

**CREATING BILINGUAL BOOKLET EQUIPPED WITH
AUDIOBOOK TO PROMOTE MANDALA BHAKTI
MUSEUM SEMARANG**



FINAL ASSIGNMENT

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

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
UNIVERSITAS DIPONEGORO
2023**

STATEMENT OF ORIGINALITY

This is to certify that thesis definitely my original work. I am completely responsible for the content of this thesis. Other writers; opinion or finding included in this project are quoted or cited in accordance with ethnical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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A FINAL ASSIGNMENT

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ABSTRACT

Mandala Bhakti Museum is a museum belonging to Kodam IV/Diponegoro, which contains historical evidence of the heroes struggle. This museum is open to the public and has visitors, both domestic and foreign. Unfortunately, the lack of ability to speak English fluently is a problem faced by museum staff. Moreover, the museum also has a problem with media promotion, which lags behind other museums in Semarang. The study aims to explain the importance of a bilingual booklet equipped with an audiobook to promote Mandala Bhakti Museum and the process to create it. This study was conducted at Mandala Bhakti Museum, a historical and beautiful museum that needs to be promoted. The method used in this study was Research and Development method (R&D), proposed by Sugiyono. This study used eight steps, such as potential and problems, data collection, product design, design validation, design revision, product trial, product revision, and final product. The reason for using eight steps is because this product is not mass-produced and only tested on a small group. As a result of the study, the writer is able to provide an attractive booklet accompanied by an audiobook. The booklet contains detailed information about the museum in two languages, and while reading the text in the booklet, the visitors will listen to the audio recording. It will increase their understanding of the information they read. Therefore, it is recommended that the bilingual booklet equipped with audiobooks produced by the writer can be used as much as possible as promotional media by Mandala Bhakti Museum Semarang.

Keywords: bilingual booklet, audiobook, promote, museum

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