

**CREATING A VISUAL BILINGUAL TRAVEL GUIDE OF
KOTAGEDE YOGYAKARTA HISTORY AS A
PROMOTIONAL MEDIUM**



FINAL ASSIGNMENT

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

by

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SEMARANG

2026

STATEMENT OF ORIGINALITY

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

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APPROVAL SHEET

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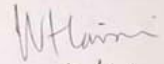
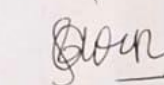
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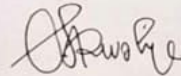
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Semarang, July 30, 2026

Amira Ardhita Putri

ABSTRACT

Kotagede is a historical area in Yogyakarta rich in cultural heritage as the first capital of the Islamic Mataram Kingdom, yet information about its history remains scattered across various sources and has not been presented through a bilingual medium that is concise, attractive, and accessible to both domestic and international tourists. This study aims to produce a *Visual Bilingual Travel Guide of Kotagede Yogyakarta History* as a promotional and informational medium for Kotagede's heritage tourism. The Research and Development (R&D) method adapted from Borg and Gall was used to design, produce, and evaluate the travel guides so that it would be feasible and effective. Data were obtained through documentation, field observation, and interviews, then evaluated using a Likert-scale questionnaire involving 30 respondents. The results show that the travel guide was considered informative, visually attractive, and able to represent the historical and cultural atmosphere of Kotagede, thus being declared effective as a promotional medium. This travel guide is expected to become an effective medium for introducing Kotagede as a cultural heritage tourism destination to a wider audience.

Keywords: bilingual travel guide, historical, Kotagede, R&D, tourism promotion.

ABSTRAK

Kotagede merupakan kawasan bersejarah di Yogyakarta yang kaya akan warisan budaya sebagai ibu kota pertama Kerajaan Mataram Islam, namun informasi mengenai sejarahnya masih tersebar di berbagai sumber dan belum disajikan melalui media dwibahasa yang ringkas, menarik, serta mudah diakses oleh wisatawan domestik maupun mancanegara. Penelitian ini bertujuan menghasilkan Visual Bilingual Travel Guide of Kotagede Yogyakarta History sebagai media promosi dan informasi wisata warisan budaya Kotagede. Metode Research and Development (R&D) yang diadaptasi dari Borg and Gall digunakan untuk merancang, memproduksi, dan mengevaluasi travel guides agar layak dan efektif. Data diperoleh melalui dokumentasi, observasi lapangan, dan wawancara, lalu dievaluasi menggunakan angket berskala Likert yang melibatkan 30 responden. Hasil menunjukkan bahwa travel guide dinilai informatif, menarik secara visual, serta mampu merepresentasikan suasana sejarah dan budaya Kotagede, sehingga dinyatakan efektif sebagai media promosi. Travel guide ini diharapkan dapat menjadi media yang efektif dalam memperkenalkan Kotagede sebagai destinasi wisata warisan budaya kepada masyarakat luas.

Kata Kunci: *travel guide dwibahasa, Kotagede, R&D, Kawasan sejarah, promosi pariwisata.*

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY	i
APPROVAL SHEET	ii
ACCEPTANCE	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	vi
<i>ABSTRAK</i>	vii
TABLE OF CONTENTS	viii
LIST OF FIGURES.....	x
LIST OF TABLES.....	xi
LIST OF APPENDICES	xii
CHAPTER I INTRODUCTION	Error! Bookmark not defined.
1.1 Background of Research	Error! Bookmark not defined.
1.2 Research Problem.....	Error! Bookmark not defined.
1.3 Research Objective.....	Error! Bookmark not defined.
1.4 Advantages of the Research	Error! Bookmark not defined.
1.5 Output.....	Error! Bookmark not defined.
CHAPTER II LITERATURE REVIEW	Error! Bookmark not defined.
2.1 Tourism.....	Error! Bookmark not defined.
2.2 Historical Heritage Tourism	Error! Bookmark not defined.
2.3 History of Kotagede	Error! Bookmark not defined.
2.3.1 Historical Background of Kotagede.....	Error! Bookmark not defined.
2.3.2 Islamic Mataram Kingdom	Error! Bookmark not defined.
2.3.3 Heritage Sites in Kotagede.....	Error! Bookmark not defined.
2.3.4 <i>Catur Gatra Tunggal</i> Concept	Error! Bookmark not defined.
2.3.5 Silver Craft Heritage in Kotagede.....	Error! Bookmark not defined.
2.3.6 Historical Values of Kotagede.....	Error! Bookmark not defined.
2.4 Promotion.....	Error! Bookmark not defined.

2.5 Travel Guide.....	Error! Bookmark not defined.
2.5.1 Definition of Travel Guide	Error! Bookmark not defined.
2.5.2 Functions of Travel Guide.....	Error! Bookmark not defined.
2.5.3 Bilingual Travel Guide.....	Error! Bookmark not defined.
2.5.4 Elements and Design Aspects of Travel Guide	Error! Bookmark not defined.
2.6 Previous Study	Error! Bookmark not defined.
CHAPTER III METHODOLOGY	Error! Bookmark not defined.
3.1 Research Method.....	Error! Bookmark not defined.
3.1.1 Research and Development (R&D) Stages	Error! Bookmark not defined.
3.2 Division of Task	Error! Bookmark not defined.
3.3 Budget Cost.....	Error! Bookmark not defined.
CHAPTER IV RESULTS AND DISCUSSION	Error! Bookmark not defined.
4.1 Result	Error! Bookmark not defined.
4.1.1 Research and Information Collection.....	Error! Bookmark not defined.
4.1.2 Planning	Error! Bookmark not defined.
4.1.3 Developing Preliminary Form of Product..	Error! Bookmark not defined.
4.1.4 Preliminary Field Testing	Error! Bookmark not defined.
4.1.5 Revising Main Product.....	Error! Bookmark not defined.
4.1.6 Operational Field Testing	Error! Bookmark not defined.
4.1.7 Revising Final Product.....	Error! Bookmark not defined.
4.1.8 Disseminating and Implementing	Error! Bookmark not defined.
4.2 Discussion	Error! Bookmark not defined.
CHAPTER V CONCLUSION AND RECOMMENDATION...	Error! Bookmark not defined.
5.1 Conclusion	Error! Bookmark not defined.
5.2 Recommendation.....	Error! Bookmark not defined.
REFERENCES.....	Error! Bookmark not defined.
APPENDICES	Error! Bookmark not defined.

LIST OF FIGURES

Figure 3. 1 Research and Development (R&D) Steps (Borg and Gall 1983)	Error! Bookmark not defined.
Figure 4. 1 Masjid Gedhe Mataram Kotagede	Error! Bookmark not defined.
Figure 4. 2 Makam Raja-Raja Mataram Kotagede	Error! Bookmark not defined.
Figure 4. 3 Masjid Perak Kotagede.....	Error! Bookmark not defined.
Figure 4. 4 Oud Kotagêdé Tjepoeri.....	Error! Bookmark not defined.
Figure 4. 5 Between Two Gates	Error! Bookmark not defined.
Figure 4. 6 Pasar Legi Kotagede	Error! Bookmark not defined.
Figure 4. 7 Dalem Sopingan.....	Error! Bookmark not defined.
Figure 4. 8 Rumah Pesik	Error! Bookmark not defined.
Figure 4. 9 Omah UGM Kotagede.....	Error! Bookmark not defined.
Figure 4. 10 Travel Guide Cover Design	Error! Bookmark not defined.
Figure 4. 11 Sample Page Layout	Error! Bookmark not defined.
Figure 4. 12 Mr. Agus's validation result.....	Error! Bookmark not defined.
Figure 4. 13 Mrs. Isni's validation result	Error! Bookmark not defined.
Figure 4. 14 Mrs. Windy's validation result.....	Error! Bookmark not defined.
Figure 4. 15 Before and After cover.....	Error! Bookmark not defined.
Figure 4. 16 Before and After Maps.....	Error! Bookmark not defined.
Figure 4. 17 Before and After QR code and layout.....	Error! Bookmark not defined.
Figure 4. 18 Deliver the travel guide to Kotagede Tourism Awareness Group....	Error! Bookmark not defined.

LIST OF TABLES

Table 3. 1 Schedule planning	Error! Bookmark not defined.
Table 3. 2 List of Material Expert Validation Statements	Error! Bookmark not defined.
Table 3. 3 List of Media Expert Validation Statements.....	Error! Bookmark not defined.
Table 3. 4 List of Respondent Identity Questions	Error! Bookmark not defined.
Table 3. 5 List of Questionnaire Statements	Error! Bookmark not defined.
Table 3. 6 Likert Scale Score Levels.....	Error! Bookmark not defined.
Table 3. 7 Assessment Intervals	Error! Bookmark not defined.
Table 3. 8 Division of Task	Error! Bookmark not defined.
Table 3. 9 Budget Cost	Error! Bookmark not defined.
Table 4. 1 List of Respondents	Error! Bookmark not defined.
Table 4. 2 Respondent Demographic of respondent ...	Error! Bookmark not defined.
Table 4. 3 Questionnaire Results Travel Guide Design Aspect .	Error! Bookmark not defined.
Table 4. 4 Questionnaire Results Content/Information Aspect..	Error! Bookmark not defined.
Table 4. 5 Questionnaire Results Benefit/Contribution Aspect .	Error! Bookmark not defined.

LIST OF APPENDICES

Appendix 1 Final Product	Error! Bookmark not defined.
Appendix 2 Questionnaire Results.....	Error! Bookmark not defined.
Appendix 3 Permission Letter.....	Error! Bookmark not defined.
Appendix 4 Handover Report and Documentation....	Error! Bookmark not defined.
Appendix 5 Intellectual Property Rights (IPR).....	Error! Bookmark not defined.

