

**DESIGNING A BILINGUAL BOOKLET AS  
PROMOTIONAL MEDIUM OF  
*DESA WISATA BRANJANG***



FINAL ASSIGNMENT

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

By

**Shofani Elgiyarin Saputri**

**Student Number: 40020519650001**

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

**2023**

**APPROVAL SHEET  
A FINAL ASSIGNMENT**

**Designing A Bilingual Booklet as Promotional Medium of *Desa  
Wisata Branjang***

**By**

**Shofani Elgiyarin Saputri  
Student's Number: 40020519650001**

Semarang, September 29<sup>th</sup> 2023

**Approved by  
Supervisor**



**Lenggahing Asri Dwi Eko Saputri, S.Pd., M.Pd.  
NPPU H.7. 199006122018072001**


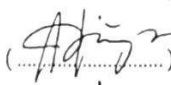

## ACCEPTANCE

This Final Assignment was submitted by :

Name : Shofani Elgiyanin Saputri  
Student's Number : 40020519650001  
Study Program : Applied Foreign Languages  
Title of Final Assignment : Designing A Bilingual Booklet as  
Promotional Medium of *Desa Wisata  
Branjang*

This study has been examined and is accepted for impartial fulfillment of the requirement for the degree of Applied Foreign Languages of Vocational College Diponegoro University.

### Examiners Board

1. Lenggahing Asri Dwi Eko Saputri, S.Pd., M.Pd. : ()
2. Aditya Nur Patria, S.Hum., M.App.Ling. : ()
3. Fitri Alfariy, S.Pd., M.Hum. : ()

Semarang, October 31<sup>st</sup> 2023

Head of Applied Foreign Languages Study Program



Sriwahyu Istana Trihutami, S.S., M.Hum.

NIP. 197401032000122001

## STATEMENT OF ORIGINALITY

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

Name : Shofani Elgiyarin Saputri

NIM : 40020519650001

Signature : 

Date : September 21<sup>st</sup>, 2023

## ACKNOWLEDGEMENTS

In the name of Allah, the Most Beneficent, the Most Merciful. All the praise and thanks be to Allah, with His permission, researcher can complete the entire works of Final Assignment:

I am personally really grateful to:

1. Lenggahing Asri Dwi Eko Saputri, S.Pd., M.Pd. as the supervisor. I am grateful for all your support, guidance, and warmth given to me.
2. All lecturers of the Applied Foreign Languages Bachelor Program who have guided me during my study, to the faculty, Applied Foreign Languages Bachelor Program staff who have helped and provided me with all of the necessary materials.
3. *Desa Wisata Branjangan* Managers, who have provided me with the willingness and opportunity to do research, and also provided with the material for the bilingual booklet.
4. To my beloved family who has always been willing to be good listeners, advisers, given joy, support, and encouragement in every situation in the process of this final assignment.
5. To my best project partner, Yasmin, who has accompanied me and struggled together in working on this final assignment.
6. To all my best friends, Abrar, Nisa, Jelita, and Fatiya, who have been part of my life story for four years, every tear and cheer have been through together, and always supported each other in every process until the completion of this final assignment.
7. To my friends from KKN, Taniqi, Shevira, and Kapek, who have given encouragement and joy for these few months.

I hope this final assignment can be a good reference for readers. I realize that there are a lot of weakness in this research report, so any criticism and suggestions are highly appreciated.

Semarang, September 21<sup>st</sup>, 2023



Shofani Elgiyarin Saputri

## TABLE OF CONTENTS

	<b>Page</b>
APPROVAL SHEET .....	ii
ACCEPTANCE .....	iii
STATEMENT OF ORIGINALITY .....	iv
ACKNOWLEDGEMENTS .....	v
TABLE OF CONTENTS .....	vi
LIST OF TABLES .....	ix
LIST OF FIGURES.....	x
LIST OF APPENDICES .....	x
ABSTRACT .....	xiii
CHAPTER I .....	1
1.1 Background of the Study .....	1
1.2 Statement of Problem .....	2
1.3 Objective of the Study .....	3
1.4 Significance of the Study.....	3
1.5 Output.....	3
CHAPTER II.....	4
2.1 Tourism .....	4
2.2 Types of Tourism .....	4
2.3 Tourism Village.....	5
2.4 Types of Tourism Village.....	6
2.5 Promotional Media .....	6
2.6 Types of Promotional Media .....	7
2.7 Booklet .....	8

2.8	The Advantages of Booklet .....	9
2.9	The Disadvantages of Booklet .....	9
2.10	Elements of Booklet .....	9
2.11	Booklet Design Principles .....	10
2.12	Previous Study .....	11
2.13	Variable Operation .....	13
CHAPTER III .....		15
3.1	Research Method .....	15
3.1.1	Potential and Problem .....	16
3.1.2	Data Collection .....	16
3.1.2	Design Production .....	20
3.1.3	Design Validation .....	20
3.1.4	Design Revision .....	24
3.1.5	Product Trial .....	24
3.1.6	Product Revision .....	26
3.1.7	Final Production .....	26
3.2	Project Timeline .....	27
CHAPTER IV .....		28
4.1	Results .....	28
4.1.1	Desa Wisata Branjang Profile .....	28
4.1.2	The Process of Designing a Bilingual Booklet as Media Promotion of <i>Desa Wisata Branjang</i> .....	29
4.1.3	The Importance of a Bilingual Booklet as Media Promotion of <i>Desa Wisata Branjang</i> .....	69
4.2	Discussion .....	70
CHAPTER V .....		72
5.1	Conclusion .....	72

5.2 Suggestion .....	73
BIBLIOGRAPHY .....	74
APPENDICES .....	76



## LIST OF TABLES

<b>Number</b>	<b>Title of Tables</b>	<b>Page</b>
Table 2. 1	Table of Variable Operation.....	13
Table 3. 1	List of Interview Questions .....	18
Table 3. 2	Media Validation Indicator (Manik et al, 2011).....	21
Table 3. 3	Material Validation Indicator (Manik et al, 2011) .....	22
Table 3. 4	The Researcher's Media Expert Validation .....	22
Table 3. 5	The Researcher's Material Expert Validation.....	23
Table 3. 6	Modified Likert Scale.....	25
Table 3. 7	Table of Project Timeline.....	27
Table 4. 1	Data Respondents of Product Trial.....	63
Table 4. 2	Product Trial Scale Measurement Results.....	64

## LIST OF FIGURES

<b>Number</b>	<b>Title of Figures</b>	<b>Page</b>
Figure 3. 1	Borg and Gall (1983) Research and Development Flow.....	15
Figure 3. 2	Research and Development Flow Used by Researcher .....	16
Figure 3. 3	Nature Attraction Documentation .....	18
Figure 3. 4	Cultural Event Documentation .....	19
Figure 3. 5	Tour Package Documentation .....	19
Figure 3. 6	Information of Nature Attraction in <i>Desa Wisata Branjang's</i> Website .....	19
Figure 3. 7	Information of Tour Package in <i>Desa Wisata Branjang's</i> Website	20
Figure 3. 8	Aquarium Decoration Product.....	20
Figure 4. 1	<i>Jadesta</i> Website.....	31
Figure 4. 2	<i>Desa Wisata Branjang's</i> Website.....	31
Figure 4. 3	Coffee Making Process.....	31
Figure 4. 4	Chips Making Process .....	32
Figure 4. 5	Interview with Mr. Yuda and Mr. Jumarno.....	33
Figure 4. 6	Interview with Mr. Yoga .....	33
Figure 4. 7	Resin and Wood Product.....	34
Figure 4. 8	Information of The Attraction in <i>Desa Wisata Branjang's</i> Website .. .....	34
Figure 4. 9	Colour Palette of The Booklet.....	36
Figure 4. 10	Translation Result Using Bing Translator .....	37
Figure 4. 11	Grammar Result Using QuillBot .....	37
Figure 4. 12	Booklet Font Cover .....	38
Figure 4. 13	Booklet Back Cover .....	38
Figure 4. 14	Introduction of the Manager of <i>Desa Wisata Branjang</i> .....	39
Figure 4. 15	Table of Contents .....	40
Figure 4. 16	<i>Desa Wisata Branjang</i> Profile.....	40
Figure 4. 17	Nature Attraction of <i>Desa Wisata Branjang</i> .....	41
Figure 4. 18	Educational Attraction of <i>Desa Wisata Branjang</i> .....	43

Figure 4. 19	Cultural Events of <i>Desa Wisata Branjang</i> .....	44
Figure 4. 20	MSME Products of <i>Desa Wisata Branjang</i> .....	45
Figure 4. 21	Homestay of <i>Desa Wisata Branjang</i> .....	46
Figure 4. 22	Tour Packages of <i>Desa Wisata Branjang</i> .....	47
Figure 4. 23	Author's Biography of Bilingual Booklet.....	48
Figure 4. 24	Media Expert Validation Form.....	49
Figure 4. 25	Material Expert Validation Form .....	50
Figure 4. 26	Colour Palette of The Booklet.....	51
Figure 4. 27	Booklet Front Cover Before Revision .....	52
Figure 4. 28	Booklet Front Cover After Revision .....	52
Figure 4. 29	Booklet Back Cover .....	53
Figure 4. 30	Sub-Cover of The Booklet.....	53
Figure 4. 31	Introduction of the Manager of <i>Desa Wisata Branjang</i> .....	54
Figure 4. 32	Table of Contents of The Booklet .....	54
Figure 4. 33	<i>Desa Wisata Branjang</i> Profile.....	55
Figure 4. 34	Nature Attraction of <i>Desa Wisata Branjang</i> .....	56
Figure 4. 35	Educational Attraction of <i>Desa Wisata Branjang</i> .....	57
Figure 4. 36	Cultural Events of <i>Desa Wisata Branjang</i> .....	58
Figure 4. 37	Tour Packages of <i>Desa Wisata Branjang</i> .....	59
Figure 4. 38	Homestay of <i>Desa Wisata Branjang</i> .....	60
Figure 4. 39	MSME Products of <i>Desa Wisata Branjang</i> .....	62
Figure 4. 40	Product Trial with <i>Desa Wisata Branjang</i> Staffs .....	62
Figure 4. 41	Product Trial with Local Tourists.....	63
Figure 4. 42	Product Trial with Foreign Tourists .....	63
Figure 4. 43	Feedback from <i>Desa Wisata Branjang</i> Staffs .....	65
Figure 4. 44	Additional Educational Attraction of <i>Desa Wisata Branjang</i> .....	66
Figure 4. 45	Additional Tour Packages of <i>Desa Wisata Branjang</i> .....	67
Figure 4. 46	Additional MSME Products of <i>Desa Wisata Branjang</i> .....	67
Figure 4. 47	Feedback from Local Tourists.....	68
Figure 4. 48	Additional Information of <i>Desa Wisata Branjang</i> Profile .....	68
Figure 4. 49	<i>Desa Wisata Branjang</i> Route .....	69

## **LIST OF APPENDICES**

<b>Number</b>	<b>Title of Appendices</b>	<b>Page</b>
Appendix 1	Data Retrieval Permit .....	76
Appendix 2	Interview Transcript .....	77
Appendix 3	Questionnaire of Product Trial .....	89
Appendix 4	Link Access .....	91
Appendix 5	Documentation .....	92
Appendix 6	Turnitin Result.....	93

## ABSTRACT

*Desa Wisata Branjang* is a tourism village located in West Ungaran District, Semarang Regency. This tourism village has a lot of potential, such as nature attractions, educational attractions, cultural events, and interesting MSME products. However, due to a lack of management marketing, *Desa Wisata Branjang* is still constrained in its promotional media for tourists. As a result, *Desa Wisata Branjang* is still unknown to many people. Therefore, efforts that can be deployed are to make a bilingual booklet to improve the promotional media of *Desa Wisata Branjang*. This study aims to explain the importance of bilingual booklet as a promotional medium and describe the process of making bilingual booklet for *Desa Wisata Branjang*. The method used in this study is Research and Development by Sugiyono (2013). There are ten steps that need to be done, but this study only uses eight steps, including potential and problem, data collection, design production, design validation, design revision, product trial, product revision, and final production. The reason this study only used eight steps is because it only required limited sample testing and did not produce mass products. In designing the bilingual booklet, data collection in this study was conducted using a triangulation method consisting of observation, interviews, and documentation. The result of this study is a bilingual booklet equipped with a QR code to access the *Desa Wisata Branjang* website. Then, it will be handed over to *Desa Wisata Branjang* as a promotional medium for local and foreign tourists to visit *Desa Wisata Branjang*.

**Keywords:** *Desa Wisata Branjang*, Promotional Medium, Bilingual Booklet