

**DEVELOPING BILINGUAL COMIC AS A MEDIA
IN INTRODUCING WONOLOPO VILLAGE IN
MIJEN**



FINAL PROJECT

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

by

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VOCATIONAL SCHOOL
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2026

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APPROVAL SHEET A FINAL PROJECT

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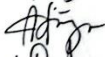
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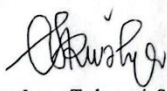
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This final project is hoped to serve as motivation for junior students in the applied foreign language department, and the product developed in this final project could become an icon at the location where the author conducted research.

Semarang, June 22nd 2026

A handwritten signature in black ink, appearing to read 'Muhammad Galih Darmawan', with a stylized, cursive script.

Muhammad Galih Darmawan

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ABSTRACT

The rapid growth of tourism promotion in the digital era requires creative media that are not only informative but also engaging and culturally meaningful. Wonolopo Tourism Village in Mijen has considerable potential in terms of local history, cultural heritage, traditions, and community-based economic activities, yet its promotional media remain limited. This study aimed to develop a bilingual comic as a promotional medium for introducing Mijen Tourism Village and to identify stakeholders' feedback on the developed product. This research employed the Research and Development (R&D) method adapted from Borg and Gall, involving stages of research and information collecting, planning, developing a preliminary product, field testing, product revision, and implementation. Data were collected through observation, interviews, questionnaires, and documentation. The result of this study is a bilingual comic entitled *Beyond Treeveil: The Wonolopo Village*, which integrates tourism information, local culture, and historical elements into a fantasy-adventure narrative in Indonesian and English. Field testing showed positive responses from respondents regarding the comic's content, language, visual design, and effectiveness as a promotional medium. It can be concluded that the bilingual comic is an innovative and effective medium for promoting Wonolopo Tourism Village while supporting cultural preservation and community-based tourism development.

Keywords: *Bilingual Comic, Tourism Promotion, Mijen Tourism Village, Cultural Preservation, Research And Development*

ABSTRAK

Pertumbuhan pesat promosi pariwisata di era digital membutuhkan media kreatif yang tidak hanya informatif, tetapi juga menarik dan bermakna secara budaya. Desa Pariwisata Wonolopo di Mijen memiliki potensi yang cukup besar dalam hal sejarah lokal, warisan budaya, tradisi, dan kegiatan ekonomi berbasis masyarakat, namun media promosinya masih terbatas. Penelitian ini bertujuan untuk mengembangkan komik dwibahasa sebagai media promosi untuk memperkenalkan Desa Wisata Wonolopo serta mengidentifikasi tanggapan para pemangku kepentingan terhadap produk yang dikembangkan. Penelitian ini menggunakan metode Penelitian dan Pengembangan (R&D) yang diadaptasi dari Borg dan Gall, yang melibatkan tahap-tahap penelitian dan pengumpulan informasi, perencanaan, pengembangan produk awal, uji lapangan, revisi produk, dan implementasi. Data dikumpulkan melalui observasi, wawancara, kuesioner, dan dokumentasi. Hasil penelitian ini adalah komik dwibahasa berjudul *Beyond Treeveil: The Wonolopo Village*, yang mengintegrasikan informasi pariwisata, budaya lokal, dan unsur-unsur sejarah ke dalam narasi petualangan fantasi dalam bahasa Indonesia dan Inggris. Uji lapangan menunjukkan tanggapan positif dari responden terkait isi, bahasa, desain visual, dan keefektifan komik tersebut sebagai media promosi. Dapat disimpulkan bahwa komik dwibahasa ini merupakan media yang inovatif dan efektif untuk mempromosikan Desa Wisata Wonolopo sekaligus mendukung pelestarian budaya dan pengembangan pariwisata berbasis masyarakat.

Kata kunci: Komik dwibahasa, Promosi pariwisata, Desa Pariwisata Wonolopo, Pelestarian budaya, Penelitian dan Pengembangan