

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In this study, the writer succeeded in creating a product in the form of a bilingual pocketbook entitled “Exploring the Hidden Fort with Owl Your Travel Buddy” and found out how the process of creating this bilingual pocketbook using the Research and Development method developed by Thiagarajan et al. (1974) with the 4D development model. Starting from the define stage, which are collecting data through observation, interview, and documentation steps, the writer clearly identified that Fort Willem I did not yet have an official book for tourists and rarely using the English language. After that, the writer moved to the design stage, which selecting data from the previous steps and creating an initial design for the mascot and iconic building for the cover design using the application ibisPaint.

Then, in the develop stage, the writer continued the previous step by creating a cover, background of pocketbook, selecting the color palettes, making banner for the Google Form of message and impression, and producing the final product with application named Canva. Afterward, the final process of disseminate stage was conducted by printing the bilingual pocketbook into 2 (two) version that is hard cover and plastic cover, to then handed over related parties to be used as an information media for tourists and also the writer was asked to fill the form of feedback to Sales & Marketing coordinator and staff of Fort Willem I Ambarawa. The great result was achieved following some process conducted by the writer in creating the bilingual pocketbook for the Sales & Marketing Division, even though it took about 6 months to get maximum results.

5.2 Suggestion

Since conducting this study, the writer realized that it was far from perfect due to limitations that need improvement in future research. However, overall this bilingual pocketbook can be used on an ongoing basis as one of the official information resources for domestic and international tourists at the Sales and Marketing Office. The content of the pocket book also needs to be updated regularly, especially regarding facilities, ticket prices, attraction categories, booking list, and accessibility, to make sure the information is newest. Finally, it is recommended that the management team develop a digital version to complement the print version, so that tourists can access the information anytime and anywhere at Fort Willem I Ambarawa.