

**CREATING A BILINGUAL VISUAL CULTURAL
HERITAGE TRAVEL GUIDE AS A PROMOTIONAL
MEDIUM OF KOTAGEDE**



FINAL ASSIGNMENT

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

by

Syifandra Maularissa

40020522650078

**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL SCHOOL
UNIVERSITAS DIPONEGORO**

2026

STATEMENT OF ORIGINALITY

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The undersigned below:

Name : Syifandra Maularissa

Students ID : 40020522650078

Signature : 

Dates : Semarang, 30 July 2026

APPROVAL SHEET
A FINAL ASSIGNMENT
CREATING A BILINGUAL VISUAL CULTURAL HERITAGE TRAVEL
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by

Syifandra Maularissa
40020522650078

Semarang, 30 July 2026

Approved by
Supervisor



Windy Harsiwi, S.Pd., M.Int.Cul.
NIP. 199111262024062002

ACCEPTANCE

This Final Project was submitted by:

Name : Syifandra Maularissa
NIM : 40020522650078
Study Program : Applied Foreign Language
Title of Final Project : Creating A Bilingual Visual Cultural
Heritage Travel Guide As A Promotional
Medium Of Kotagede

This study has been examined and is accepted for in partial fulfillment of the requirement for the degree of Applied Bachelor in Applied Foreign Language of Vocational School Universitas Diponegoro

Examiners Board:

Chairman : Windy Harsiwi, S.Pd., M.Int.Cul.

()

Examiner : Alfin Rosyidha, S.Pd., M.A.

()

Examiner : Girindra Putri Ardana Reswari S.Pd., M.Sc., Ph.D.

()

Semarang, 10 August 2026

Head of Applied Foreign Language Study Program,



Sriwahyu Istana Trahutami, S.S., M.Hum.

NIP.197401032000122001

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ABSTRACT

Kotagede is a cultural heritage area in Yogyakarta possessing significant historical, cultural, and tourism value. However, the availability of bilingual tourism information remains limited. This study addresses the need for tourism information regarding Kotagede's cultural heritage that is informative, easy to understand, visually appealing, and available in both Indonesian and English. The study employs a Research and Development (R&D) method adapted from the Borg and Gall (1983) model into eight stages. The developed guidebook was evaluated by subject matter and media experts and field-tested with domestic and international tourists in Kotagede. The results indicate that the guidebook is suitable for use as a tourism information resource. It features an attractive design, is easy to understand, and effectively presents information on Kotagede's cultural heritage and tourist attractions. This bilingual guidebook serves as an effective tool for promoting Kotagede.

Keywords: bilingual travel guide, cultural heritage tourism, Kotagede

ABSTRAK

Kotagede merupakan kawasan warisan budaya di Yogyakarta yang memiliki nilai sejarah, budaya, dan pariwisata. Namun, ketersediaan informasi pariwisata dwibahasa masih terbatas. Penelitian ini dilatarbelakangi oleh kebutuhan wisatawan terhadap informasi mengenai warisan budaya Kotagede yang informatif, mudah dipahami, menarik secara tampilan, serta tersedia dalam bahasa Indonesia dan bahasa Inggris. Penelitian ini menggunakan metode Penelitian dan Pengembangan (R&D) yang diadaptasi dari model Borg dan Gall (1983) menjadi delapan tahapan. Panduan wisata yang dikembangkan dievaluasi oleh ahli materi dan ahli media, serta diuji coba kepada wisatawan domestik dan mancanegara di Kotagede. Hasil penelitian menunjukkan bahwa panduan wisata tersebut layak digunakan sebagai sarana informasi pariwisata. Panduan wisata ini memiliki tampilan yang menarik, mudah dipahami, serta bermanfaat dalam menyajikan informasi mengenai warisan budaya dan daya tarik wisata Kotagede. Panduan wisata dwibahasa ini dapat menjadi sarana informasi pariwisata yang efektif untuk mempromosikan Kotagede.

Kata kunci: *Kotagede, panduan wisata dwibahasa, wisata warisan budaya*

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