

**CREATING BILINGUAL TOURISM BOOKLET  
TO PROMOTE KAMPUNG SENI SEMARANG**



**FINAL ASSIGNMENT**

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

By

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**BACHELOR OF APPLIED FOREIGN LANGUAGE**

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**APPROVAL SHEET**

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

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## ABSTRACT

In this era, the influence of the development of language and culture has covered various aspects, one of which is tourism. Tourism in Indonesia has developed quite rapidly, marked by several facilities and infrastructure with other language options. One of them is a bilingual booklet. Bilingual booklet is the latest innovation as a form of promotional media owned by a tourist attraction as a forum for information that tourists can observe. Kampung Seni Semarang is a tourist village located in the center of Semarang City which offers a variety of traditional cultural educational tours. Therefore, the study aims to explain the importance the bilingual booklet in promoting Kampung Seni Semarang and to describe the process of designing the bilingual booklet to promote Kampung Seni Semarang. The method used is Research and Development from Sugiyono and Borg & Gall. There are ten steps are carried out sequentially, namely: (1) potential and problems, (2) data collection, (3) design production, (4) design validation, (5) design revision, (6) small scale test, (7) design revision 1, (8) big scale test, (9) design revision 2 and (10) mass production. The study only use eight steps, namely: (1) potential and problems, (2) data collection, (3) design production, (4) design validation, (5) design revision, (6) product trial, (7) product revision and (8) final product according to research needs. The two main languages used are Indonesian and English. The result of this study is bilingual booklet for Kampung Seni and equipped with a several barcode that contains of video compilation and maps route to Kampung Seni Semarang.

**Keywords: Promotion, Tourism, Bilingual Booklet.**