers.

3. Drafting the Book

After the draft content was finalized, the author proceeded to the visual design phase of SOBAT pocket book by detailing the technical specifications. The author selected the A6 size (10.5 x 14.8 cm) as the standard book dimension to ensure the final product was practical and easy for volunteers to carry (Putri, 2022). In addition to the size, the author also decided on the use of a bilingual format, with English serving as the primary language and Indonesian as the target language throughout the entire content of the book. The use of these two languages is organized with a consistent layout to help volunteers understand the vocabulary and sentence structure.

The design process for this book started with deep research on Pinterest to determine a visual direction that aligns with the preferences of volunteers. According to Edytia and Sahputra (2021), Pinterest is an effective visual reference platform because it provides a wide range of easily accessible design inspirations. Based on the results of the questionnaire from the needs analysis phase by volunteers, the author selected a color palette that tends to be calm and professional. The author also included specific illustrative elements to make the final design more relevant and to increase interest of the volunteer in studying the contents of the book. This visual research approach ensures that the aesthetics of SOBAT pocket book are not only visually appealing but also communicative for its users.

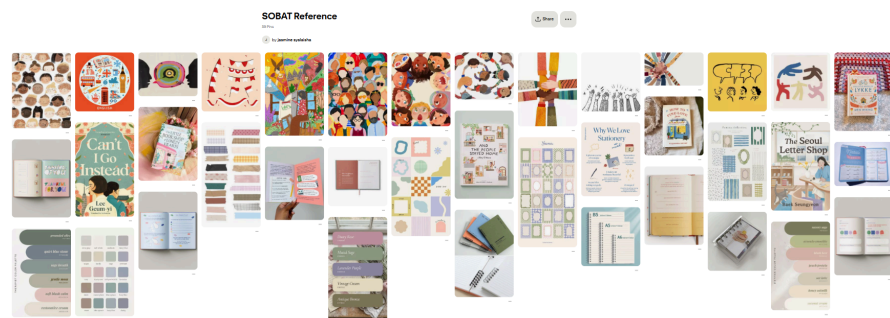


Figure 4.1 Visual references SOBAT (www.pinterest.com)

The next step was to approach an illustrator as a third partner in the making of SOBAT. Even so, the author retained full control as the lead concept developer by providing a specific design brief. The process began with a review of several draft sketches regarding the layout and style of the cover illustration proposed by the illustrator. The author then selected the strongest sketch concept, which was option number three, to be developed into the coloring stage. Option three was chosen because it most visually represents the essence of SOBAT, which is the diversity among volunteers, social interaction, and its role as a media for introducing the Indonesian language to newly arrived volunteers. At this stage, the illustrator provides several color variations based on the selected references, which the author then selects again to ensure visual balance and readability.

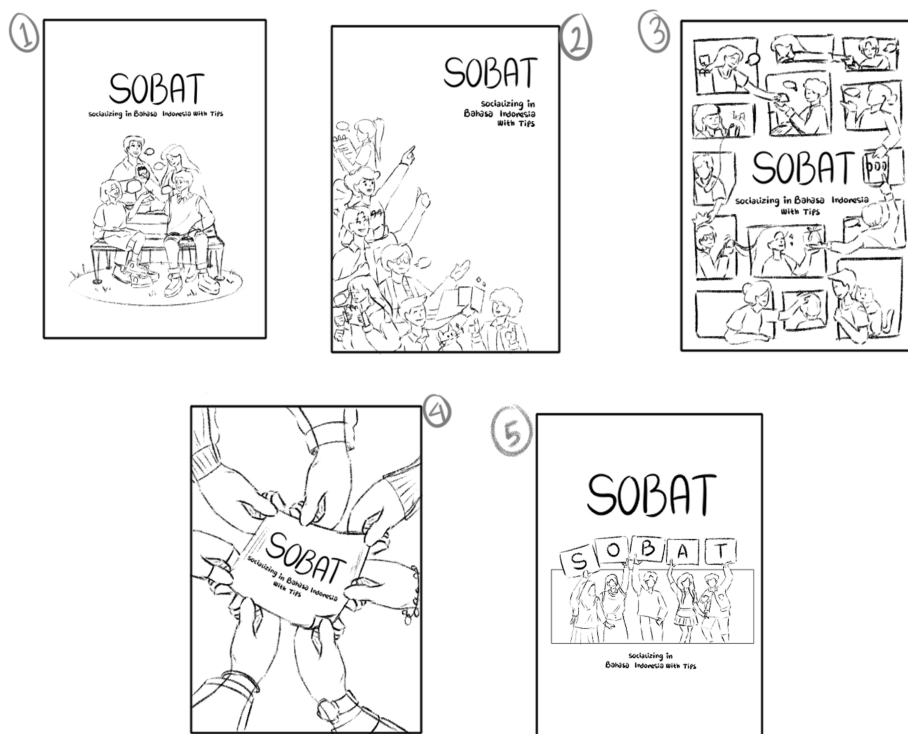


Figure 4.2 Outline cover



Figure 4.3 Cover option

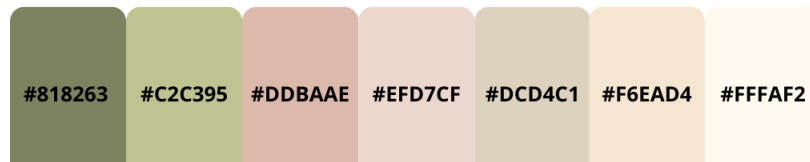


Figure 4.4 Colour pallet used

Based on the options above, a color palette was chosen that would support the visual comfort of users. The right choice of colors in a media has a significant impact on creating a comfortable atmosphere, thereby enhancing the productivity and focus of readers (Revy et al., 2024). As the final result of this discussion and validation process, the final cover design for SOBAT was finalized. The author ensured that the concept of diversity on the cover was accurately realized in accordance with the previously curated visual references. Every visual element, from the selection of icons to the background design, was aimed for the readability of the main

text. With the completion of this visual design phase, all product content was deemed ready to proceed to the comprehensive page layout process.



Figure 4.5 Front & back cover SOBAT

4.1.3 Development

This stage focused on finalizing the content by integrating all validated content into the final design. The author ensured that all revisions from the supervising instructor and Dejavato Foundation were properly incorporated. This process involved detailed review of each chapter to ensure alignment between the text and supporting illustrations. The author ensures that all content is written accurately and in line with the information standards intended for volunteers. This step is taken to guarantee the quality and credibility of the content before SOBAT enters the final production phase.

1. Typography and Visual

After ensuring textual accuracy, the author applied specific typography elements to the pocket book layout. The Baloo font was chosen for titles to convey a cheerful vibe, while Nunito was selected for subheadings and body text to maximize readability. This selection aligns with Iswanto (2023), who stated that proper typography directly enhances visual aesthetic quality and audience appreciation. This font combination specifically aims to prevent international volunteers from feeling

overwhelmed by dense language materials. Additionally, the author utilized varied background colors matching the established palette to help volunteers easily identify chapter transitions while maintaining a harmonious professional appearance.

During the visual development phase, all illustrations were created using Clip Studio Paint (CSP) software. The process began by drawing digital sketches via a pen tablet on an A6 size canvas with a 350 dpi resolution to ensure sharp print quality. The illustrator utilized vector layers to produce clean line art and applied blending modes to create vibrant light and shadow effects. Furthermore, the G-Pen feature was used for precise line inking, while the Lasso Tool efficiently filled in the base colors. Separate layers were assigned to each color component to facilitate detail modifications without affecting other parts of the illustration.

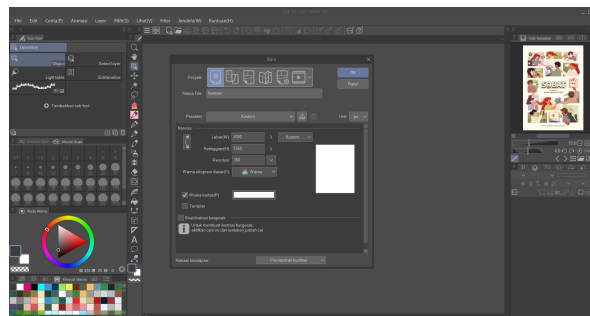


Figure 4.6 Clip Studio Paint for SOBAT

2. Layouting

This development process continues with the layouting stage using Adobe Illustrator software to systematically arrange the pages. The illustrator uses Adobe Illustrator, which has the advantage of managing book layouts professionally, from setting margins and bleeds to precise page synchronization. During the process, the illustrator arranges artboards side by side to simulate the appearance of a physical book, ensuring that the readability between pages remains balanced. All graphic elements previously created in Clip Studio Paint are transferred into an Adobe Illustrator workspace. Illustrators also use the CMYK (Cyan,

Magenta, Yellow, and Key) color mode, which is specifically designed to produce accurate physical colors on printed media (Fleck, 2021). This is done during the layouting process to ensure that the colors displayed on the monitor screen remain consistent when the project eventually enters the physical printing stage.

Once the initial draft is complete, the illustrator transfers the design progress to Canva to facilitate ongoing monitoring and revisions. This workflow enables effective collaboration between the author and illustrator, allowing for direct feedback. Using Canva, authors can easily review the layout and make corrections to elements or content directly if any errors are found. This real time accessibility helps to remove communication barriers and ensures that all text content remains accurate. Accordingly, this approach has successfully helped to finalize the product more quickly while maintaining the overall design standards of SOBAT pocket book.

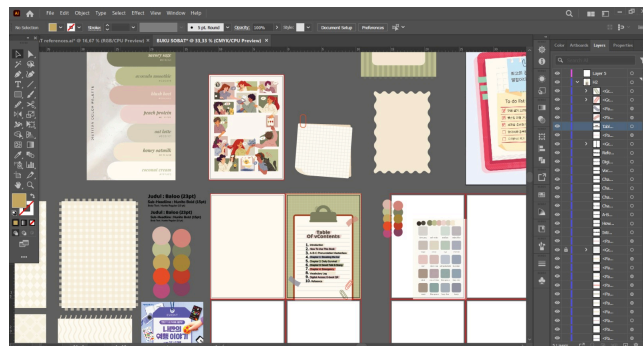


Figure 4.7 Layouting Adobe Illustrator

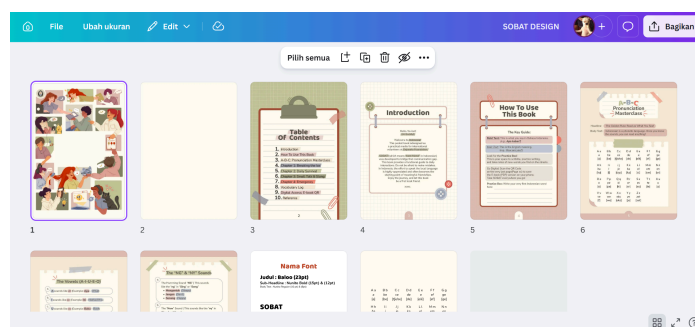


Figure 4.8 Monitoring Canva

Apart from the visual aspects, this layouting stage focuses on systematically organizing “Table of Contents” to facilitate quick topic navigation. Structural adjustments were made to ensure the table of contents perfectly aligns with the newly revised and logical sequence of material. Furthermore, the author strategically places an introduction to the “Pronunciation” section before delving into subsequent subchapters. Given that the target audience, this specific layout provides ample visual space between the Indonesian text and its phonetic guide. This spacious design ensures that international volunteers can clearly understand the pronunciation instructions without being distracted by dense elements, thereby achieving the book’s goal as a practical learning media.



Figure 4.9 Table of contents & pronunciation

In developing the content and layout for each chapter, each chapter has a different color scheme and design elements tailored to align with the topic at issue. For example, the “Emergency” chapter uses design elements that reflect an emergency situation, such as warning icons and a more high contrast color palette. This approach aims to allow volunteers to immediately identify the urgency level of the content and quickly locate assistance phrases when facing real life situations. Additionally, QR codes

corresponding to the volunteers selections in the questionnaire are included at the end of each chapter, linking directly to SOBAT digital book. This is to provide flexibility for volunteers, ensuring they can access the guide materials from anywhere.



Figure 4.10 Example layout chapter & digital draft finalization

Besides organizing the layout for each chapter, the author also refined the content based on feedback provided by stakeholders during the development process to enhance the functionality of the book. One of the revisions made was an improvement in pronunciation, particularly regarding examples of words beginning, containing, or ending with “NG” and “NY,” which often pose challenges for non native speakers. The author provided simpler reading instructions so that volunteers can practice these pronunciations more naturally. Furthermore, the author added a sub chapter on “Group Pronouns” to address the social communication needs of the volunteers. This revisions and additions was carried out to ensure that SOBAT pocket book is visually appealing, and serves as an accurate, practical, and relevant communication media for international volunteers during their projects in the field.

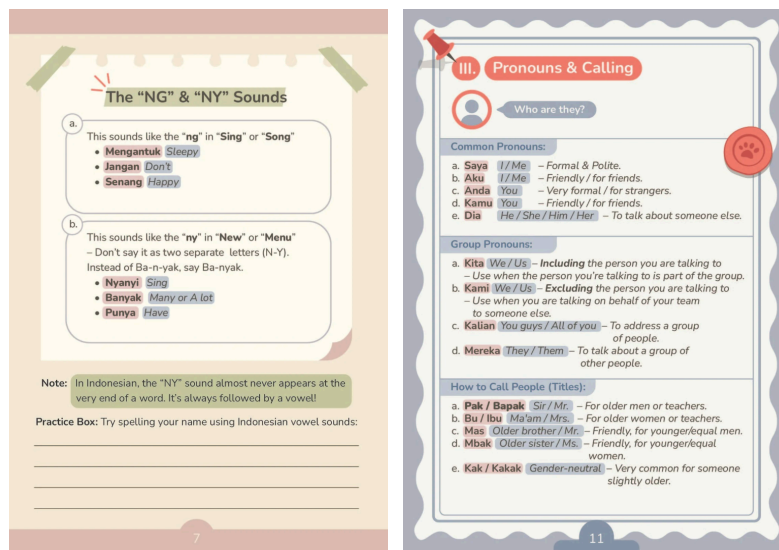


Figure 4.11 Revision “NG” “NY” & adding group pronouns

3. Finalization Draft Digital

Before the draft was sent for evaluation, the author conducted a thorough self review to detect any typos or inaccuracies in the illustrations. The author acted as the first reader to check the page numbers and ensure that all illustrations were in the correct positions according to the context of the sentences. This process was crucial to ensure that the desired quality standards were technically met before the draft was distributed to the volunteers. In line with this process, the author also developed a supporting feature in the form of digital access by converting the final draft into PDF format, which was then turned into a QR Code.

The QR Code creation process was carried out immediately after the final draft of the book had been fully converted into digital format. First, the author uploaded the PDF document to Google Drive and set the access rights to “Public” so that it could be seen by anyone with the link. The direct link from Google Drive was then copied for further processing using a third party Bitly platform. Using this generator tool, the author converted the URL address of the document into a QR Code that could be instantly scanned using a smartphone camera. After the code was successfully generated, the author downloaded the QR code image and

included it on page 33 of SOBAT pocket book to make it easier for volunteers to access the digital file.

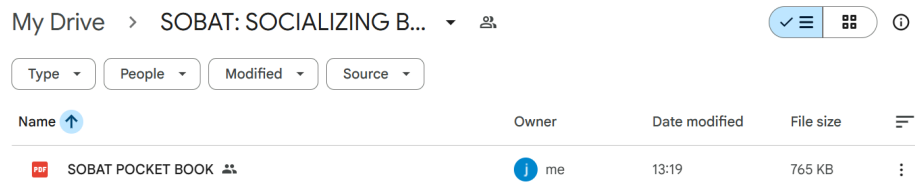


Figure 4.12 SOBAT digital draft

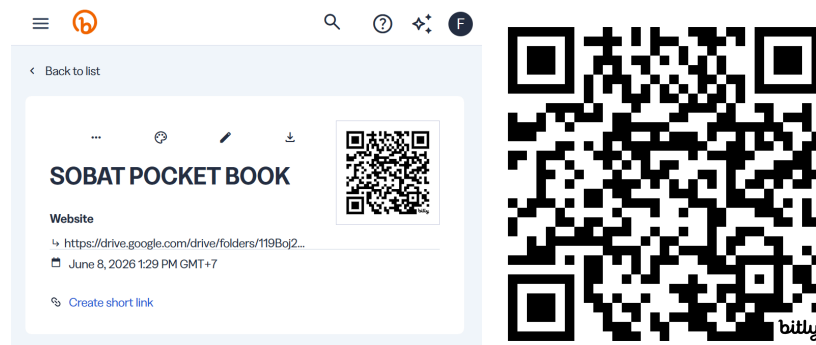


Figure 4.13 Custom QR code for SOBAT

4. Printing Prepare

The prototype preparation phase begins by exporting the design file from Adobe Illustrator to a CMYK mode PDF format. To ensure portability, the SOBAT pocket book is designed in A6 size so it can easily fit into a volunteer's pocket. Next, the top spiral binding is selected to provide maximum flexibility when volunteers flip through the pages during activities. For the cover, the specification utilizes Art Carton 310 GSM paper with a glossy lamination to provide water resistance and long lasting protection. Meanwhile, the interior pages consist of 36 sheets of Brief Card 150 GSM paper, offering a sturdy texture that is highly comfortable for writing practice. The illustrator also prepared a digital mock-up before the draft officially entered the physical printing stage. All of these material selections were made to ensure that SOBAT pocket book is not only informative but also physically durable.



Figure 4.14 SOBAT mock-up

5. Expert Validation

Before the SOBAT pocket book was produced and distributed, it went through a stringent expert validation process to assess its suitability, content accuracy, and design quality. This evaluation involved professional stakeholders from the foundation as well as supervising lecture to ensure the final product met institutional and field standards. The certified evaluation sheets and validation evidence from these authorized parties are presented in the image below.

a. Expert Validation by Stakeholder

SURAT PERNYATAAN VALIDASI

Yang bertandatangan di bawah ini:

Nama : Ketut Purwanto
Jabatan : Pendiiri & Ketua Dejavato Foundation

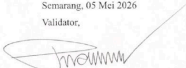
Menyatakan bahwa produk tugas akhir mahasiswa berikut:

Nama : Jasmine Syalisha Ramsudhanti Nugroho
NIM : 40020522650041
Program Studi : Bahasa Asing Terapan
Judul TA : Developing Pocket Book "SOBAT: Socializing Bahasa Indonesia with Tips" as a Practical Communication Media for International Volunteers at Dejavato Foundation

Setelah dilakukan penilaian terhadap produk tersebut, dapat dinyatakan:

<input checked="" type="checkbox"/>	Layak digunakan tanpa revisi
<input type="checkbox"/>	Layak digunakan dengan revisi sesuai aturan
<input type="checkbox"/>	Tidak layak digunakan

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

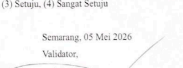
Semarang, 05 Mei 2026
Validator,

Ketut Purwanto

Catatan: Kolom diisi dengan tanda (✓)

LEMBAR PENILAIAN VALIDASI

Aspek Penilaian	Deskripsi	Skor			
		1	2	3	4
Media	Tata letak (<i>layout</i>) buku saku terstruktur dengan baik dan menarik secara visual.				✓
	Tipografi (jenis huruf, ukuran, dan spasi) jelas dan mudah dibaca.				✓
	Elemen visual (gambar, grafis, ikon) membantu pemahaman isi materi.				✓
	Skema warna dan estetika desain sudah tepat dan terlihat profesional.				✓
	Pembagian kategori dan judul setiap bagian membuat isi buku lebih rapi dan mudah diikuti.				✓
Materi	Informasi yang disajikan dalam buku saku akurat dan berdasarkan fakta.				✓
	Konten yang disajikan jelas, terjelaskan dengan baik, dan mudah dimengerti.				✓
	Materi yang diberikan relevan dan dapat diterapkan bagi relawan internasional baru di Indonesia.				✓
	Bahasa yang digunakan dalam buku saku sudah tepat dan profesional.				✓
Saran & Rekomendasi:					

Keti: (1) Sangat Tidak Setuju, (2) Tidak Setuju, (3) Setuju, (4) Sangat Setuju

Semarang, 05 Mei 2026
Validator,

Ketut Purwanto

Catatan: Kolom diisi dengan tanda (✓)

Figure 4.15 Expert validation media & material by stakeholder

b. Expert Validation by Lecture

**SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR**

Saya yang bertandatangan di bawah ini:

Nama : Lilis Lamschat Panjaitan, S.Pd., M.A.
NIP : 198907232024062001
Program Studi : Bahasa Asing Terapan


Menyatakan bahwa produk tugas akhir atas nama mahasiswa:

Nama : Jasmine Syalaisha Ramadhanti Nugroho
NIM : 40020522650041
Program Studi : Bahasa Asing Terapan
Judul TA : Developing Pocket Book "SOBAT: Socializing Bahasa Indonesia with Tips" as a Practical Communication Media for International Volunteers at Dejavato Foundation

Setelah dilakukan penilaian terhadap produk tersebut, dapat dinyatakan:

<input checked="" type="checkbox"/>	Layak digunakan tanpa revisi
<input type="checkbox"/>	Layak digunakan dengan revisi sesuai aturan
<input type="checkbox"/>	Tidak layak digunakan

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 06 Mei 2026
Validator,

Lilis Lamschat Panjaitan, S.Pd., M.A.

Catatan: Kolom diisi dengan tanda (✓)

**FORM OF VALIDATION ON PRODUCT
"SOBAT: SOCIALIZING IN BAHASA INDONESIA WITH TIPS"**

Validator : Lilis Lamschat Panjaitan
Date of Validation : 6 Mei 2026

A. Expert Validation for Media

No	Question
1.	The layout of the pocket book is well-structured and visually appealing. (Strongly Disagree/Disagree/Agree/Strongly Agree)
2.	The typography (font type, size, and spacing) is clear and easy to read. (Strongly Disagree/Disagree/Agree/Strongly Agree)
3.	The visual elements (images, graphics, icons) support the understanding of the content. (Strongly Disagree/Disagree/Agree/Strongly Agree)
4.	The color scheme and design aesthetics are appropriate and professional. (Strongly Disagree/Disagree/Agree/Strongly Agree)
5.	The organization of sections and headings enhances readability and navigation. (Strongly Disagree/Disagree/Agree/Strongly Agree)

Table 1. Statement of Expert Validation for Media

B. Expert Validation of Material

No	Question
1.	The information provided in the pocket book is accurate and fact-based. (Strongly Disagree/Disagree/Agree/Strongly Agree)
2.	The content is clear, well-explained, and easy to understand. (Strongly Disagree/Disagree/Agree/Strongly Agree)
3.	The material is relevant and applicable for new international volunteers in Indonesia. (Strongly Disagree/Disagree/Agree/Strongly Agree)
4.	The language used in the pocket book is appropriate and professional. (Strongly Disagree/Disagree/Agree/Strongly Agree)
5.	What suggestions do you have for improving the pocket book's design? (Paragraph) <i>Researcher need to consider about adding the character to the book.</i>
6.	What recommendations do you have for enhancing the pocket book's content? (Paragraph) <i>Adding the sound of: ng-a, ng-i, ng-u, ng-e, ng-o, ny-a, ny-i, ny-u, ny-e, ny-o.</i>

Table 2. Statement of Expert Validation for Material

Figure 4.16 Expert validation media & material by lecture

4.1.4 Implementation

The implementation phase was carried out through online user testing to collect direct feedback from the target users after the SOBAT pocket book was

developed and validated by experts in the previous phase. The authors reached out to the international volunteers, who had previously participated in the language needs survey at the beginning, via text message to share the digital product. The volunteers were then asked to preview the digital pocket book independently and evaluate its content, design, and practical usability. After previewing the material online, the respondents immediately filled out an evaluation questionnaire provided by the author. This digital implementation successfully streamlined the data collection process and securely obtained evaluation results from four active volunteers for further analysis in the next phase.

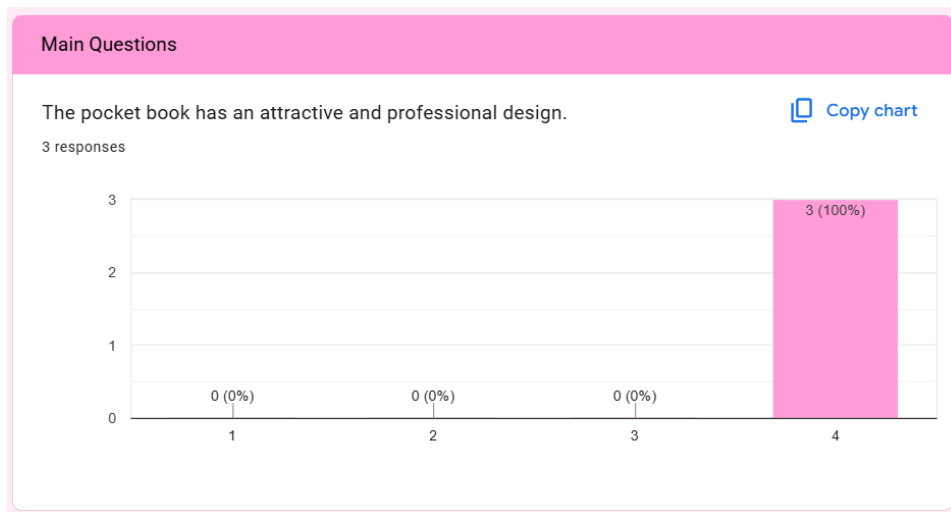


Figure 4.17 Question example of feedback SOBAT

4.1.5 Evaluation

The evaluation stage was conducted to thoroughly assess the quality, functionality, and readiness of SOBAT pocket book before its official deployment. This phase focused on analyzing whether the developed product successfully met the actual communication needs and resolved the language barriers faced by international volunteers. In practice, this process involves collecting feedback from users and making final revisions to the product. This systematic approach allowed the author to identify specific areas of improvement from both linguistic and visual design perspectives. At the end, the results of this stage ensured that

the final pocket book was highly accurate, accessible, and fully optimized for the volunteers daily social interactions.

1. Feedback from Target

During this stage, data was collected from four respondents chosen from volunteers who had already completed a project and one new volunteer who was about to begin a project. The volunteers were asked to fill out a Google Form questionnaire, which was designed to evaluate the SOBAT pocket book. The evaluation covered several aspects, including content, visuals, and usability as a practical media. Their feedback also included valuable suggestions for further improvements.

Table 4.3 Feedback from Users

No	Questions	Percentage	Categories
1.	The pocket book has an attractive and professional design.	100%	Strongly Agree
2.	The layout and font choices make the content easy to read.	100%	Strongly Agree
3.	The use of images or illustrations enhances understanding.	100%	Strongly Agree
4.	The QR Code feature for digital pocket book samples is useful and functional.	75%	Agree
5.	The pocket book provides clear and structured information about Indonesian languages for volunteering.	100%	Strongly Agree
6.	The languages used is simple and easy to understand.	75%	Agree
7.	The content is relevant and useful for international volunteers.	100%	Strongly Agree
8.	The pocket book effectively explains Indonesian languages in a volunteering context and has best	75%	Agree

	practices.		
9.	The pocket book can be used as a learning tool for self-study.	75%	Strongly Agree
10.	The exercises and examples help improve Indonesian languages.	100%	Strongly Agree
11.	The QR code digital pocket book enhances the learning experience.	100%	Strongly Agree
12.	This pocket book can be an effective material for new international volunteers in Indonesia.	100%	Strongly Agree
13.	The pocket book meets the needs of new international volunteers.	100%	Strongly Agree
14.	The pocket book should be implemented in volunteering training programs.	100%	Strongly Agree
15.	I would recommend this pocket book to others learning about Indonesian languages in volunteer terms.	100%	Strongly Agree

Based on the data collected, ten international volunteers initially participated in the needs analysis phase. However, for the final product evaluation phase, the respondent group consisted of four active volunteers who completed the evaluation questionnaire. These respondents were classified into two different categories: experienced volunteers, which were defined as volunteers who had completed their program and had direct field experience, and new volunteers, which were defined as participants who had just arrived and were currently undergoing their program. Although the sample size was smaller in the final evaluation phase, the feedback obtained was very concrete. As shown in the evaluation table, nearly 100% of the four respondents gave very positive ratings across all indicators. Regarding visual design and layout, both

experienced and new volunteers agreed that the choice of font, color palette, and use of illustrations significantly improved the appeal and readability of the materials. This is proven by the maximum scores achieved on the aesthetic appeal, design quality, and overall material effectiveness indicators.

2. Revising Main Product

The main product revision was based on feedback previously provided by volunteers. The author simplified the Table of Contents by removing the highlight color, which was previously considered to lack contrast. This change was made in response to feedback regarding the consistency of the background color to make the text easier for users to read. Additionally, the layout of the table of contents now appears cleaner and more professional, in line with minimalist design principles. This step ensures that volunteers can find materials more quickly.



Figure 4.18 Before & after table of contents

In addition, the author has improved the language content based on direct feedback from volunteers. The author has added phonetic pronunciation exercises for the sounds “NG” (nga, ngi, ngu, nge, ngo) and “NY” (nya, nyi, nyu, nye, nyo) to clarify the pronunciation guidelines. In the “O” vowel section, the author revised the example word “Toko” which

was previously defined as “Shop” to “Toy” to align the pronunciation. This revision was made even though specific suggestions were provided personally outside the formal questionnaire to ensure content quality. All these improvements aim to help international volunteers practice basic Indonesian communication with greater confidence and accuracy.

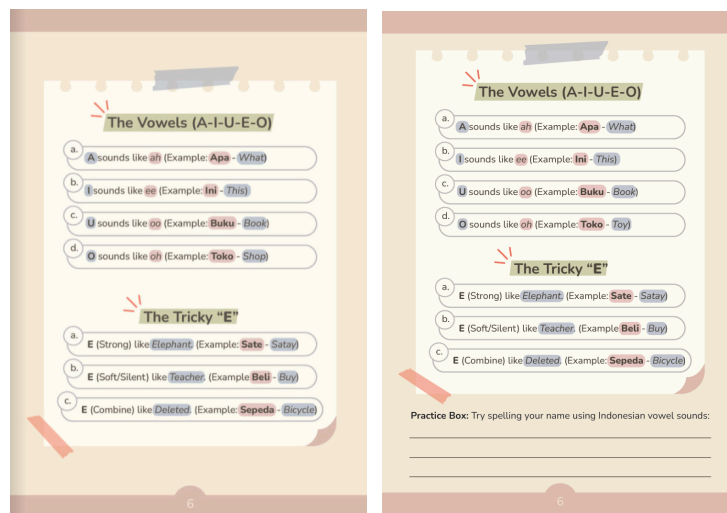


Figure 4.19 Before & after the vowels (AIUEO)

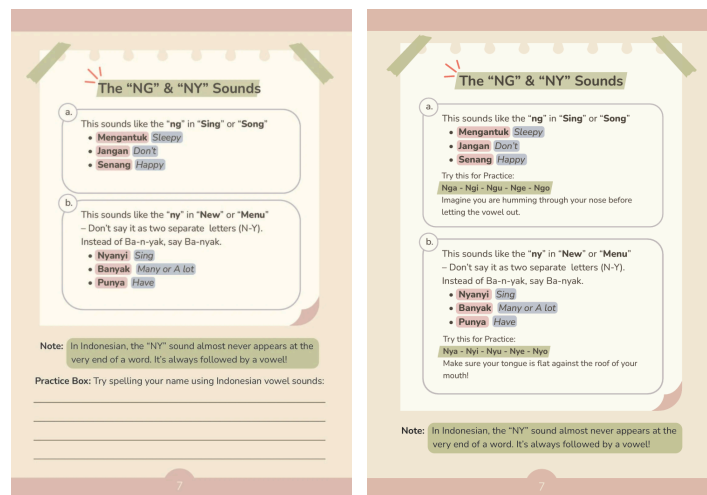


Figure 4.20 Before & after “NG” “NY” sounds

3. Desimation

The evaluation phase was successfully executed through the official handover of the finalized SOBAT pocket book to Dejavato

Foundation. In accordance with the specific request, the author delivered exactly five copies of the professionally printed physical books directly to their office. This handover session was formally documented to serve as concrete empirical proof that the product is fully ready for operational deployment. Dejavato Foundation highly welcomed this practical media and expressed a strong commitment to integrating it into all future international volunteer training programs. With this handover, SOBAT pocket book officially becomes an educational media that is expected to support the social mission of the newest international volunteers in Indonesia.



Figure 4.21 SOBAT handover

4.2 Discussion

This research uses the Research and Development (R&D) method with the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation). The initial phase began with an analysis stage, which involved distributing a questionnaire to nine international volunteers at Dejavato Foundation to identify communication barriers. An evaluation was conducted at the end of this stage to ensure the data was sufficient for developing relevant content. Next, a design phase was conducted to systematically organize the content framework and visual concepts, followed by an evaluation to ensure the design met the needs of volunteers. In the development stage, software such as Clip Studio Paint and Adobe Illustrator were used to create the visual design, layout, and illustrations. All of these materials were then compiled into a physical pocket book draft ready for use.

The implementation and evaluation phases have been completed to ensure the functionality of the product when used in the community. The final result of this process is a pocket book titled “SOBAT: Socializing Bahasa Indonesia with Tips”. This book is designed as a practical, portable communication media for international volunteers. The primary goal of SOBAT is to minimize language barriers and boost volunteer confidence when interacting socially with local communities during their missions. It is hoped that SOBAT will support the success of Dejavato Foundation’s international cultural exchange programs.