

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Result

The final result of this research is a *Visual Bilingual Travel Guide of Kotagede Yogyakarta History*, developed as a promotional medium for the historical and cultural heritage of Kotagede. This travel guide was developed through a systematic Research and Development (R&D) based on Borg and Gall (1983) process, beginning with information collection and continuing through planning, product design, expert validation, revisions, operational field testing, final revisions, and dissemination. Throughout the development process, several challenges were encountered, including ensuring the accuracy of historical content, maintaining consistency in the bilingual translation, and organizing the visual layout so that information could be followed logically by readers. These challenges were addressed through expert feedback and respondents' suggestions, resulting in continuous improvements to the travel guide.

4.1.1 Research and Information Collection

The this section presents the results obtained during the Research and Information Collection stage, which was carried out through three main activities: documentation, observation, and interviews. This stage was necessary because information regarding Kotagede's history and cultural heritage was found to be scattered across various sources, such as literature, archives, and individual accounts from local stakeholders, with no single medium presenting it in an integrated and accessible format. The information gathered from these three activities served as the foundation for developing the historical and cultural content of the Visual Bilingual Travel Guide of Kotagede Yogyakarta History.

1. Observation Result

The observation was conducted directly in the Kotagede Cultural Heritage Area, Yogyakarta. The first observation was conducted on 13 May 2026, with the objective of identifying the tourism potential and cultural heritage resources available in the Kotagede area. The researcher explored cultural heritage sites, historical buildings, culinary destinations, and the silver craft center. The researcher also observed the availability and presentation of tourism information, including information boards and other sources accessible to visitors. The observation found that Kotagede has diverse cultural heritage and tourism resources; however, information about these attractions was not yet presented in an integrated travel guide. The information was distributed across different locations and sources, making it less convenient for tourists to obtain comprehensive information about Kotagede in one medium.

The second observation was conducted on 15 May 2026, with the objective of examining the tourism information and facilities more specifically from the perspective of their accessibility and usefulness for visitors. The researcher revisited selected tourism sites and observed the information provided to tourists, the availability of supporting facilities, visitor activities, and the way tourism information was presented. The second observation confirmed that the available information was not consistently presented in both Indonesian and English and was not yet combined with concise visual information that could assist tourists in understanding and exploring the cultural heritage area. These findings reinforced the need for a bilingual visual travel guide that could present cultural heritage information in an integrated, accessible, and visually attractive format.

2. Interview Results

Interviews were conducted with two key informants to obtain primary information regarding the tourism management, history, and current conditions

of Kotagede. The following sections present the findings from each interview, organized according to the main themes that emerged.

a. Tourism Management Structure in Kotagede (Ms. Isni)

According to Ms. Isni, the Deputy Sub-district Head (Wakil Camat) of Kotagede, tourism management in the area is distributed across several community-based organizations rather than centralized under a single body. The Tourism Awareness Groups (Pokdarwis) are led by Mr. Cahyo in Purbayan and Mr. Agus in Prenggan, while the Community Empowerment Institutions (LPMK) are led by figures such as Mr. Ismu and Mr. Alfin across the Purbayan and Prenggan areas. This structure reflects the community-driven nature of tourism development in Kotagede, where each kampung manages its own tourism activities independently.

b. Existing Promotional Media and Its Perceived Need (Ms. Isni)

Ms. Isni noted that although some tourism promotional materials may already exist at the kampung level, the sub-district office (Kemantren) itself does not yet have its own dedicated travel guide or guidebook. She expressed that such a medium would be highly beneficial for tourism development and could potentially help increase local revenue.

c. Visitor Profile and Development Challenges (Ms. Isni)

According to Ms. Isni, Kotagede frequently receives foreign tourists. However, she identified several challenges in accommodating this segment, including insufficient readiness in handling foreign visitors, limited promotional efforts, a lack of foreign language proficiency among local stakeholders, and uneven tourism development across different parts of Kotagede.

d. Silver Craft, Cultural Attractions, and Culinary Heritage (Ms. Isni)

Ms. Isni identified silver and metal craftsmanship, represented by businesses such as Salim Silver and HS Silver, as one of Kotagede's key attractions. She also highlighted several recurring cultural attractions, including Serandul (performed during the annual Srawung Kampung event), the Bancakan/Gunungan Festival, the Traditional Snacks Festival, the Pada Setemanten Festival (featuring traditional performing arts), and the Kipo Festival (featuring a procession carrying the Gunungan Kipo). In terms of culinary heritage, she mentioned several traditional foods associated with Kotagede, including *legomoro*, *yangko*, *ukel banjar*, *kembang waru*, and *kipo*.

e. Historical Background and Spatial Concept (Mr. Alfin)

According to Mr. Alfin, a representative of the Community Empowerment Institution (LPMK) of Kotagede, the area originated when Panembahan Senopati was granted the Mentaok forest region after defeating the combined forces of Pajang and Jipang, which he then cleared and developed into Kotagede around the 1600s. The interview confirmed that the traditional spatial concept applied in Kotagede, known as *Catur Gatra Tunggal*, consists of four integrated elements: the palace (*Kraton*), the town square (*alun-alun*), the mosque, and the market, a spatial pattern also found in the Yogyakarta Sultanate palace complex. Mr. Alfin explained that the original center of this concept was located in the Purbayan area, specifically in Kampung Dalem, which historically housed the royal palace.

f. Heritage Classification and Kampung Identity (Mr. Alfin)

Mr. Alfin categorized Kotagede's tourism potential into two main dimensions: history and culture, further divided into tangible heritage (physical remains such as Benteng Cepuri, Baluwarti fortification walls, traditional houses, and the royal tomb complex) and intangible heritage (traditions, social

movements, and community customs). He also detailed the historical kampung names within the Purbayan area, including Kampung Gedungan, Kampung Basen, Kampung Alun-Alun, and Kampung Purbayan itself, each carrying its own toponymic history. Notably, he distinguished between the northern part of Purbayan (Basen and Gedungan), which is stronger in intangible heritage such as silver craftsmanship and traditional culinary practices, and the southern part, which retains more tangible heritage such as the former palace remains, Benteng Cepuri, and the resting place of Pangeran Purbaya, after whom the Purbayan area was named.

3. Documentation

Documentation was carried out throughout the observation process to collect visual and written data supporting the development of the travel guide. Information related to the cultural heritage of Kotagede was obtained from various sources, including the Kotagede Cultural Office (Dinas Kebudayaan Kotagede), official government websites, books, scientific journals, and previous studies, and was further supported by information gathered during the interview sessions with key informants. The collected documents were read and analyzed to identify relevant historical facts, cross-check information found across the different sources, and determine which content was most appropriate to include in the travel guide.

The analysis revealed that information about Kotagede's history is fragmented across these various sources, with the Kotagede Cultural Office and academic journals providing more detailed and verified accounts of specific topics, such as the Catur Gatra Tunggal spatial concept and the development of the Islamic Mataram Kingdom, while general websites and books tend to offer broader but less detailed overviews. In several instances, information obtained from written sources was cross-checked against explanations given during the

interviews with Ms. Isni and Mr. Alfin, which helped clarify inconsistencies and provide more accurate and contextually grounded historical details.

Based on this review process, information that was considered relevant, accurate, and consistent with the objectives of the travel guide was compiled and incorporated as supporting content, providing an accurate and comprehensive foundation for the historical narratives presented for each of Kotagede's nine heritage sites.

a. Masjid Gedhe Mataram Kotagede

Makam Raja-Raja Mataram Kotagede is the royal cemetery complex located to the west of Masjid Gedhe Mataram. The site was originally the yard of Ki Ageng Pemanahan, the figure who opened the Mentaok forest and laid the foundation for the Islamic Mataram Kingdom. Its history as a burial ground began with the passing of Ki Ageng Pemanahan's mother, and Ki Ageng Pemanahan himself was later buried there as well. When his son, Panembahan Senopati, established the kingdom, the family burial ground was gradually developed into a full royal tomb complex, where several important founding figures of Mataram were eventually laid to rest. The complex features a distinctive Javanese-Islamic architectural style influenced by Hindu-Buddhist culture, visible in its gates and red brick walls.



Figure 4. 1 Masjid Gedhe Mataram Kotagede

b. Makam Raja-Raja Mataram Kotagede

Makam Raja-Raja Mataram Kotagede is the royal cemetery complex located to the west of Masjid Gedhe Mataram. The site was originally the yard of Ki Ageng Pemanahan, the figure who opened the Mentaok forest and laid the foundation for the Islamic Mataram Kingdom. Its history as a burial ground began with the passing of Ki Ageng Pemanahan's mother, and Ki Ageng Pemanahan himself was later buried there as well. When his son, Panembahan Senopati, established the kingdom, the family burial ground was gradually developed into a full royal tomb complex, where several important founding figures of Mataram were eventually laid to rest. The complex features a distinctive Javanese-Islamic architectural style influenced by Hindu-Buddhist culture, visible in its gates and red brick walls.



Figure 4. 2 Makam Raja-Raja Mataram Kotagede

c. Masjid Perak Kotagede

Masjid Perak Kotagede was established in response to the growing religious needs of Kotagede's Muslim community in the early 20th century, as most activities were still centered at Masjid Gedhe Mataram while the number of worshippers continued to increase alongside the rise of Islamic reform movements. Its construction was initiated by several local religious leaders and carried out through community mutual cooperation (*gotong royong*) in the late 1930s. The name "Masjid Perak" reflects Kotagede's long-standing identity as a center of silver craftsmanship, as local silver artisans and entrepreneurs contributed to its construction. Since its establishment,

the mosque has served not only as a place of worship but also as a center for Islamic education and community development.



Figure 4. 3 Masjid Perak Kotagede

d. Oud Kotagêdé Tjepoeri

Also known as Benteng Cepuri, this site is the remaining section of the defensive wall that once formed the innermost fortification surrounding the Mataram Palace complex, serving a function similar to the Baluwarti wall of the Yogyakarta Palace. According to Mr. Alfin, the fortification was part of a broader defensive system that protected Kotagede when it served as a politically secure trading center, where conflicts were not permitted within the kingdom's core area.



Figure 4. 4 Oud Kotagêdé Tjepoeri

e. Between Two Gates

Between Two Gates, also known as Lawang Pethuk, is a historic twin-gate structure located near Kampung Alun-Alun that served as one of the entrances to the

former palace complex. The gate remains a reminder of the layout of the royal complex in the past and continues to be one of the distinctive architectural landmarks in the Purbayan heritage area.



Figure 4. 5 Between Two Gates

f. Pasar Legi Kotagede

Pasar Legi Kotagede is a traditional market that has served as the economic center of Kotagede since the period of the Islamic Mataram Kingdom. It is one of the four elements of the *Catur Gatra Tunggal* concept, together with the palace, the mosque, and the town square. According to Mr. Alfin, although the market building has been rebuilt several times to meet modern needs, its location has never changed. Therefore, the heritage value lies in the market site itself rather than in the building, preserving Kotagede's historical identity as a trading center.



Figure 4. 6 Pasar Legi Kotagede

g. Dalem Sopingan

Dalem Sopingan is a traditional residential heritage building that once belonged to a Javanese aristocratic family during the Islamic Mataram Kingdom. The building preserves the architectural characteristics of noble residences from that period, reflecting the lifestyle and social status of Kotagede's elite. As one of the well-preserved traditional houses in the area, Dalem Sopingan provides valuable insight into the residential architecture and cultural heritage of the former capital of the Islamic Mataram Kingdom.



Figure 4. 7 Dalem Sopingan

h. Rumah Pesik

Rumah Pesik is a historic residential heritage building that represents the traditional domestic architecture of Kotagede. As one of the surviving historic houses from the Islamic Mataram period, it reflects the architectural style and residential character that developed when Kotagede served as the kingdom's capital. The building contributes to the preservation of Kotagede's historical identity by maintaining the architectural features that distinguish the heritage area today.



Figure 4. 8 Rumah Pesik

i. Omah UGM Kotagede

Omah UGM Kotagede is a historic heritage building that reflects the traditional architecture of Kotagede. Originally built as a traditional residence, the building has been preserved as part of Kotagede's cultural heritage and is currently managed by Universitas Gadjah Mada. Through adaptive reuse, its historical and architectural character has been maintained while serving educational and institutional purposes, demonstrating how heritage buildings can continue to function without losing their historical value.



Figure 4. 9 Omah UGM Kotagede

4.1.2 Planning

This section presents the results of the Planning stage, which was carried out to establish the overall concept of the travel guide prior to the production process. This stage included determining the target audience, developing the travel guide concept,

compiling the main and additional descriptions, and translating the content into English.

1. Target Audience

The travel guide was designed for both domestic and international tourists interested in learning about the history and cultural heritage of Kotagede. This target audience was determined based on findings from both the interview and observation stages, which indicated that Kotagede regularly receives a mix of domestic and foreign visitors, most of whom visit independently rather than as part of large organized tours. This finding informed the decision to present the travel guide in a bilingual format, ensuring that both language groups could access the historical information without relying on a tour guide.

2. Travel Guide Concept

The travel guide was developed as a visual bilingual publication in Indonesian and English, combining historical narratives with visual elements such as photographs, icons, and maps. The concept focused on presenting Kotagede's tourism identity in a structured format that balances historical depth with visual accessibility, allowing tourists to understand the significance of each site without needing extensive prior background knowledge of the Islamic Mataram Kingdom.

3. Main Description

The main description of the travel guide was prepared to provide readers with clear and organized information about the history of Kotagede. This section formed the researcher's primary contribution to the travel guide and consists of the *History of Kotagede* and *Historical Heritage Sites* sections.

The content was structured to move from general historical background to more specific details. It begins with an introduction to Kotagede's origins as the first capital of the Islamic Mataram Kingdom, followed by descriptions of the nine major historical heritage sites that form the core of the travel guide's historical

narrative, each accompanied by its historical background, significance, and current condition.

4. Additional Description

Beyond the main historical content, the travel guide also includes several supplementary sections that together form a complete guide for tourists, consisting of Foreword, Table of Contents, Tourist Attraction Map, Access to Kotagede, About Kotagede, Traditional Arts, Silver Craft, Culinary, Homestay, General Information, References, and About the Authors. These sections were primarily prepared by Syifandra Maularissa, who was responsible for describing Kotagede's cultural heritage sites, culinary spots, local crafts, and tourist attractions.

Within this stage, the researcher contributed to several of these sections, specifically General Information, References, and About the Authors, in addition to her primary responsibility for the historical content.

4.1.3 Developing Preliminary Form of Product

This section presents the results of the Developing Preliminary Form of Product stage, during which the preliminary version of the travel guide was created by combining the historical content, translated text, and additional information from the previous stages with visual design elements. Both team members collaborated during this stage, using the historical content prepared by Amira Ardhita Putri and the cultural, culinary, and craft-related content prepared by Syifandra Maularissa as the basis for the visual design.

1. Product Design

The travel guide was designed using Canva as the primary design platform, in a bilingual format combining Indonesian and English text on each page. The final design incorporates several key visual elements:

- a) Cover Design: The cover features a photograph of the gate wall marking the boundary between Masjid Gedhe Mataram Kotagede and the royal cemetery complex, paired with the title "KOTAGEDE" set in Playfair Display SC at 55pt, accompanied by the subtitle "Sejarah dan Warisan Budaya Kotagede" set in Cormorant Garamond at 16pt and 10pt.
- b) Typography: Section titles, such as "Akses Menuju Kotagede," use League Spartan at 24.4pt to create a bold and modern heading style, while body text throughout the travel guide uses Poppins at 8.1pt to maintain readability within the compact page layout.
- c) Colour Palette: The travel guide uses a light orange background (#FFFAF0) combined with three text colours: black (#000000) for the main body text, Dark Green (#167639), and Gray Brown (#914822) as accent colours for headings and supporting text, producing a warm and earthy tone that reflects the traditional and heritage atmosphere of Kotagede while maintaining a clean, modern appearance.
- d) Layout: Each historical site is presented on a dedicated page or spread, combining a full-width photograph with parallel Indonesian and English descriptions, along with supporting elements such as QR codes linking to location details and information boxes indicating opening hours, entrance fees, and site descriptions.
- e) Supporting Visual Elements: The travel guide incorporates icons, decorative ornaments, maps, and photographs throughout to enhance visual engagement and support the bilingual textual content.

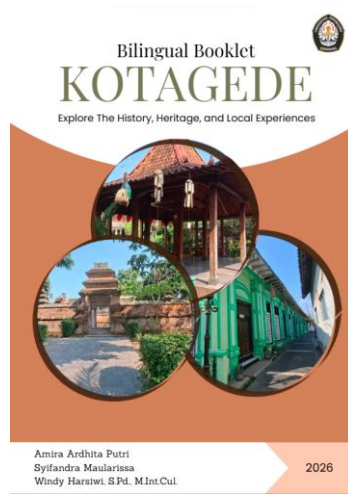


Figure 4. 10 Travel Guide Cover Design

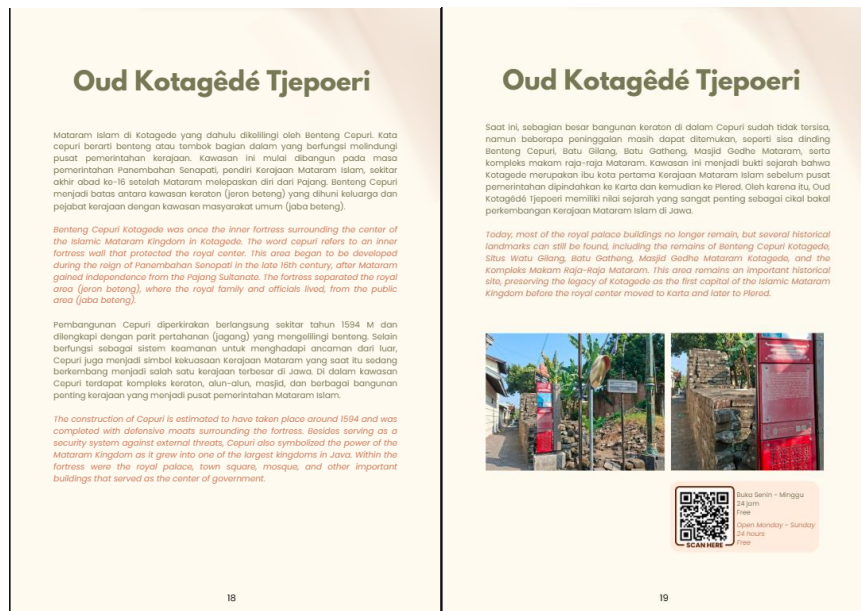


Figure 4. 11 Sample Page Layout

4.1.4 Preliminary Field Testing

This section presents the results of the Preliminary Field Testing stage, which was conducted to evaluate the preliminary version of the travel guide before it was tested on a larger scale. This stage consisted of two forms of expert validation: material expert validation and media expert validation.

Material expert validation was conducted by Mr. Agus Widodo and Ms. Isni to evaluate the historical content presented in the travel guide, focusing on the accuracy of historical information, completeness of content, clarity of language, appropriateness of the English translation, and relevance of the information to the research objectives.

Figure 4. 12 Mr. Agus's validation result

The first material expert was Mr. Agus Widodo, a representative of the Tourism Awareness Group (Pokdarwis) in Kotagede. The validation focused on the accuracy and relevance of the information about Kotagede's historical and cultural attractions. Mr. Agus suggested refining several destination descriptions and adding several tourist attractions and local festivals to provide more comprehensive information about Kotagede. These suggestions indicated that several parts of the preliminary product still needed additional information to better represent the tourism and cultural potential of Kotagede. The suggestions were then used as a basis for revising and completing the content of the travel guide.

ABRI MEDIA

Validator : Isniyati Wati Purwati, S.Pd., M.P.A.
 Pekerjaan : Kepala Dinas Kebudayaan Komunitas

Booklet Bilingual Sejarah dan Cultural Heritage Kotagede

Petunjuk Penilaian:
 Berikan penilaian terhadap booklet dengan memberi tanda centang (✓) pada skor yang sesuai.
 1 = Sangat Tidak Setuju
 2 = Tidak Setuju
 3 = Setuju
 4 = Sangat Setuju

No	Aspek Yang Dinilai	Penilaian			
		1	2	3	4
A. Aspek Kelengkapan Isi					
1.	Materi yang disajikan sesuai dengan topik sejarah dan cultural heritage Kotagede.				✓
2.	Informasi sejarah yang disajikan akurat dan dapat dipercaya.				✓
3.	Informasi yang disajikan sesuai dengan kebutuhan wisatawan.				✓
4.	Isi booklet mendukung promosi wisatawan terhadap Kotagede sebagai destinasi heritage tourism.				✓
B. Aspek Kelengkapan Bahasa					
5.	Bahasa Indonesia yang digunakan jelas dan mudah dipahami.				✓
6.	Penyajian bahasa Inggris dalam booklet sudah tepat.				✓
7.	Hasilnya yang digunakan komunikatif dan sesuai dengan target pembaca.				✓

C. Aspek Kelengkapan Penyajian					
8.	Materi disajikan secara menarik dan sistematis.				✓
9.	Penyajian informasi jelas dan mudah dipahami.				✓
D. Aspek Kelengkapan Desain					
10.	Desain visual booklet menarik.				✓
11.	Tata letak teks, gambar, dan elemen visual lainnya dengan baik.				✓
12.	Gambar dan ilustrasi mendukung isi booklet dengan baik.				✓
E. Aspek Kelengkapan Manfaat					
13.	Booklet layak digunakan sebagai media informasi wisata.				✓
14.	Booklet layak digunakan sebagai media promosi wisata Kotagede.				✓

Ketik dan tulis:
 Setelah selesai, saya telah memeriksa dan lengkap pengisiannya.
 Isniyati Wati Purwati, S.Pd., M.P.A.

Semarang, 4 Juli 2020
 Validator
 Isniyati Wati Purwati, S.Pd., M.P.A.

Figure 4. 13 Mrs. Isni's validation result

The second material expert was Ms. Isni, the Deputy Sub-district Head (Wakil Camat) of Kotagede. Her validation focused on the relevance and presentation of the information as a promotional medium for Kotagede. One of her main suggestions concerned the bilingual layout. In the preliminary version, the Indonesian and English texts were placed on facing pages, which required readers to move between pages when comparing the two languages. Ms. Isni recommended presenting the Indonesian text first and the English translation directly below it on the same page. This suggestion was considered to improve readability and make the bilingual content easier to compare.

2. Media Expert Validation

Media expert validation was conducted by Ms. Windy Harsiwi, S.Pd., M.Int.Cul. to assess the visual quality of the travel guide, covering aspects such as layout, typography, colour composition, illustration quality, image resolution, readability, and overall visual appearance.

ABRI MEDIA

Validator : Windy Harsiwi, S.Pd., M.Int.Cul.
 Pekerjaan : Dosen Bahasa Asing Temporer
 Date of Validation : Semarang, Juni 2020

Booklet Bilingual Sejarah dan Cultural Heritage Kotagede

Petunjuk Penilaian:
 Berikan penilaian terhadap booklet dengan memberi tanda centang (✓) pada skor yang sesuai.
 1 = Sangat Tidak Setuju
 2 = Tidak Setuju
 3 = Setuju
 4 = Sangat Setuju

Please checklist one of the cultural answers (✓)

No	Aspek Yang Dinilai	Penilaian			
		1	2	3	4
A. Aspek Kelengkapan Isi					
1.	Materi yang disajikan sesuai dengan topik sejarah dan cultural heritage Kotagede.				✓
2.	Informasi sejarah yang disajikan akurat dan dapat dipercaya.				✓
3.	Informasi yang disajikan sesuai dengan kebutuhan wisatawan.				✓
4.	Isi booklet mendukung promosi wisatawan terhadap Kotagede sebagai destinasi heritage tourism.				✓
B. Aspek Kelengkapan Bahasa					
5.	Bahasa Indonesia yang digunakan jelas dan mudah dipahami.				✓
6.	Penyajian bahasa Inggris dalam booklet sudah tepat.				✓
7.	Bahasa yang digunakan komunikatif dan sesuai dengan target pembaca.				✓
C. Aspek Kelengkapan Penyajian					
8.	Materi disajikan secara menarik dan sistematis.				✓
9.	Penyajian informasi jelas dan mudah dipahami.				✓

D. Aspek Kelengkapan Desain					
10.	Desain visual booklet menarik.				✓
11.	Tata letak teks, gambar, dan elemen visual lainnya dengan baik.				✓
12.	Gambar dan ilustrasi mendukung isi booklet dengan baik.				✓
E. Aspek Kelengkapan Manfaat					
13.	Booklet layak digunakan sebagai media informasi wisata.				✓
14.	Booklet layak digunakan sebagai media promosi wisata Kotagede.				✓

Ketik dan tulis:
 1. Saya sudah memeriksa.
 2. Setelah selesai, saya telah memeriksa dan lengkap pengisiannya.
 3. Setelah selesai, saya telah memeriksa dan lengkap pengisiannya.
 4. Setelah selesai, saya telah memeriksa dan lengkap pengisiannya.
 5. Setelah selesai, saya telah memeriksa dan lengkap pengisiannya.
 6. Setelah selesai, saya telah memeriksa dan lengkap pengisiannya.

Semarang, ... Juni 2020
 Validator
 Windy Harsiwi, S.Pd., M.Int.Cul.
 NIP. 199112032042002002

Figure 4. 14 Mrs. Windy's validation result

The media expert provided several suggestions for improving the visual presentation and technical aspects of the preliminary travel guide. These included enlarging the UNDIP logo to make it more visible and proportionate to the cover design, adding a sub-cover to strengthen the structure of the travel guide, standardizing the writing format throughout the travel guide, checking the functionality of the QR code, revising redundant subheadings, and adding references to support the information presented. These suggestions showed that although the preliminary product was visually developed, several aspects still required refinement to improve its consistency, completeness, readability, and usability. The suggestions were subsequently incorporated into the product revision before the travel guide was tested on the target users.

4.1.5 Revising Main Product

This section presents the results of the Revising Main Product stage, an important part of the Research and Development process in which the preliminary version of the travel guide was carefully reviewed and refined based on the comments and suggestions obtained from both the material expert and the media expert during the preceding Preliminary Field Testing stage. This stage was essential to ensure that the travel guide, before being tested more broadly on target users, had already gone through a thorough evaluation process covering both its historical content and its overall visual presentation. The revision process was carried out systematically by comparing each piece of feedback with the corresponding section of the travel guide, so that every suggestion could be addressed appropriately without compromising the consistency of the content or design that had been developed in the previous stages.

In terms of content, the comments provided by the material expert, Mr. Agus Widodo, were primarily constructive suggestions intended for the future development of the travel guide, such as the possibility of exploring additional heritage objects in Kotagede in greater depth in subsequent editions, rather than corrections addressing errors or inaccuracies in the existing historical content. This indicated that the historical

information presented in the preliminary travel guide had already met an acceptable standard of accuracy and relevance, so that no major revisions to the historical narrative were required at this stage. Nevertheless, these suggestions were carefully noted by the researcher as valuable input for the long-term development of the travel guide beyond the scope of the present study.

Ms. Isnı provided a specific suggestion regarding the presentation of the bilingual content. In the preliminary version, the Indonesian and English texts were placed on facing pages, requiring readers to move between pages when comparing the two languages. Based on this suggestion, the bilingual layout was revised by placing the Indonesian text first and the English translation directly below it on the same page. This revision was implemented to improve readability and facilitate comparison between the two language versions.

Meanwhile, several more specific and actionable revisions were identified through the evaluation conducted by the media expert, Windy Harsiwi, S.Pd., M.Int.Cul., whose feedback focused primarily on the visual and technical aspects of the travel guide, including layout consistency, formatting accuracy, and the functionality of supporting digital elements such as QR codes. Based on this evaluation, six specific points of revision were identified and subsequently implemented by the researcher, as follows:

1. Adjusting the UNDIP logo. The Universitas Diponegoro logo on the cover page was resized to be more visible and proportionate to the overall cover design.
2. Revising the first page to function as the cover. The layout of the first page was adjusted so that it clearly served as the travel guide's cover, rather than being ambiguous with subsequent pages.
3. Standardizing the formatting of pages 9–10. The layout and formatting of pages 9 and 10 were adjusted to match the visual style used throughout the rest of the travel guide.

4. Rechecking the QR codes. All QR codes included in the travel guide were reviewed and tested to ensure they correctly directed users to the intended location or information.
5. Removing the redundant cover. A duplicate cover page was identified and removed to avoid repetition within the travel guide.
6. Revising the references section. The references section was reviewed and corrected to ensure that all cited sources were properly and consistently formatted.

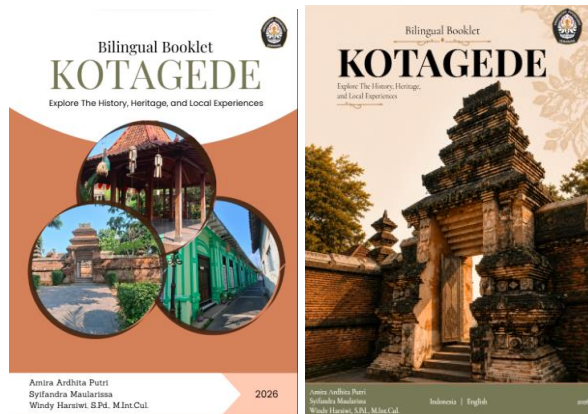


Figure 4. 15 Before and After cover



Figure 4. 16 Before and After Maps

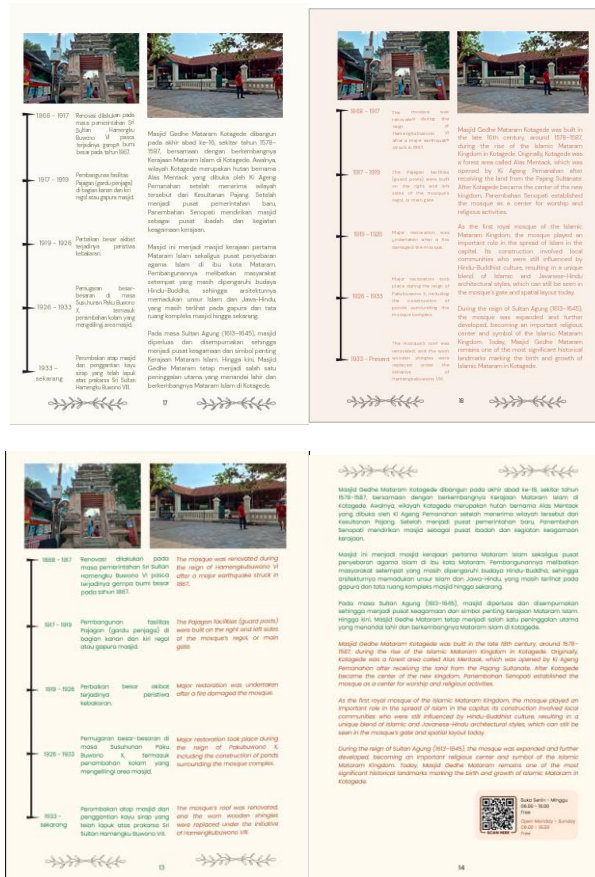


Figure 4.17 Before and After QR code and layout

After all necessary revisions had been completed based on the feedback from the validators, the travel guide was prepared for the operational field testing stage involving target users.

4.1.6 Operational Field Testing

This stage aimed to evaluate the revised bilingual visual cultural heritage travel guide from the perspective of its target users. The operational field testing involved 30 respondents, consisting of 20 domestic tourists from Indonesia and 10 international tourists from Italy, Malaysia, and the Philippines. Unlike the preliminary field testing, which involved expert validators, this stage focused on obtaining feedback from potential users to determine the travel guide's effectiveness as a tourism information

and promotional medium. The operational field testing was conducted after the researcher had revised the preliminary product based on the recommendations from the expert validators.

1. Respondent Identity

The respondents were selected using convenience sampling, as they were tourists visiting Kotagede during the data collecting period and were willing to participate in the study. This sampling technique was considered appropriate because the respondents represented the actual target users of the travel guide. The list of respondents is presented below.

Table 4. 1 List of Respondents

No	Name	No	Name	No	Name
1	LN	11	AIY	21	AIA
2	WW	12	EL	22	PTI
3	GRGA	13	AR	23	JSH
4	AL	14	MZ	24	BY
5	GT	15	BA	25	LT
6	RZQ	16	ZDN	26	NYZT
7	SPE	17	DW	27	FRNC
8	ST	18	HDN	28	MZ
9	AD	19	CSR	29	DN
10	ALSDR	20	RN	30	AI

Table 4. 2 Respondent Demographic of respondent

Category	Detail	Frequency	Percentage
Age	21	5	16.7%
	22	9	30%
	23	7	23.3%
	24	4	13.3%
	26	3	10%

	55	1	3.3%
	57	1	3.3%
Gender	Male	7	23.3%
	Female	23	76.7%
Country	Indonesia	20	66.7%
	Italy	6	20%
	Malaysia	2	6.7%
	the Republic of the Philippines	2	6.7%

The demographic results show that most respondents were between 21 and 24 years old, accounting for 83.3% of the total respondents. Female respondents represented the majority at 76.7%, while male respondents accounted for 23.3%. In terms of country of origin, most respondents were from Indonesia, with 20 respondents (66.7%), while the remaining 10 respondents (33.3%) were international tourists from Italy, Malaysia, and the Philippines. These characteristics indicate that the operational field testing involved both domestic and international respondents, in accordance with the intended target users of the bilingual travel guide.

2. Main Statements

Respondents' opinions regarding the travel guide were measured using a four-point Likert Scale, consisting of Strongly Disagree (SD), Disagree (D), Agree (A), and Strongly Agree (SA). The following tables present the results for each statement, grouped into three main aspects: travel guide design, content/information, and benefit/contribution.

Table 4. 3 Questionnaire Results Travel Guide Design Aspect

No	Statements	Score 4 (%)	Score 3 (%)	Mean Score	Category
1	The layout of this booklet is easy to understand and visually pleasing.	80%	20%	3.80	Strongly Agree
2	The English translation in the booklet is clear and easy to understand.	73.3%	26.7%	3.73	Strongly Agree
3	The photos/illustrations support my understanding of the described places.	80%	20%	3.80	Strongly Agree
4	The size, format, and physical form of this booklet are practical to carry while touring Kotagede.	70%	30%	3.70	Strongly Agree
5	The order of information (route, story, map) is logical and easy to follow.	66.7%	33.3%	3.67	Strongly Agree
Aspect Mean				3.74	Strongly Agree

From the results of the 30 respondents, all five statements under the Travel Guide Design Aspect fall into the "Strongly Agree" category, with an aspect mean of 3.74. The layout and photo/illustration support received the highest scores (mean 3.80 each), indicating that respondents found the visual presentation of the travel guide particularly effective, while the logical order of information received the lowest score within this aspect (mean 3.67),

suggesting a minor area for improvement in the travel guide's information sequencing.

Table 4. 4 Questionnaire Results Content/Information Aspect

No	Statements	Score 4 (%)	Score 3 (%)	Mean Score	Category
6	This booklet provides adequate historical information about Kotagede.	76.7%	23.3%	3.77	Strongly Agree
7	This booklet explains cultural values (traditions, silver craft, Javanese architecture) well.	83.3%	16.7%	3.83	Strongly Agree
8	This booklet provides maps and directions that help me explore the area.	63.3%	36.7%	3.63	Strongly Agree
9	This booklet provides information about the best time to visit and tips on what to bring when touring Kotagede.	80%	20%	3.80	Strongly Agree
10	The information in this booklet matches the actual conditions on site.	86.7%	13.3%	3.87	Strongly Agree
Aspect Mean				3.78	Strongly Agree

The results above also show that the Content/Information Aspect falls entirely within the "Strongly Agree" category, with an aspect mean of 3.78. The accuracy of information matching actual field conditions received the highest score (mean 3.87), reinforcing the reliability of the historical content presented

in the travel guide, while the provision of maps and directions received a comparatively lower score (mean 3.63), indicating room for improvement in this practical navigational aspect.

Table 4. 5 Questionnaire Results Benefit/Contribution Aspect

No	Statements	Score 4 (%)	Score 3 (%)	Mean Score	Category
11	After reading this booklet, my understanding of Kotagede's history and culture has increased.	86.7%	13.3%	3.87	Strongly Agree
12	This booklet makes me more interested in exploring heritage sites in Kotagede.	93.3%	6.7%	3.93	Strongly Agree
13	This booklet successfully promotes Kotagede as an attractive cultural heritage destination.	90%	10%	3.90	Strongly Agree
14	I would recommend Kotagede to others after reading this booklet.	83.3%	16.7%	3.83	Strongly Agree
15	Overall, this booklet is effective as a tourism information and promotional medium for Kotagede.	86.7%	13.3%	3.87	Strongly Agree
Aspect Mean				3.88	Strongly Agree

From the responses gathered, the Benefit/Contribution Aspect received the highest overall ratings among the three aspects, with an aspect mean of 3.88. Statement 12, regarding increased interest in exploring Kotagede's heritage

sites, received the highest individual score across the entire questionnaire (mean 3.93), indicating that the travel guide was particularly successful in generating tourist interest and motivation to visit. Overall Mean Score: 3.80 (Strongly Agree)

Taken together, the results gathered from all 30 respondents indicate that all fifteen statements fall into the "Strongly Agree" (SA) category, with an overall mean score of 3.80 across all three aspects. Among these, the Benefit/Contribution Aspect received the highest mean score (3.88), followed by the Content/Information Aspect (3.78) and the Travel Guide Design Aspect (3.74). These findings indicate that the Visual Bilingual Travel Guide of Kotagede Yogyakarta History was well received by respondents across all assessed aspects, supporting its feasibility as an effective tourism information and promotional medium for Kotagede.

4.1.7 Revising Final Product

This section presents the results of the Revising Final Product stage, during which the travel guide was revised based on the results obtained from the operational field testing involving 30 respondents. Although all fifteen statements in the questionnaire fell into the "Strongly Agree" category, two aspects received comparatively lower scores relative to the others: the logical order of information (route, story, map), which scored 3.67, and the provision of maps and directions to help explore the area, which scored 3.63.

Based on these findings, the final version of the travel guide was revised by improving the flow of information so that the narrative moved more naturally from one location to the next, and by enhancing the clarity of the Tourist Attraction Map and access information to make location markers, routes, and directional cues easier for tourists to follow. After these revisions were completed, the final version of the travel guide was produced, expected to provide accurate historical information, present an

attractive visual appearance, and meet the needs of both domestic and international tourists visiting Kotagede.

4.1.8 Disseminating and Implementing

This section presents the results of the Disseminating and Implementing stage, during which the final version of the bilingual visual travel guide was prepared for distribution to its intended users. Following the revisions made based on the operational field testing, the travel guide was finalized and produced in both printed and digital formats to improve its accessibility for domestic and international tourists. The printed version of the travel guide was distributed to relevant tourism stakeholders, including the Kotagede Tourism Awareness Group (Pokdarwis), to support tourism promotion and visitor information services in the area. The digital version, meanwhile, was made accessible through a QR code, allowing users to conveniently access the e-travel guide directly from their mobile devices.

Furthermore, the travel guide had been formally handed over to the Kotagede Tourism Awareness Group, as documented in the Minutes of Handeover presented in Appendix 4. The travel guide was also registered for Intellectual Property Rights (IPR) to obtain official copyright protection, in line with the intended output of this research. Through this dissemination process, the bilingual visual travel guide is expected to serve as an informative and effective promotional medium that introduces Kotagede's historical and cultural heritage, tourist attractions, local crafts, and culinary specialties to a wider audience, while also strengthening public awareness of the importance of preserving this heritage area for future generations.



Figure 4. 18 Deliver the travel guide to Kotagede Tourism Awareness Group

4.2 Discussion

The findings indicate that the Visual Bilingual Travel Guide of Kotagede Yogyakarta History is feasible and effective as a promotional medium for heritage tourism. The expert validation results confirmed that the travel guide met the criteria of content accuracy, language quality, and visual design. In addition, the field test produced an overall mean score of 3.80 (Strongly Agree), indicating that the travel guide was considered informative, attractive, and beneficial for promoting Kotagede as a heritage tourism destination. This is particularly reflected in the Benefit/Contribution Aspect, which received the highest mean score (3.88) among the three assessed aspects, with statements related to increased understanding of Kotagede's history and culture (mean 3.87) and increased interest in exploring its heritage sites (mean 3.93) receiving especially high ratings. These results demonstrate that the bilingual travel guide effectively contributes to enhancing tourists' understanding and promoting Kotagede as a heritage tourism destination through the historical and cultural heritage information it presents. From a methodological perspective, the findings also support the application of the Borg and Gall (1983) Research and Development (R&D) model, which emphasizes systematic development, validation, revision, and evaluation of educational and promotional products. In this study, the model was adapted by simplifying several development stages, following Borg and Gall's recommendation that R&D procedures may be modified according to the research context and available resources. Despite this simplification, the travel

guide successfully met expert validation standards and received positive responses from respondents, indicating that the adapted R&D process was effective in producing a feasible and practical promotional medium.

These findings also support the studies of Rizqi (2025) and Karmadi et al. (2024), which found that heritage guidebooks and visual publications are effective in supporting tourism promotion and strengthening destination identity. However, unlike those studies, the present travel guide focuses specifically on the historical and cultural heritage of Kotagede by integrating bilingual descriptions, field-based photography, maps, and QR codes linking to location details. The findings are also consistent with Karlinda et al. (2025) and Wahyuningtyas et al. (2026), who reported that bilingual tourism publications improve information accessibility for both domestic and international tourists. The positive responses from participants suggest that the travel guide provides accurate and accessible historical information that supports tourists' understanding and interest in visiting Kotagede.

One of the strengths of this study is the development of a promotional medium specifically dedicated to the historical value of Kotagede, a destination that has received limited attention in the form of an integrated bilingual publication in previous studies. The combination of documentation, direct field observation, and interviews with local informants also strengthens the accuracy and relevance of the information presented. However, this study is limited by the relatively small number of respondents and the absence of an experimental design to measure actual changes in tourists' visiting behavior. Therefore, future studies are recommended to involve larger and more diverse samples and to evaluate the travel guide's effectiveness through experimental or longitudinal research. The findings have both theoretical and practical implications. Theoretically, this study expands the application of R&D-based travel guide development to heritage tourism promotion. Practically, the travel guide can be used by tourism stakeholders, community organizations, and local government offices in Kotagede to support tourism promotion efforts.

Overall, this study addresses the research problem by providing a validated and tested promotional medium that responds to the lack of an integrated, bilingual, and visually engaging resource on Kotagede's history. The positive validation and field-testing results indicate that the “Bilingual Travel Guide Kotagede - Explore the History, Heritage and Local Experience”, offers a practical solution for improving the promotion and understanding of Kotagede as a heritage tourism destination.