

ABSTRACT

Jamalsari Tourism Village is a tourism village located on the western edge of the Jatibarang reservoir area and the Kreo Cave tourist attraction. The establishment of this tourism village began with the Jamalsari Village Tourism Awareness Group (POKDARWIS) which agreed to take advantage of the natural potential in the Jamalsari Tourism Village which is located around the Jatibarang reservoir area. However, due to a lack of marketing management, Jamalsari tourism village is still constrained in media promotion to tourists. As a result, the Jamalsari tourism village is less exposed to society. Therefore, the effort that can be made is to create a bilingual booklet to improve the promotional media of Jamalsari tourism village. This study aims to explain the importance and describe the process of the bilingual booklet in the Jamalsari tourism village. The method used in this study is Research and Development. The Research and Development method contains ten steps. Nevertheless, this study only used 8 of 10 steps, such as potential and problems, data collection, product design, design validation, design revision, product trials, product revision, and final product. The reason why this study only used 8 steps is because this study only requires a limited sample test and does not produce a mass product. In designing the bilingual booklet, the data collection was used in this study by conducting a triangulation method consisting of observation, interview, and documentation. The result of this study is a bilingual booklet which is completed by a QR code that consists of audio and an ebook that can allow the tourists to access information on Jamalsari Tourism Village through audio that has been uploaded to Google Drive and ebook on the AnyFlip application. Then it will be handed over to the Jamalsari Tourism Village as promotional media for local and foreign tourists to visit Jamalsari tourism village.

Keywords: Promotional Media, Tourism Village, Bilingual Booklet