

CHAPTER IV

RESULT AND DISCUSSION

4.1 Result

Below was the result of creating the pocketbook that applied the R&D method using 4D model by Thiagarajan et al. (1974). This model was chosen due to has simple and systematic development stages. This development involved 4 (four) stages, such as define, design, develop, and disseminate to produce the pocketbook as a practical, informative, and engaging as tourism information media for tourists.

4.1.1 Define

1. Front-end Analysis

a. Observation

The observation step was conducted by the writer on 7th February 2026 under the supervisor of Mrs Heny Trisanti, as the Sales & Marketing Coordinator. In this step, the writer explained the purpose of doing the final project at Fort Willem I Ambarawa. After the writer was permitted to conduct the final project here, the writer directly collected data by observing the facilities, exploring every corner of the fort, and capturing several images to include in the pocketbook.



Figure 4. 1 Observing images

b. Documentation

In the documentation step, the writer checking the media available such as a brochure about booking categories with a price list, a poster about the short history in the literacy room, and some information from journals and website about the history, images from the Netherlands archive, any prices, revitalization process by the government, to then add as materials on the pocketbook.



Figure 4. 2 Documentation images

c. Interview

In the interview step, the writer had prepared a list of questions in Indonesian to be asked to related parties at Fort Willem I Ambarawa. These interviews were conducted at 3 (three) different times, such as 7 February 2026, 3 April 2026, and 11 April 2026 to obtain complete information for the material to include in the pocketbook. Then, during the offline interview itself, the writer used some instruments such as a smartphone to record the audio and take pictures with the source person, a tablet to take notes of important points about information they delivered, and a laptop to archive all images on Google Drive. Below is a summary of the results of the interview and question with answer is in the Appendices 5-7.

Table 4. 1 The summary of interview step

Bahasa Indonesia	English
<i>Narasumber: Koordinator Sales & Marketing</i> <i>Tanggal pelaksanaan: 7 Februari 2026</i> <i>Durasi: 2 jam</i> <i>Benteng Willem I Ambarawa merupakan proyek pembangunan destinasi baru yang berhasil direvitalisasi sekitar 30%, sedangkan masih ada dua tahap pembangunan lagi yang sedang direncanakan. Jadi, informasi yang tersedia belum sepenuhnya lengkap, terutama dalam Bahasa Inggris. Karena tidak semua staf bisa berbahasa Inggris. Padahal tempat ini pernah didatangi turis asal Turki dan Belanda. Walau begitu, destinasi wisata edukasi ini tetap digemari masyarakat baik dalam daerah, luar daerah, bahkan luar negeri. Bahkan destinasi ini sangat ramai dikunjungi pada hari libur dan tanggal merah.</i>	Source person: Sales & Marketing Coordinator Date of month: 7 February 2026 Duration: 2 hours The development of Fort Willem I Ambarawa as a new tourist destination is still a work in progress, with the revitalization only about 30% realized, meanwhile there are still two more construction phases currently being planned. Consequently, the available information services there are not yet settled, especially in English. Due to the staff cannot speak English fluently. Meanwhile, they already visited by tourists from Turkey and also the Netherlands. Nevertheless, this educational tourism destination has become popular among tourists from the local cities, other regions and countries. In addition, this destination is crowded on weekends and holidays.
<i>Narasumber: Pemandu Wisata</i> <i>Tanggal pelaksanaan: 7 Februari 2026 (Pertama); 11 April 2026 (Kedua)</i> <i>Durasi: 2 jam; 6 jam</i> <i>Benteng Willem I mulai dibangun pada tahun 1834 hingga 1853 sebagai benteng pertahanan Belanda dari serangan Inggris. Namanya diberikan oleh Pangeran Frederick Henry untuk penghormatan kepada kakeknya yakni Raja Willem I, sedangkan masyarakat menyebutnya Benteng Pendem karena letaknya yang berada di cekungan antara bukit-bukit. Meskipun dibangun</i>	Source person: Tour Guide Date of month: 7 February 2026 (Part 1); 11 April 2026 (Part 2) Duration: 2 hours; 6 hours Fort Willem I was built in 1834 until 1853 as a bastion to avoid attack from England. The name of this fort is given by Prince Frederick Henry in honor of his grandfather named King Willem I, meanwhile the civil was called it as Benteng Pendem or we can say as Hidden Fort due to it is located in a lowland between hills. Although it was built on swampy land, the fort then still

<i>di atas tanah rawa, benteng ini tetap kokoh berkat penggunaan kayu ulin dan teknik konstruksi Belanda yang memanfaatkan bata merah, kapur, pasir gunung, dan tetes tebu. Dibangun melengkung supaya saling mengikat dan tidak mudah runtuh meski gempa. Seiring pergantian kekuasaan, benteng ini pernah berfungsi sebagai barak militer, rumah sakit, dapur, rumah perwira, penjara, kamp interniran, kamp tahanan politik, dan sekarang menjadi Lembaga Perumahan Kelas IIA Ambarawa sebelum direvitalisasi mulai tahun 2023. Berkat revitalisasi tersebut, ada temuan sejarah baru seperti tanggal wafatnya K.H. Mahfud Salam berdasarkan arsip Belanda tercatat pada 17 Februari 1945 serta fakta bahwa sumur di area benteng merupakan properti yang dibuat untuk film Soekarno, jadi bukan peninggalan Belanda.</i>	strong caused of techniques of constructure from Dutch that use of ironwood, red bricks, lime, mountain sand, and sugarcane molasses. Also made to curved due to interlock the buildings and did not easily collapse by an earthquake. Over the replacement of authority, this fort was already to operation as a military barrack, a hospital, a kitchen, a high-ranking officer houses, a prison, internment camp, political prisoner camp, and now serves as the Class IIA Ambarawa Correctional Institution before the revitalization project started in 2023. Through the revitalization process, the new findings are the date of death of K.H. Mahfud Salam based on Dutch archives record on 17 February 1945 and the fact of well inside the fort was a property built for the Soekarno movie, so it is literally not an original Dutch relic.
<i>Narasumber: 10 Petugas Tanggal pelaksanaan: 3 April 2026 Durasi: 10 jam</i> <i>Petugas yang diwawancarai ada 10, yaitu 2 Petugas Parkir, Petugas Bioskop Willem, Petugas Taman Kelinci, Petugas Kereta Taman, Petugas Mobil Antik, Petugas Rodeo & Plane, Petugas Kamera 360, Petugas ATV & Mini Trail, Petugas Berkuda, Petugas Aviary. Pertanyaan seputar harga tiket, durasi, jam buka, dan pertanyaan lain yang berkaitan, atau lebih jelasnya, ada di Appendix 7.</i>	Source Person: 10 Attendants Date of month: 3 April 2026 Duration: 10 hours There are 10 attendants that the writer interviewed, that is Parking Attendants, Willem Cinema Attendant, Rabbit Park Attendant, Park Train Attendant, Antique Car Attendant, Rodeo & Plane Attendant, Camera 360 Attendant, ATV & Mini Trail Attendant, Horse Riding Attendant, Aviary Attendant. The questions asked is about ticket price list, about duration, opening hours, and in detailed on Appendix 7.

2. Concept Analysis

In this step, the writer has analysed the concept of product design by creating a pocketbook about tourism information at Fort Willem I Ambarawa in bilingual form. First of all, the target reader here are domestic and international tourists. Secondly, the format book used B6 size as a standart international for pocketbook and also making different the background colours between the Indonesian and English content, such as light blue is for Indonesian content, then blue is for mixed content of Indonesian and English, and dark blue is for English content only. Third, the book site used is actually from the national archives both of Indonesia and the Netherlands, some journals, valid websites, and from the steps of interview itself.

Fourth, for the bilingual concept is more like the pocketbook have two different languages such as Indonesian content on the right side for domestic tourist, English content on the left side for international tourist, and there is mixed content of Indonesian and English due to the content is not have much information so it is available to mixed in just one page. Last but not least, the materials topic that the writer used are actually talking about history as the main materials here due to the Fort Willem I Ambarawa did not yet have history in a book form, then about the entrance ticket pricelist, attraction pricelist, booking categories, mini games to refreshing such as crossword puzzle, map legend, facilities, recommendation spots, vision & mission, recommendation of routes & accessibility that the tourist can access, tenant list with directory map of it, nearby destinations, barcodes of location Google Maps of Fort Willem I Ambarawa and message & impression, key answers, special thanks, and references.

4.1.2 Design

1. Material Selection

The process of material selection is by sorting the important information and shortening the long explanation into bullet points for easy understanding by tourists. the data used was derived from observation, interviews, online articles, and Google Drive archives from the Netherlands sources given by the tour guide.

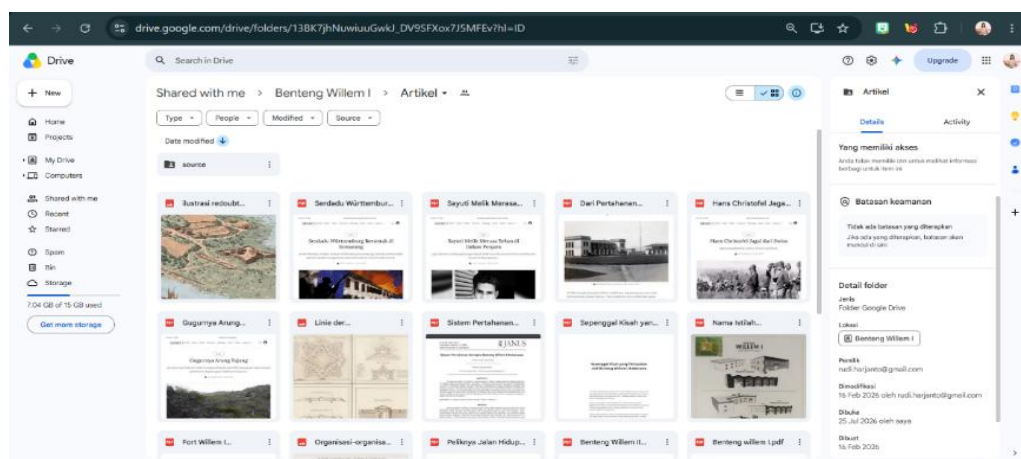


Figure 4. 3 Google Drive archives of Fort Willem I from tour guide

The process of compiling this pocketbook involved combining similar topics under one title. For the example, the material about the history from the tour guide explanation and from the national archives in Google Drive, then the writer was selecting which one the best information to add, such as from the tour guide tells about “the first name of this fort was Benteng Toentang, but then after the Prince Frederick Henry was comed and officially name this fort as Fort Willem I in honorable memory of his grandfather” and the data from national archive in Google Drive like on Figure 4.3 tells about “Fort Willem I was founded by Governor General Johannes van den Bosch, assisted by architect Colonel Van Der Wijck and represented by his deputy, General Dominique Jacques de Eerens, at the groundbreaking ceremony on June 18th, 1833” then these both information was

include in one title named The History. After that, the writer was listing a table of contents of each title and adding these materials into pocketbook design in Canva, and adding some related images to make the explanation not boring to read like in Figure 4.4. For example, in the chapter of The History explain about text only so the readers might be bored with that. In addition, this pocketbook was divided into three sections that is introduction content, main content, and closing content, the more information is on Table 4.3.

Figure 4. 4 Images related materials

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graph LR
    IsiBuku[Isi Buku] --- Profil[Profil singkat]
    IsiBuku --- Informasi[Informasi Kontak]
    Informasi --- Ket[ket]
    Informasi --- Alamat[alamat]
    Informasi --- NoHp[no hp]
    IsiBuku --- Video[Video wisata]
    IsiBuku --- Lokasi[Lokasi dan Peta (maps)]
    IsiBuku --- Galeri[Galeri foto]
    IsiBuku --- Transportasi[Transportasi Menuju Lokasi]
    Transportasi --- KendaranUmum[kendaraan umum]
    IsiBuku --- SamBahan[Sam bahan]
    SamBahan --- KendaranUmum2[kendaraan umum]
    SamBahan --- HargaTiket[Harga tiket]
    HargaTiket --- PintuMasuk[pintu masuk]
    HargaTiket --- Mobil[mobil]
    HargaTiket --- Motor[motor]
    HargaTiket --- Sepeda[sepeda]
    HargaTiket --- Kaki[kaki]
    SamBahan --- Perantara[Perantara pengunjng]
    SamBahan --- Fasilitas[Fasilitas tersedia]
    Fasilitas --- Umum[umum]
    Fasilitas --- Tambahan[tambahan]
    SamBahan --- Wahana[Wahana populer]
    SamBahan --- Ulasan[Ulasan pengunjung max 5 org/3]

    FasilitasUmum[Fasilitas Umum] --- ToiletPrin[Toilet Pria]
    FasilitasUmum --- ToiletWanita[Toilet Wanita]
    FasilitasUmum --- Parkiran[parkiran]
    FasilitasUmum --- Mushola[mushola]
    FasilitasUmum --- TempatDuduk[Tempat Duduk]
    FasilitasUmum --- KorsiRoda[korsi Roda]
    FasilitasUmum --- Tampan[tampan]
    FasilitasUmum --- JalanAkses[Jalan Akses Memadahi]

    FasilitasTambahan[Fasilitas Tambahan] --- TenanUmum[Tenan Umum/Food]
    FasilitasTambahan --- Restoran[Restoran]
    FasilitasTambahan --- LiveMusic[Live Music]
    FasilitasTambahan --- TempatInstagramable[Tempat Instagramable]
  
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Figure 4. 5 The process of sorting information into table of content

2. Initial Design

At this step, the writer was created the initial design for the cover by designing the mascot named Owil and the building of Fort Willem I Ambarawa by using the application named ibisPaint. The reason for choosing an owl as the mascot due to owl is the first attraction that they have. Then, the writer also made a design of fort building due to it is the iconic spot that they have and when people was first look the cover so they know if the pocketbook is about the Fort Willem I Ambarawa.



Figure 4. 6 The design of mascot for the cover

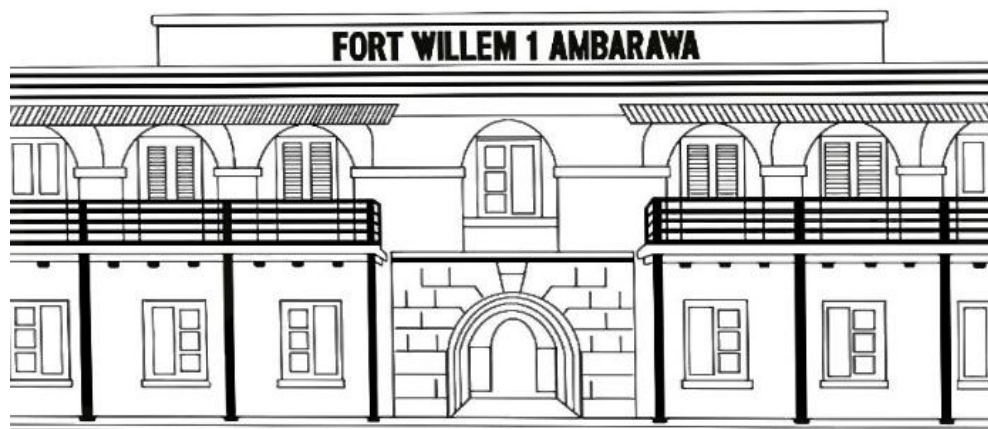


Figure 4. 7 The design of Fort Willem I Ambarawa building for the cover

4.1.3 Develop

1. Product Development

The first step in developing the product is selecting a colour palette using the application named Canva that represents the characteristic colours of Fort Willem I, with 24 colours that are used in the pocketbook as follows:



Figure 4. 8 Setting the colour palette of pocketbook

As can be seen in Figure 4.6, there are 3 (three) themes of background with different colours, namely light blue for Indonesian text with hex code #e9f5ff and #004aad, blue for combination English and Indonesian texts with hex code #addaff and #004aad, and dark blue for English text with hex code #004aad and #e9f5ff.



Figure 4. 9 Background of pocketbook for each page in 3 (three) themes

For the selection and use of fonts, there are 5 (five) different fonts were used in writing this pocketbook. The first font is “ITC Motter Corpus” size 30, 36 and 50 which is used to write the book title on the front and back cover. This font has unique and eye-catching design, making it suitable with an attractive impression. The second font is “Bree Serif” size 12 which is used to write the book subtitle on the front and back cover. This font has clear details and serving as a versatile companion to the title, it is suitable with an appealing style.

The third font is “Eastman Pack” size 10 which is used to write the name of the book writer on the front and back cover. This font has strong and simple letters, so people see clearly about who is the writers. The fourth font is “Cooper BT” size 22 which is used to write the book title and page number for each chapter. This font has the characteristic of being thick and rounded serif, so it is suitable for headlines or title stand out while remaining highly readable. The fifth font is “DM Sans” which is used to write the book text for each chapter. This font has clean and semi formal, it is giving suitable for material text or explaining due to easy to read.



Figure 4. 10 The cover design

After the cover has been designed, next the writer inputs the material into the pocketbook. Before revision, it had 60 pages consisting of 17 (seventeen) contents, for results of the pocketbook before revision can be seen in Table 4.3 in the sub-chapter of product revision. In addition, in the chapter of “Directory Map”, the writer included a supporting image taken with a handphone about the map, due to the image is unclear so the writer decided to generating with Gemini application to make the image clearly when added into pocketbook.



Figure 4. 11 Directory map before generated



Figure 4. 12 Directory map after generated by Gemini AI

Therefore, the writer came up with the idea of adding a form for impression and message by using Google Forms. Before that, the writer making a banner for the form in Canva application including picture by self and title form as below.

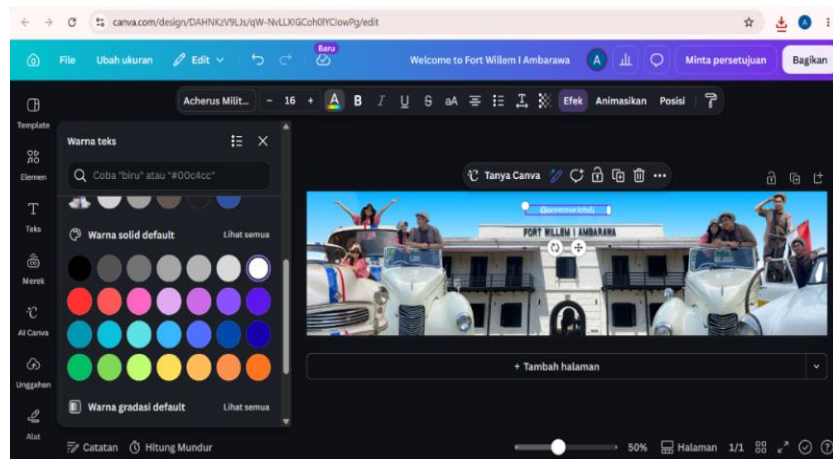


Figure 4. 13 Developing banner for Google Form of Impressions & Messages

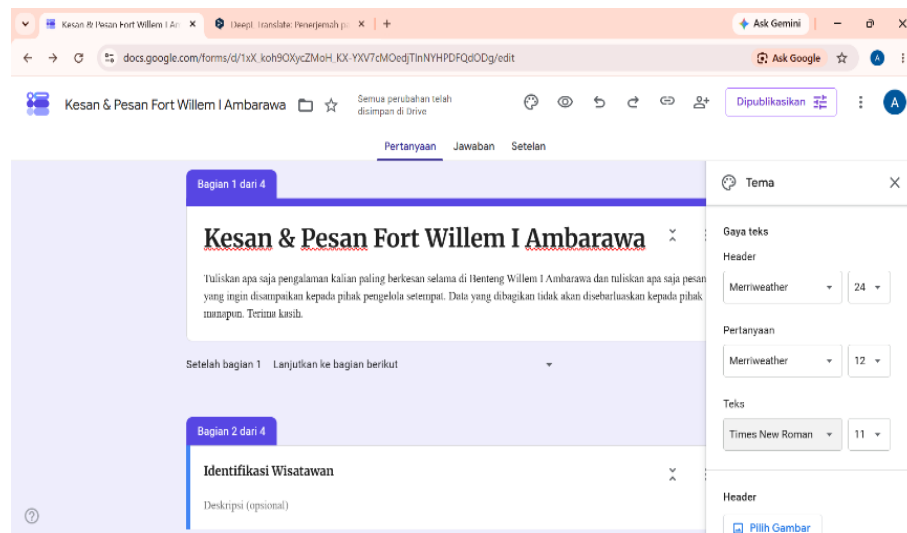


Figure 4. 14 Creating Google Form of Impressions & Messages

2. Material Translation

After the material is selected, the writer uses the applications Google Translate and DeepL as translation tools to translate all of the material, then uses Grammarly to check the grammar, punctuation, and spelling to make tourists understand the context of material.

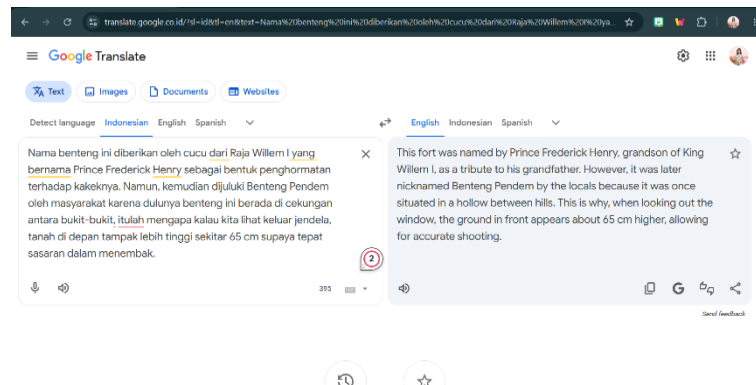


Figure 4. 15 Translating process using Google Translate

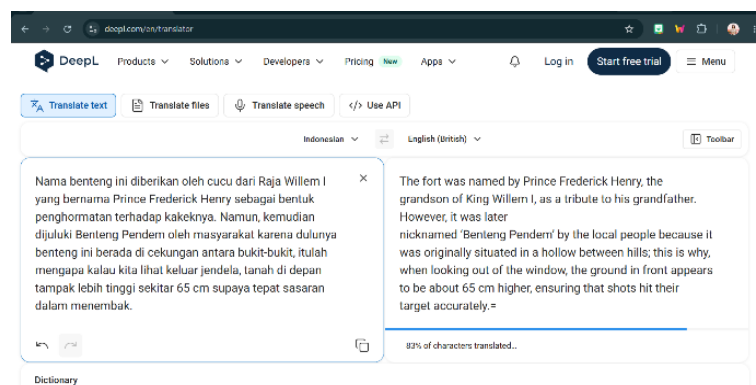


Figure 4. 16 Translating process using DeepL

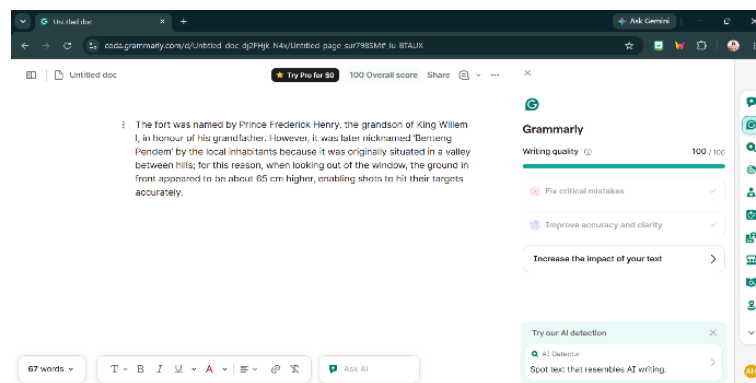


Figure 4. 17 Check for errors using Grammarly

According to Nafisah & Setianingsih (2025), the writer uses 5 techniques of translation suggested by Molina & Albir, such as literal translation, adaptation translation, borrowing translation, transposition translation, and amplification translation. The explanation and example are below.

Table 4. 2 Translation techniques uses in the pocketbook

No	Translation	Definition & Example
1.	Literal	Just translating the SL into the TL word by word. SL: Dapur sisi Barat dan Timur TL: The kitchens on the west and east sides
2.	Reduction	Shortens unnecessary words from SL to TL. SL: Berkat adanya upaya revitalisasi pemerintah setempat TL: After revitalization by the local government
3.	Borrowing	Maintaining words or terms from the SL into the TL. SL: Benteng Willem I Ambaraw TL: Fort Willem I Ambarawa
4.	Transpotition	Translate the grammatical structure from the SL to the TL. SL: Mereka berhasil mempercantik gedung tua TL: They managed to transform the old building
5.	Established Equivalent	Translate the term or expression based on TL dictionaries. SL: Peraturan Pemerintah Nomor 16 Tahun 2021 TL: Government Regulation Number 16 of 2021

2. Expert Appraisal

In this step, the printed pocketbook was given to the supervisor for testing so that it can be revised according to the input provided. The criticism and suggestions about media of pocketbook is to enhance visual design and layout by adding text overlays for better readability, enlarging maps and facility markers, using appropriate icons, include the maps source citations in every image, differentiate Indonesian and English page design, and ensure print-safe margins. Moreover, the criticism and suggestions about material of pocketbook is to improve the accuracy, completeness, and relevance by adding historical dates and explanation, ensuring facility numbering matches the map, including attraction prices and FAQs, enhance the organization and readability of the information by presenting route descriptions in bullet points, and ensure the bilingual content is clearly distinguished.

Form of Validation Product
Bilingual Tourism Information Pocketbook for Fort Willem I Ambarawa

Validator : Alfin Rosyidha, S.Pd., M.A.
Date of validation :

Media Expert Validation

Please checklist one of the selected answers (✓)

- Does the cover of the book "Exploring The Hidden Fort With Owl Your Travel Buddy" look attractive?
☐ Not Attractive ☐ Fairly Attractive ☒ Attractive ☐ Very Attractive
- Is the layout of the writing and elements in the book neat?
☐ Not Neat ☐ Fairly Neat ☐ Neat ☐ Very Neat
- Is the color selection in the design interesting as a tourism information book?
☐ Not Interesting ☐ Fairly Interesting ☐ Interesting ☒ Very Interesting
- Are the types and sizes in the book legible?
☐ Not Legible ☐ Fairly Legible ☐ Legible ☒ Very Legible
- Are the elements given suitable with the provided materials?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Are the images displayed suitable for the provided materials?
☐ Not Suitable ☒ Fairly Suitable ☐ Suitable ☐ Very Suitable
- Is the size of the book being used functionally convenient?
☐ Not Convenient ☐ Fairly Convenient ☐ Convenient ☒ Very Convenient
- Is the book practical to use?
☐ Not Practical ☐ Fairly Practical ☐ Practical ☒ Very Practical
- Is there any more information that needs to be added to this book? If yes, please state below:
 Enhance visual design and layout by adding text overlays for better readability, including maps and facility markers, using appropriate fonts.
 10. Criticism and Suggestions
 ① Include the image source citation
 ② Differentiate Indonesian and English page design.
 ③ Ensure print-to-book accuracy.

Form of Validation Product
Bilingual Tourism Information Pocketbook for Fort Willem I Ambarawa

Validator : Alfin Rosyidha, S.Pd., M.A.
Date of validation :

Material Expert Validation

Please checklist one of the selected answers (✓)

- Is the material in accordance with the title of the book?
☐ Not Accordant ☐ Fairly Accordant ☒ Accordant ☐ Very Accordant
- Is the material provided in the book fulfilling the needs of tourists?
☐ Not Fulfilling ☒ Fairly Fulfilling ☐ Fulfilling ☐ Very Fulfilling
- Is the vocabulary in the book easy to understand?
☐ Not Easy ☐ Fairly Easy ☐ Easy ☒ Very Easy
- Is the language and writing used in the book proper?
☐ Not Proper ☐ Fairly Proper ☐ Proper ☒ Very Proper
- Is the information provided in each chapter clear?
☐ Not Clear ☐ Fairly Clear ☐ Clear ☒ Very Clear
- Is the delivery of information in the book precise?
☐ Not Precise ☒ Fairly Precise ☐ Precise ☐ Very Precise
- Is the writing in each description of Fort Willem I Ambarawa informative?
☐ Not Informative ☐ Fairly Informative ☐ Informative ☒ Very Informative
- Are the information in the pocketbook complete?
☐ Not Complete ☐ Fairly Complete ☒ Complete ☐ Very Complete
- Is there any more information that needs to be added to this book? If yes, please state below:
 Improve the accuracy, completeness, and relevance by adding historical data and explanation, ensuring facility numbering matching the map, including attraction prices and maps.
 10. Criticism and Suggestions
 ① Enhance the organization and readability of the information by presenting more descriptions in bullet points.
 ② Ensure the bilingual content is clearly distinguished.

Figure 4. 18 Media and material expert validation

SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR

Saya yang bertandatangan di bawah ini:

Nama : Alfin Rosyidha, S.Pd., M.A.
NIP : 199512092024062001
Prodi : Bahasa Asing Terapan

Menyatakan bahwa proyek tugas akhir atas nama mahasiswa:

Nama : Anne Marie Heidija
NIM : 40020522650087
Prodi : Bahasa Asing Terapan
Judul TA : Creating A Bilingual Tourism Information Pocketbook of Fort Willem I Ambarawa for Domestic and International Tourists

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

	Layak digunakan tanpa revisi
✓	Layak digunakan dengan revisi sesuai aturan
	Tidak Layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 22 Juni 2026

Validator

Alfin Rosyidha, S.Pd., M.A.
199512092024062001

Catatan:
Pengisian kolom diberi tanda (✓)

Figure 4. 19 Validation form expert

The expert appraisal is also from Sales & Marketing Coordinator and one of staff, the criticism and suggestions about pocketbook is only to adding the chapter about educational package and bookmark with length of 16 cm and width of 3 cm with the same design as cover of pocketbook, then both of them were requested different cover types that is the coordinator asked for hard cover and the staff was asked for plastic cover so it is not easy get dirty or damage later.

Tanggapan Produk
Bilingual Tourism Information Pocketbook for Fort Willem I Ambarawa

Validator : Henry Trisanti
Date of validation : 25 Juni 2014

Mohon ceklist jawaban yang paling sesuai (✓)

1. Apakah desain dan tampilan pocketbook berjudul "Exploring The Hidden Fort With Owl Your Travel Buddy" ini menarik sebagai media informasi wisata?
☐ Tidak Menarik ☐ Cukup Menarik ☒ Menarik ☐ Sangat Menarik
2. Apakah tampilan tulisan dan gambar terlihat rapi?
☐ Tidak Rapi ☐ Cukup Rapi ☒ Rapi ☐ Sangat Rapi
3. Apakah warna yang dipilih dalam pocketbook terlihat nyaman dilihat?
☐ Tidak Nyaman ☐ Cukup Nyaman ☒ Nyaman ☐ Sangat Nyaman
4. Apakah pemilihan nama dan ukuran font terbaca?
☐ Tidak Terbaca ☐ Cukup Terbaca ☒ Terbaca ☐ Sangat Terbaca
5. Apakah materi dan gambar saling berkaitan?
☐ Tidak Berkaitan ☐ Cukup Berkaitan ☒ Berkaitan ☐ Sangat Berkaitan
6. Apakah ukuran pocketbook nyaman dibawa?
☐ Tidak Nyaman ☐ Cukup Nyaman ☒ Nyaman ☐ Sangat Nyaman
7. Apakah informasi yang disajikan sudah lengkap?
☐ Tidak Lengkap ☒ Cukup Lengkap ☐ Lengkap ☐ Sangat Lengkap
8. Apakah materi sesuai dengan judul pocketbook?
☐ Tidak Sesuai ☐ Cukup Sesuai ☒ Sesuai ☐ Sangat Sesuai
9. Apakah kosakata yang digunakan mudah dipahami?
☐ Tidak Paham ☐ Cukup Paham ☒ Paham ☐ Sangat Paham
10. Apakah pocketbook ini memberikan informasi yang bermanfaat bagi wisatawan?
☐ Tidak Bermanfaat ☐ Cukup Bermanfaat ☒ Bermanfaat ☐ Sangat Bermanfaat

11. Apakah penggunaan dua bahasa (Inggris dan Indonesia) sudah sesuai untuk wisatawan domestik dan internasional?
☐ Tidak Sesuai ☐ Cukup Sesuai ☒ Sesuai ☐ Sangat Sesuai
12. Apakah pocketbook ini berpotensi mendukung promosi Benteng Willem I Ambarawa kepada wisatawan?
☐ Tidak Berpotensi ☐ Cukup Berpotensi ☒ Berpotensi ☐ Sangat Berpotensi
13. Apakah pocketbook ini layak digunakan sebagai media informasi bagi pengunjung Benteng Willem I Ambarawa?
☐ Tidak Layak ☐ Cukup Layak ☒ Layak ☐ Sangat Layak

14. Apakah terdapat informasi lain yang perlu ditambahkan dalam pocketbook ini? Jika ya, mohon sebutkan:

Paket edukasi : (If you can, if not it's ok) .

15. Kritik dan Saran:

Thank you for giving us this pocket book for exploring the hidden fort Willem I Ambarawa, it's helping us to know the history of this place .

Tanggapan Produk
Bilingual Tourism Information Pocketbook for Fort Willem I Ambarawa

Validator : Yenny Kurniasih
Date of validation : 25 Juni 2014

Mohon ceklist jawaban yang paling sesuai (✓)

1. Apakah desain dan tampilan pocketbook berjudul "Exploring The Hidden Fort With Owl Your Travel Buddy" ini menarik sebagai media informasi wisata?
☐ Tidak Menarik ☐ Cukup Menarik ☐ Menarik ☒ Sangat Menarik
2. Apakah tampilan tulisan dan gambar terlihat rapi?
☐ Tidak Rapi ☐ Cukup Rapi ☐ Rapi ☒ Sangat Rapi
3. Apakah warna yang dipilih dalam pocketbook terlihat nyaman dilihat?
☐ Tidak Nyaman ☐ Cukup Nyaman ☐ Nyaman ☒ Sangat Nyaman
4. Apakah pemilihan nama dan ukuran font terbaca?
☐ Tidak Terbaca ☐ Cukup Terbaca ☒ Terbaca ☐ Sangat Terbaca
5. Apakah materi dan gambar saling berkaitan?
☐ Tidak Berkaitan ☐ Cukup Berkaitan ☐ Berkaitan ☒ Sangat Berkaitan
6. Apakah ukuran pocketbook nyaman dibawa?
☐ Tidak Nyaman ☐ Cukup Nyaman ☐ Nyaman ☒ Sangat Nyaman
7. Apakah informasi yang disajikan sudah lengkap?
☐ Tidak Lengkap ☐ Cukup Lengkap ☐ Lengkap ☒ Sangat Lengkap
8. Apakah materi sesuai dengan judul pocketbook?
☐ Tidak Sesuai ☐ Cukup Sesuai ☐ Sesuai ☒ Sangat Sesuai
9. Apakah kosakata yang digunakan mudah dipahami?
☐ Tidak Paham ☐ Cukup Paham ☐ Paham ☒ Sangat Paham
10. Apakah pocketbook ini memberikan informasi yang bermanfaat bagi wisatawan?
☐ Tidak Bermanfaat ☐ Cukup Bermanfaat ☐ Bermanfaat ☒ Sangat Bermanfaat

11. Apakah penggunaan dua bahasa (Inggris dan Indonesia) sudah sesuai untuk wisatawan domestik dan internasional?
☐ Tidak Sesuai ☐ Cukup Sesuai ☐ Sesuai ☒ Sangat Sesuai
12. Apakah pocketbook ini berpotensi mendukung promosi Benteng Willem I Ambarawa kepada wisatawan?
☐ Tidak Berpotensi ☐ Cukup Berpotensi ☐ Berpotensi ☒ Sangat Berpotensi
13. Apakah pocketbook ini layak digunakan sebagai media informasi bagi pengunjung Benteng Willem I Ambarawa?
☐ Tidak Layak ☐ Cukup Layak ☐ Layak ☒ Sangat Layak

14. Apakah terdapat informasi lain yang perlu ditambahkan dalam pocketbook ini? Jika ya, mohon sebutkan:

Cukup menarik dan informatif

15. Kritik dan Saran:

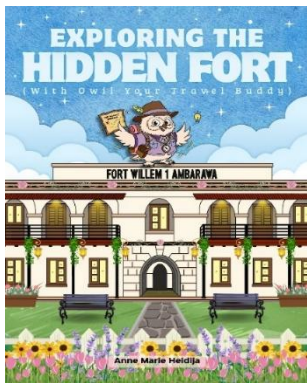
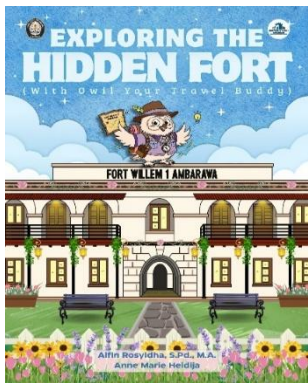
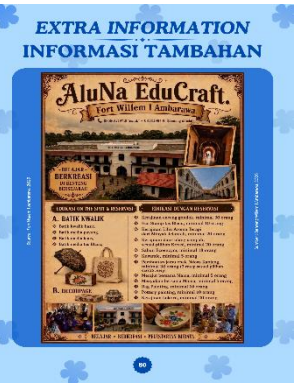
Saran agar pada cover book disusutkan lipatan untuk memudahkan agar cover tidak mudah kotor, rusak dan rusak. Bisa juga disusutkan pembatas buku dengan panjang 16-17 cm dengan lebar 3-3,5 cm dengan gambar yg sama.

Figure 4. 20 Sales & Marketing Coordinator and Staff Validation

3. Product Revision

After conducting the expert appraisal process, here are below the process of revision based on the suggestion from supervisor and Sales & Marketing team.

Table 4. 3 The process of before and after revision

Revision	Before	After
1. COVER DESIGN The revision is to add supervisor name above the writer name and change the font colour from black to blue, also add the logos of Universitas Diponegoro and Fort Willem I Ambarawa.		
2 TRANSLATION TECHNIQUES The revision is change from literal to transposition, also changes the grammar and tenses, so the sentences flow like a native speaker.		
3. MATERIAL The revision is to add new chapter as suggested by the supervisor, examiners, and the Sales & Marketing Coordinator to input FAQ, educational package, writers profile, tenant list map, and references.		

4. BACKGROUND

The revision is differentiate Indoensian and English page design, enhance visual design and layout by adding text overlays for better readability, so that the text does not blend with the background itself. This revision was suggested by the supervisor.



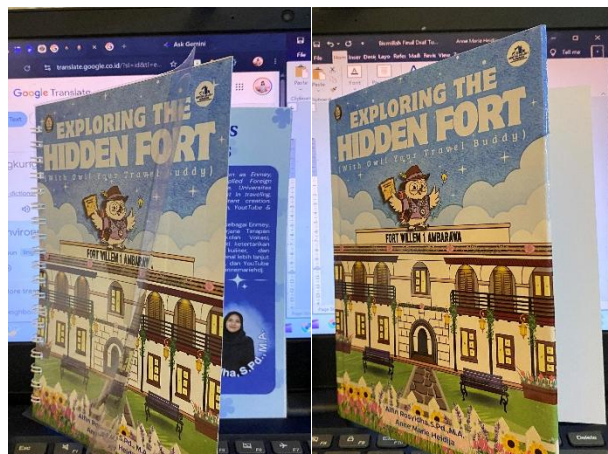
5. BOOKMARK

The revision is to add a bookmark with a length of 16 cm and a width of 3 cm with the same as the design of the cover that is available in English and Indonesian.



6. TYPES OF BOOK COVER

The revision is change the cover book to plastic and hard cover, so the cover or book itself is not dirty or damaged, as suggested by the Sales & Marketing Coordinator and staff.



11. NUMBERING The revision is to add number on the chaoter entitled of Directory Map, Tenant List Map, Historical Timelines and numbering every facilities.	
12 IMAGES The revision is changes the image to related the explanation, so that tourists can visualize the text. For example change the image related to sign guidelines.	
13 NEAR DESTINATION The revision is shortening the destination to only a 5 km radius as suggested by the supervisor to focus on Fort Willem I Ambarawa.	

4.1.4 Disseminate

1. Diffusion

After 6 months in completing the pocketbook and through the revision from supervisor and Sales & Marketing team, the writer then giving it to Sales & Marketing Coordinator on 4 July 2026 in 2 (two) form such as hard cover and mika cover transparent plastic before the front cover. As the result, they from were presented the writer with a souvenir specially made from Fort Willem I Ambarawa and took a picture together.



Figure 4. 21 The process of disseminate product

2. Feedback

In this step, the writer asked 2 (two) domestic tourists from Indonesia and also 2 (two) international tourists from India for feedback as shown in Figure 4.20.

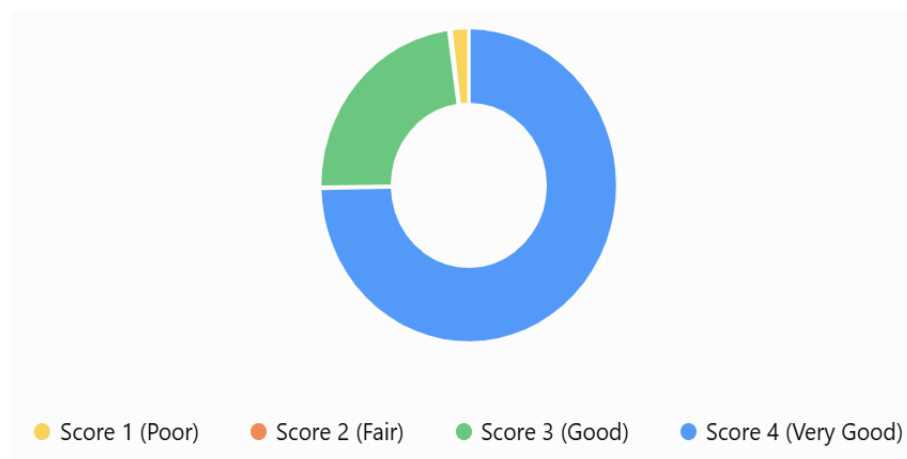


Figure 4. 22 Product Feedback Result

Across the 14 question indicators about the media and material of the pocketbook, the four respondents generally gave positive feedback. All four respondents gave scores of 3 (Good) or 4 (Very Good) for most of the indicators.

However, one respondent gave a score of 1 (Poor) for the font readability indicator, while there is no respondent gave a score of 2 (Fair). This result indicates that the bilingual tourism information pocketbook was generally well received by the respondents in terms of its design, content, readability, practicality, and usefulness for tourists. The low score was related to font readability, and the respondent suggested giving more space between the layout and the page number on pages ii–vi to improve readability. This feedback was considered as a minor revision for improving the visual arrangement of the pocketbook.

4.2 Discussion

A pocketbook entitled “Exploring the Hidden Fort With Owl Your Travel Buddy” was created as a media information for domestic and international tourists at Fort Willem I Ambarawa. The content structure in the pocketbook is the same with other books, which has cover, introduction, main contents, and closing. From the observation and interview steps, this pocketbook was their first official book, due to they does not yet have media such as books for tourists. Previously, Fort Willem I Ambarawa only has a poster about history that displayed in the literacy room and only has information media in brochure, but only show about booking categories with price list. This new innovation of pocketbook can become additional supporting media for Sales & Marketing of Fort Willem I Ambarawa in giving the information services. This book has been handed over to the relevant parties and be used in information service activities at the Sales & Marketing office and also be used as supporting media for tour guides when serving tourists.

The final result, pocketbook has 94 (ninety four) pages with B6 size which contains about cover, writers profile, preface, list of contents, introduction, vision

& mission, the history, historical timelines, notes for building owner, earthquake records, tourist guidelines, routes & accessibility, visiting tips, contact & information, top 3 spots, educational spot, directory map, map legend & facilities, attractions price list, booking list, tenant list, closing, FAQ, crossword puzzle, extra information, nearby destinations, location map, message & impression, tenant list map, key answer, special thanks, and references. All these materials were based on suggestions from the suggested by supervisor, examiners, Sales & Marketing Coordinator and staff from expert appraisal to get the best final result. Then for the feedback itself, both domestic and international tourists said that this book was really helpful in giving them information that did not appear in the website.

In addition, this study is support the findings by Thobibi et al. (2025) that bilingual media is really effective for international tourists due to they were not able to understand in our languages, same as previous study two by Rojabi et al. (2025) said that every tourist destination needs a tourism information media in bilingual to help tourists and also manager of that place to giving services better in information. Furthermore, this pocketbook fills the research gap from Nurmala & Arafat (2024), which only made a map and analyzed the defense system. The writer then upgrade their research into a practical pocketbook with directory maps and local routes. By combining bilingual tourist information with history, hopefully this pocketbook may help and satisfy tourists, even though at the time of creating this pocketbook, the fort is still in phase 1 of revitalization, which has 2 (two) more phases.