CHAPTER IV
RESULT AND DISCUSSION

4.1 Result

The product of this research is a bilingual profile book entitled "A Memorable Past at the Kota Lama Museum." The idea for this book arose based on the results of interviews with the Head of the Kota Lama Museum, Mrs. Farah, who explained that the decline in visitors in 2024 was caused by the lack of accessible information about the museum after the Lunpia app was deactivated, and she suggested that information media should be uploaded on the Konco Dolan app. In addition, an interview with Mr. Adjie, the museum curator, revealed that tourists were often unable to fully explore the museum's collections due to limited visiting time, which made the museum less attractive without effective and targeted information. To address these issues, this book was designed to provide comprehensive and accessible information that is easy for readers to understand. The bilingual format was chosen to reach both domestic and international tourists, especially those who are short on time when visiting the museum. The content includes the history of Semarang City and the Kota Lama Museum, explanations of the collections in each room, museum facilities and culinary recommendations for tourists who wish to enjoy local cuisine. The book is designed in a standard format and printed in A5 size (14.8 cm x 21 cm), with a soft cover, 100 GSM HVS paper for the contents, totaling 91 pages, and is structured into the cover, main content, and back cover. This book was created with several different layouts to attract tourists to read it and to avoid monotony.

4.1.1 Potential and Problems

The first step taken before creating a bilingual museum profile book for informational purposes is to identify the potential and issues described below.

4.1.1.1 Potential Analysis

Semarang is widely known for its history. Historical tram cars can be found at the Kota Lama Museum site. The Kota Lama Museum is a museum chosen by

researchers for further study. While conducting research and gathering information, researchers discovered that the Kota Lama Museum is unique because it is the only museum that tells the history of Semarang using immersive 3D technology. This fact could become a potential attraction for the Kota Lama Museum in the present and future. In addition to its location advantage, the collection at the Kota Lama Museum is also quite intriguing.

4.1.1.2 Problem Analysis

In addition to analyzing the potential, several issues or obstacles were identified at the tourist site. During the observation, issues or obstacles such as the limited time given to tourists to explore the museum's collection and the limited information media about the Kota Lama Museum were identified. Based on the issues or obstacles identified, the researcher decided to create a bilingual book in Indonesian and English, which was provided to the museum and uploaded to the "Konco Dolan" application. With this profile book, tourists can read about all the collections and historical findings before leaving the museum and receive information before visiting the museum.

4.1.1.3 Data Collection

At the data collection stage found the basis for making a book. Several elements need to be considered in bilingual profile book designs, such as consistency, format and letter size, and use of space. Some ways to attract attention to the book are colour, letters, and size. Then in making a design get some references about tourist tours After getting a few references and drafting the material in the profile book .

a. Observation

The observation was conducted by visiting the Kota Lama Museum. The researchers conducted the observation with the assistance of the Kota Lama Museum staff in Semarang. The researchers informed the museum staff that they would be conducting a project at the Kota Lama Museum. In addition, the author prepared a letter of introduction from the university. The researchers began their observation on February 16. The first observation was conducted to collect primary

data. The initial observation was done by observing the area from the street to the museum. After that, the observation was accompanied by the staff of the Kota Lama Museum in Semarang.

Figure 4.1 Observation with staff kota lama museum

The results of the observation included the profile of the Kota Lama Museum and some of the museum's collections in the Kota Lama Museum in Semarang.

b. Interview

 After conducting observations, the second data collection technique used was interviews. Interviews were conducted to obtain information directly. The results of the interviews will be used as the basis for creating a profile book. The first interview was conducted with Mrs. Farah, the director of the Kota Lama Museum in Semarang. The questions discussed in the interview included the profile of the Kota Lama Museum, museum visit data, and the layout, color, and content of the book we will create. Some questions also inquired about the need for information media at the Semarang Kota Lama Museum for the Konco Dolan application. The results of the interviews showed that the Kota Lama Museum needed more structured and attractive information media to support the delivery of information to tourists. From Ms. Farah's explanation, data was obtained regarding the museum's profile, number of visits, and input related to the layout, colors, and content that should be displayed in the profile book.

Figure 4.2 Interview with head of the Kota Lama Museum

The next interview was conducted with Mr. Adjie as the museum curator. This interview focused on the history of the Kota Lama Museum in Semarang, the history of the tram discovery found at the Kota Lama Museum and the lack of time to explore the museum.

Figure 4.3 Interview with the curator of kota lama museum

From the results of the interviews, it was found that there were problems related to the limitations of information media. Therefore, the researchers decided to create a bilingual profile book for the Kota LamaMuseum.

4.1.1.4 Product Design

Before creating a bilingual profile book, the first stage begins with the Planning phase, where careful consideration and thorough preparation form the foundation for an engaging and successful project. At this stage, we develop a framework for the entire book by outlining the main topics, the main narrative range, and the main interactive components. This process begins with developing an informative book design concept that aligns with the subject matter and seamlessly integrates artistic expression with user interaction. Additionally, the target audience is carefully defined, their preferences and interests are identified, and the book's interactions and content are tailored to its production objectives.

a. The Preparation Stage of the Material

From this point, we establish the book's content concept, where the book is structured as follows :

1) Introduction includes acknowledge, table of contents and about semarang history
2) The material in the book includes the history of Kota Lama museum, museum information, access public to the museum, fasilities in museum, room 1 (Semarang city history), room 2 (Semarang city timeline), room 3 (collection room), room 4 (train room)
3) Closing, including about culinary food near in museum

. After developing the concept for the book, the researcher composed sentences for each piece of content. The sentences were first written in Indonesian, then translated into English. The sentences used had to be simple, and the explanations provided for each piece of content had to be easy to understand.

b. Product Design Preparation Stage

Before creating the book, the researcher selected colors and fonts that were consistent and harmonious, forming a visual hierarchy and guiding readers through the content in accordance with the museum's theme. Ultimately, the wise combination of colors and fonts enabled the book to effectively convey its essence,

resonate with readers, and ensure an engaging and memorable reading experience

Table 4.1 Details of the book design preparation

Book cover color (front and back)	#fffaeb
Font book title	Mont and monserrat
Size font book title	40 and 12
Font book content	Mont and monserrat
Size font book content	12 – 24
Background content color	#fffaeb and #423529
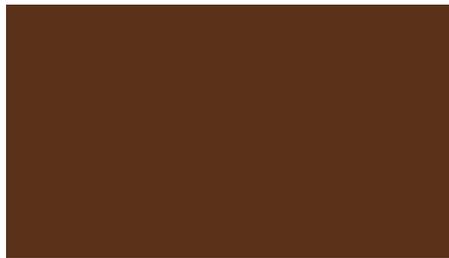
#423529

#fffaeb

Differences of the font size selections are adjusted to layout adjustments according to the book's size, specifically an A5 sized book. The cover color and shadow have been adjusted based on revisions and suggestions from the supervisor. The researcher did not create many color options to maintain the book's clean, semi-minimalist design concept. This was done to ensure readers can effectively obtain information from the book.

After planning the content of the book, the next step is to design the book using Canva Pro design software. The draft design is created using Canva Pro, which was chosen for its ease of layout and ability to determine the appropriate elements for the book. Canva Pro also offers easy and quick revisions throughout the design process to suit your needs and desires. The following are some examples of illustrations found in the product of bilingual book :

a. Cover Display

The cover image features the Kota Lama Museum. The Kota Lama Museum is located on Jalan Cendrawasih, Purwodinatan, Semarang Tengah District, Semarang City, Central Java. In addition, the cover also includes the title of the profile book, year of publication, department logo, and institution logo. On the cover, I used the phrase "A memorable past at the Kota Lama Museum" as the title of the book to enrich readers with vocabulary that describes the historical value and memorable experiences of a museum.
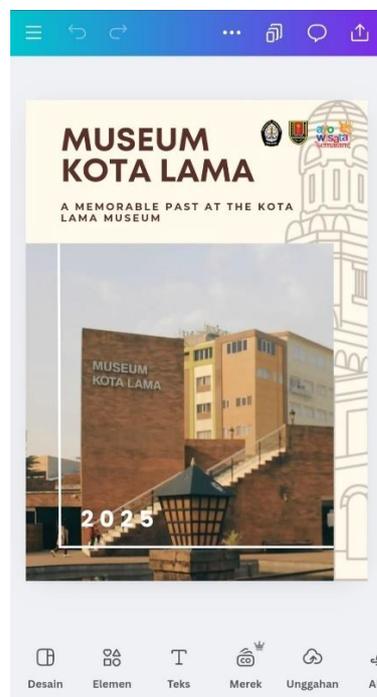
Figure 4.4 Cover Display

b. Table of Contents Display

The Table of Content display contains material points that will be discussed in the bilingual book. The contents of the Table of content are based on a draft that has been prepared beforehand. The drafting can be seen in Figure 4.1. In addition, the Table of Contents contains 12 contents which state the topics and pages that will be discussed in the book, such as: preface, table of contents, a history of Semarang, the history of Kota Lama museum, public access to the Kota Lama museum, facilities museum, information museum, room 1 (Semarang city history), room 2 (Semarang city timeline), room 3 (collection room), room 4 (train room) and culinary food near in museum. I compiled a table of contents to make it easier for readers to quickly find the information they need, thereby improving the readability and organization of the book.

Figure 4.5 Table of Contents Display

c. Semarang History Display

       This Display is the first part of a profile book that explains the history of Semarang, starting from the origin of its name, its important role in the spread of Islam and trade, the colonial period of the Dutch East India Company (VOC), to the recognition of Kota Lama as a world heritage site. I included this sentence because it contains many historical and cultural words that introduce readers to important terms in the context of history and civilization.
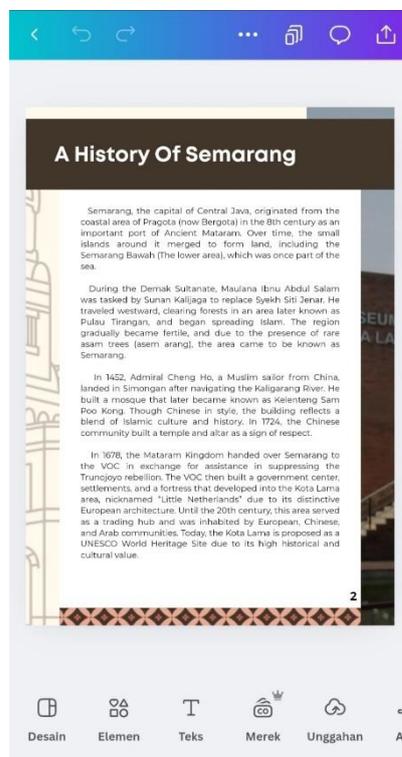

Figure 4.6 Semarang History Display

d. Kota Lama Museum Semarang History Display

This display discusses the history of the Kota Lama Museum in Semarang, the contents of the museum, and the establishment of the Kota Lama Museum. In this section, I included this sentence to provide background information about the museum so that readers can understand its historical value and identity.
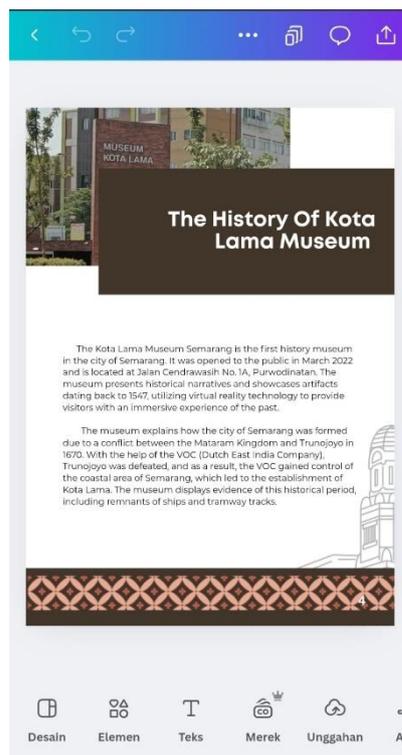

Figure 4.7 Kota Lama Semarang History Display

e. Public access to the Kota Lama Museum of Semarang Display

      In the public access display at the Semarang Kota Lama Museum, there are two types of vehicles that can be used to get to the museum, namely private vehicles such as motorcycles and cars, and public vehicles such as trans semarang buses and online motorcycle taxis. In addition, the transportation access also provide displays illustrations of vehicles. In this section, I have included this sentence to explain how to get to the museum by private vehicle or public transportation for readers.

Figure 4.8 Public Access to the Kota Lama Museum of Display

f. Museum Facilities Display

      In this view, there are facilities that visitor can find at museum kota lama, such as shoe racks, toilets, tour guides, and security. I added a sentence in the facilities section to help tourists understand what they can find at the museum.

Figure 4.9 Facilities display

g. Museum Information Display

   The museum information display contains information such as the museum's vision and mission, operating hours, and admission fees. I included this sentence to inform readers about the museum's vision and mission, as well as its operating hours.

Figure 4.10 Information Museum Display

h. Room Display

   This display is of a room in the Kota Lama museum. This book mentions four rooms in the Kota Lama museum, including Room 1, Room 2, Room 3, and Room 4. Room 1 explains the history of Semarang through a 3D immersive experience. Room 2 outlines the timeline of Semarang, divided into three periods: the pre benteng era, era, and the post-fort era. Room 4 focuses on the history of trains in Semarang and the discovery of trams at the Kota Lama museum. Additionally, the room displays images and explanations. In the room section, I use this sentence to give readers a detailed understanding of the museum's contents.
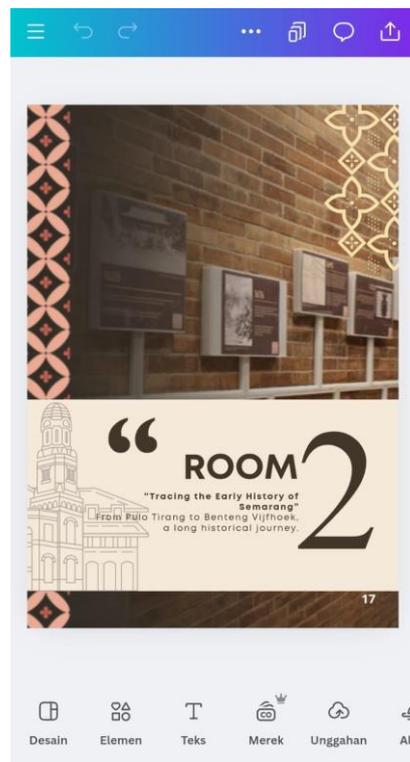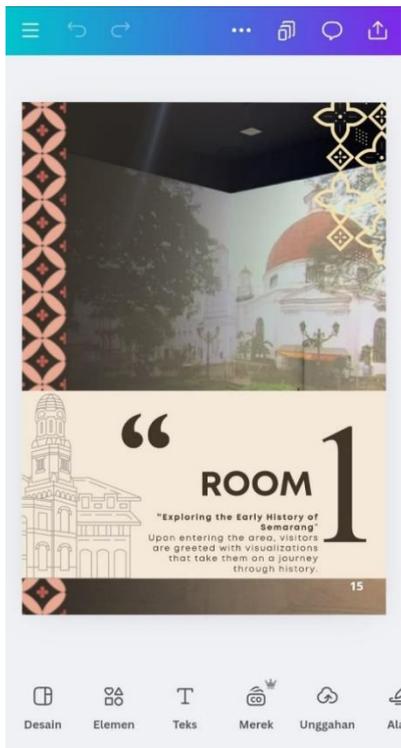
Figure 4.11 Rooms display

l. Culinary Food Near in Museum Display

The culinary food near in museum display, this is part of the food you can enjoy after visiting the Kota Lama museum. The display highlights six types of food: ayam goreng sayangan, lunpia cik meme, nasi goreng pak karmin, wingko babad cap kereta api, soto seger semarang. Each dish includes recommended addresses to visit, prices, and operating hours for the respective eateries. Additionally, there are images of each type of food. I added a sentence to this section to make the book more appealing by providing additional information about culinary tours around the museum, which is relevant to tourists.

Figure 4.12 Culinary food near in museum

4.1.1.5 Product Validation

Design validation is an assessment process to determine whether the production of a product in the form of a profile book is an effective medium for information. Validity is a tool for measuring something accurately, or validity relates to the accuracy of a measuring instrument. The bilingual profile book is verified by subject matterial experts and language experts. This validation is called rational validation because it is still an assessment based on rational thinking, not field facts. At this stage, experts provide feedback, suggestions, and criticism, but approval is not immediately granted. There, the supervisor filled out the validation form in their capacity as an expert.

Figure 4.13 Form Material Expert Validation 1

Figure 4.14 Form Material Expert Validation2

Both the supervisor and the researcher were involved in logical discussions and analysis to facilitate the design validation process. Initially, discussions are held between the supervisor and the researcher, followed by the design validation form that must be filled out by the supervisor. At this stage, valuable suggestions for changes or additions to the interactive profile book design are provided by experts and the team.

Most of the media and material requirements, including the vocabulary used, color choices, fonts, and elements, have been satisfactorily met, according to the validation form filled out by the supervisor. However, there are some aspects that still require improvement, including layout and the clarity of information with elements.

4.1.1.6 Product Revision

After going through the product design and design validation stages, the next stage is design revision. Based on the study results, the bilingual profile book has passed the validation stage with revisions. These revisions are based on input

from media experts. Improvements to the content by the content experts, specifically the profile book, involve only a few sections that need to be refined in terms of text layout and the addition of some elements. Some of the revision proposed by the media experts are shown in the table below:

Table 4.2 Before & After Revision

Before Revision	After Revision
1.	
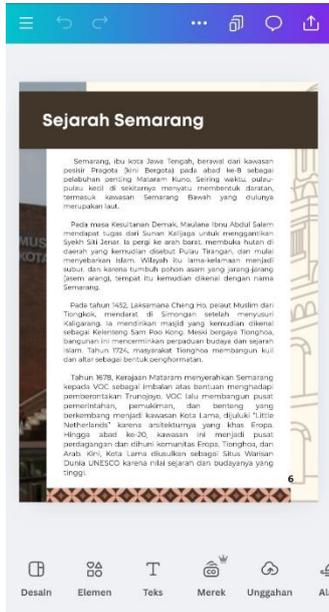
2.

3.
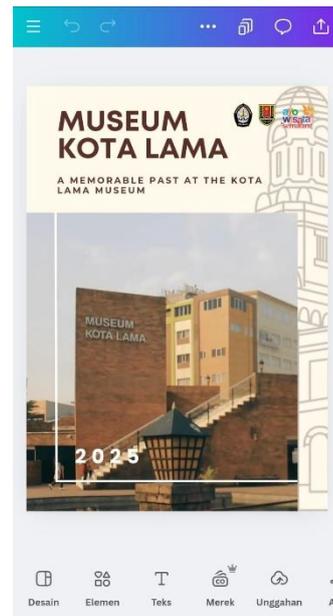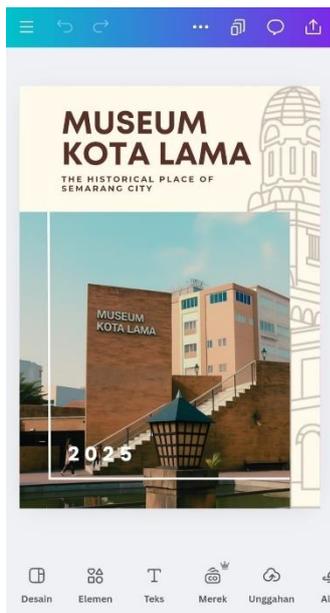
After going through the design revision stage, the researchers decided that the bilingual profile book product was suitable for use and testing with the revisions and suggestions listed in the table above. The revision table consists of three columns containing critiques and suggestions from media experts as follows:

1. In the first column of the table, there are changes to the text layout. The text layout before revision used left-aligned text, and then the experts suggested using justify aligned text.

2. In the second column of the table, images have been added to the sections on Public access to the Kota Lama Museum of Semarang Display. Experts provided input for these images based on the topics used.

3. In the third column of the table, there are changes to the title and background of the book. The title of the book before revision was "The Historical Place of Semarang City," and then the expert provided feedback that the title section was too simple. The title was changed to "A Memorable Past at the Kota Lama Semarang".

4.1.1.7 Product Testing

In this section, students enter the stage of distributing bilingual profile books. The bilingual profile books, which have been verified by students and media experts and revised, are distributed by researcher who try to give questionnaires via Google Forms to 10 museum staff and 24 local tourists.

Figure 4.15 Product Testing with local tourist at Kota Lama Museum

In this section, the results from 34 respondents through a Google Form questionnaire created by students aim to see each respondent's perspective on the bilingual profile book created by the researcher.

Apakah buku ini sudah berisi informasi yang jelas?
34 responses

Figure 4.16 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the first indicator related to this book, which already contains clear information, 13 respondents (38.2%) stated that the book already contained "very clear" information, 19 respondents (55.9%) stated that the book already contained "clear" information, and 2 respondents (5.9%) stated that the book contained information that was "fairly clear." Based on the above data, the score for the first indicator is 3.3. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the first indicator. In percentage terms, this value is 83.00% and is categorized as "very clear."

Apakah bahasa yang digunakan dalam buku ini mudah dipahami?
34 responses

- Tidak Mudah dipahami
- Cukup Mudah dipahami
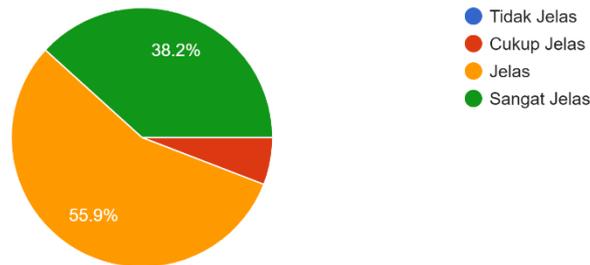- Mudah dipahami
- Sangat Mudah dipahami

Figure 4.17 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the questionnaire results, for the second indicator regarding the language used in this book being easy to understand, 15 respondents (44.1%) stated that the language used in this book was "very easy to understand," 16 respondents (47.1%) stated that the language used in this book is "easy to understand," and 3 respondents (8.8%) stated that the language used in this book is "fairly easy to understand." Based on the data above, the score for the second indicator is 3.3. This value is obtained by dividing the total score of each respondent by the number of respondents or the average score for the second indicator. In percentage terms, this value is 83.82% and is categorized as "very easy to understand."

Apakah konten yang disediakan dalam buku ini sesuai untuk media informasi?
34 responses

- Tidak Sesuai
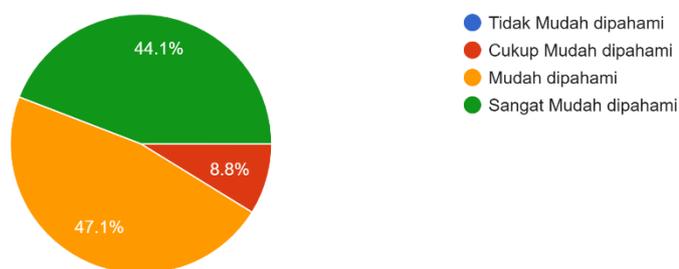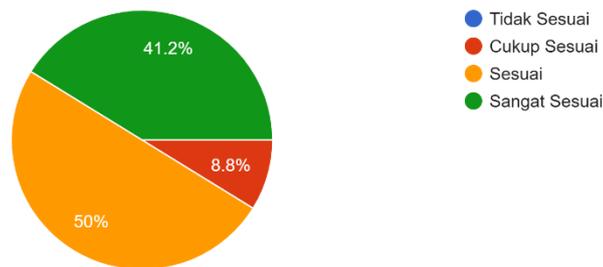- Cukup Sesuai
- Sesuai
- Sangat Sesuai

41.2%

8.8%

50%

Figure 4.18 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the questionnaire results, for the third indicator, which concerns the content provided in the book as an information media, 14 respondents (41.2%) stated that the content provided in the book as an information medium was "very appropriate," 17 respondents (50%) stated that the content provided in the book as an information media was "appropriate," and 3 respondents (8.8%) stated that the content provided in the book as an information medium was "fairly appropriate." Based on the following data, the score for the third indicator is 3.3. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the third indicator. In percentage terms, the value is 83.35% and is categorized as "very appropriate."

Apakah format bilingual yang digunakan dalam buku ini digunakan secara efektif?
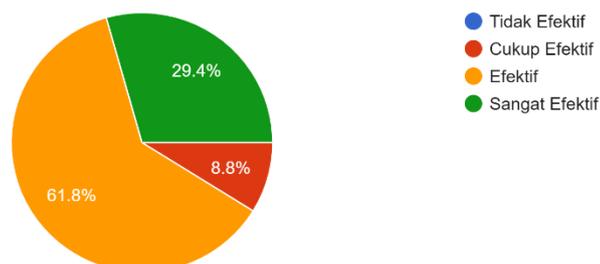34 responses

- Tidak Efektif
- Cukup Efektif
- Efektif
- Sangat Efektif

29.4%

8.8%

61.8%

Figure 4.19 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the fourth indicator related to the bilingual format used in this book, 10 respondents (29.4%) stated that the bilingual format used in this book was "very effective," 21 respondents (61.8%) stated that the bilingual format used in this book is "effective," and 3 respondents (8.8%) stated that the bilingual format used in this book is "fairly effective." Based on the above data, the score for the fourth indicator is 3.2. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the fourth indicator. In percentage terms, this value is 80.10% and is categorized as "very effective."

Apakah isi buku ini menarik untuk dibaca?
34 responses

- Tidak Menarik
- Cukup Menarik
- Menarik
- Sangat Menarik

44.1%
14.7%
41.2%
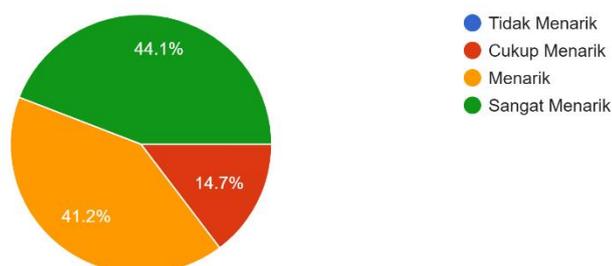
Figure 4.20 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the fifth indicator related to the content of this book being interesting to read, 15 respondents (44.1%) stated that the content of this book was "very interesting" to read, 14 respondents (41.2%) stated that the content of this book was "interesting" to read, and 5 respondents (14.7%) stated that the content of this book is "fairly interesting." Based on the data above, the score for the fifth indicator is 3.2. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the fifth indicator. In percentage terms, this value is 82.30% and is categorized as "very interesting."

Apakah tampilan buku ini menarik dan sesuai untuk digunakan?
34 responses

Figure 4.21 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the sixth indicator related to the appearance of this book being attractive and suitable for use, 14 respondents (41.2%) stated that the appearance of this book was attractive and suitable "very attractive", 13 respondents (38.2%) stated that the appearance of this book was attractive and suitable "attractive", and 7 respondents (20.6%) stated that the book's design is attractive and suitable "fairly attractive." Based on the above data, the score for the sixth indicator is 3.2. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the sixth indicator. In percentage terms, this value is 80.1% and is categorized as "very attractive."

apakah konten dalam buku ini sudah mencakup informasi museum yang detail?
34 responses

Legend:
- Tidak Detail
- Cukup Detail
- Detail
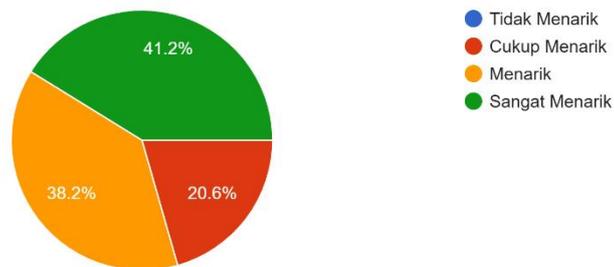- Sangat Detail

41.2%
17.6%
41.2%

Figure 4.22 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the seventh indicator related to the content in this book, which already includes detailed museum information, 14 respondents (41.2%) stated that the content in this book already includes detailed museum information that is "very detailed," 14 respondents (41.2%) stated that the content in this book already includes detailed museum information "detailed," and 6 respondents (17.6%) stated that the content in this book already includes detailed museum information "fairly detailed." Based on the above data, the score for the seventh indicator is 3.2. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the seventh indicator. In percentage terms, this value is 80.8% and is categorized as "very detailed."

Apakah font, warna, spasi, dan ukuran font yang digunakan dalam buku mudah dibaca dan menarik secara visual?
34 responses

Legend:
- Tidak Setuju
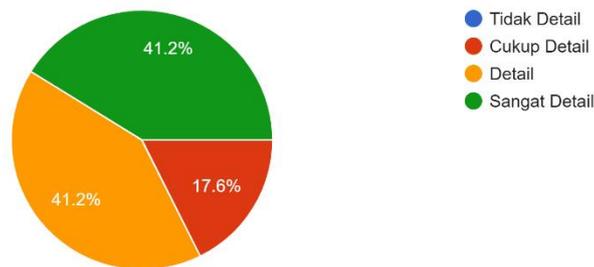- Cukup Setuju
- Setuju
- Sangat Setuju

47.1%
47.1%
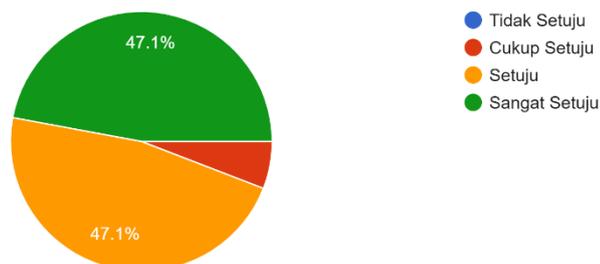
Figure 4.23 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the eighth indicator related to font, color, spacing, and font size used in books that are easy to read and visually appealing, 16 respondents (47.1%) stated that the font, color, spacing, and font size used in books are easy to read and visually appealing "strongly agree", 16 respondents (47.1%) stated that the font, color, spacing, and font size used in the book are easy to read and visually appealing "agree," and 2 respondents (5.9%) stated that the font, color, spacing, and font size used in the book are easy to read and visually appealing "fairly agree." Based on the above data, the score for the eighth indicator is 3.4. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the eighth indicator. In percentage terms, this value is 86.7% and is categorized as "strongly agree."

Apakah tata letak buku ini menarik secara visual dan mudah diikuti?
34 responses
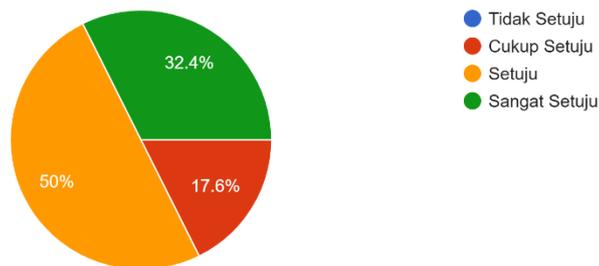
Figure 4.24 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the ninth indicator related to the layout of this book being visually appealing and easy to follow, 11 respondents (32.4%) stated that the layout of this book was visually appealing and easy to follow "strongly agree", 17 respondents (50%) stated that the book's layout is visually appealing and easy to follow "agree," and 6 respondents (17.6%) stated that the book's layout is visually appealing and easy to

follow "somewhat agree." Based on the above data, the score for the ninth indicator is 3.1. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the ninth indicator. In percentage terms, this value is 77.9% and is categorized as "strongly agree."

Seberapa menarik gambar-gambar yang ditampilkan dalam buku ini?
34 responses

Figure 4.25 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the tenth indicator related to how interesting the pictures displayed in this book are, 13 respondents (38.2%) stated that the pictures displayed in this book are "very interesting," 16 respondents (47.1%) stated that the attractiveness of the images displayed in this book was "attractive," and 5 respondents (14.7%) stated that the attractiveness of the images displayed in this book was "fairly attractive." Based on the data above, the score for the tenth indicator is 3.2. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the tenth indicator. In percentage terms, this value is 81.6% and is categorized as "very interesting."

Apakah desain buku ini meningkatkan keterbacaan dan kemudahan secara keseluruhan?

34 responses

Tidak Setuju
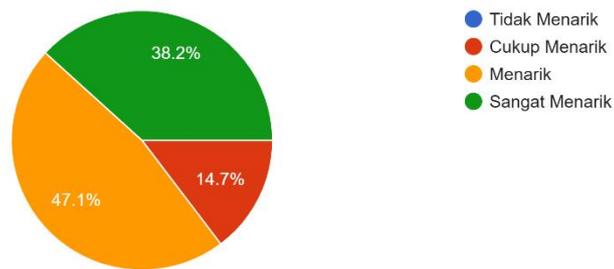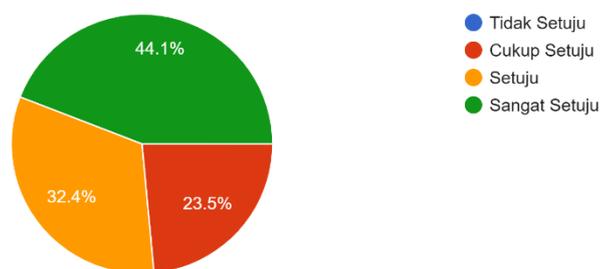Cukup Setuju
Setuju
Sangat Setuju

44.1%

32.4%

23.5%

Figure 4.26 Diagram result of questions about the fullfilment of needs

Based on the diagram above, which was obtained from the survey results, for the eleventh indicator related to the design of this book improving overall readability and ease of use, 15 respondents (44.1%) stated that the design of this book improved overall readability and ease of use "strongly agree", 11 respondents (32.4%) stated that the book design improves overall readability and ease of use "agree," and 8 respondents (23.5%) stated that the book design improves overall readability and ease of use "fairly agree." Based on the data above, the score for the eleventh indicator is 3.2. This value is obtained by dividing the total score of each respondent by the number of respondents, or the average score for the eleventh indicator. In percentage terms, this value is 80.1% and is categorized as "strongly agree."

It can be concluded that, based on the assessment of 34 respondents, an average of 81.7% fell into the very good or fairly good category. Overall, the bilingual profile book in terms of content and design was very good. Based on the above description, it can be said that the profile book that has been created provides a medium of information about the Kota Lama museum.

4.1.1.8 Product Revision

After going through the product testing stage, at this stage, students enter the product revision stage. In other words, the product testing stage is inseparable from the weaknesses found by respondents in the product, criticism and suggestions

that become a reference for researchers to improve the weaknesses found in the researcher's product testing. Some of the revision proposed by the respondent are shown in the table below:

Table 4.3 Before & After Revision

Before Revision	After Revision
1.	

The revision table consists of one column containing criticism and suggestions from respondents as follows:

In the first column of the table, there is a change in the museum's operating hours. Before the revision, the museum's operating hours were Tuesday to Friday from 10:00 a.m. to 3:30 p.m. and Saturday to Sunday from 9:00 a.m. to 3:30 p.m. Respondents from the museum proposed changing the museum's operating hours to Tuesday–Friday from 8:00 a.m. to 4:00 p.m. and Saturday–Sunday from 8:00 a.m. to 4:00 p.m.

4.1.1.9 Final Product

After going through seven stages, the researchers entered the final stage, namely Final Product. At this stage, the researchers collected several revised pages and prepared them for printing as a perfect final product, incorporating the researchers' suggestions one by one on each revised page. The researchers printed the final product in A5 (Vertical) size, consisting of 91 pages, which has been approved by media experts and submitted to the head of the Kota Lama Museum on September 10, 2025.

Figure 4.27 giving products to the head of the Kota Lama Museum

4.2. Discussion

A bilingual tourism profile book was designed for the Kota Lama Museum Semarang to provide visitors with comprehensive information in both Indonesian and English. The book highlights the unique historical and cultural aspects of Semarang, including the city's history, the background of the museum, its collections, facilities, and public access. To support the delivery of information, the

book also incorporates visual elements such as photographs, illustrations, and layout designs that are aligned with the museum's theme. The bilingual approach ensures that the information can reach a broader audience, catering not only to local tourists but also to international visitors who wish to understand Semarang's cultural heritage.

The development process of the bilingual profile book followed the Research and Development (R&D) method, which included stages of observation, interviews, product design, validation, revision, and testing. During the design validation phase, experts in media and content evaluated the book's material and provided constructive suggestions, particularly regarding layout adjustments, text clarity, and the use of images. These suggestions were incorporated into revisions that improved the readability and overall presentation of the book. Once the revisions were completed, the profile book was tested with respondents consisting of museum staff and local tourists to evaluate its feasibility and effectiveness.

The product testing stage involved 34 respondents who assessed various aspects of the book, including content clarity, bilingual effectiveness, design attractiveness, and overall usability. The results showed an average feasibility score of 81.7%, which was categorized as "very good." Respondents highlighted that the book provided clear information, the bilingual format was effective, and the visual design was engaging. Moreover, the inclusion of detailed museum descriptions and nearby culinary recommendations was appreciated as it enriched the visitor experience. The positive responses indicated that the profile book successfully met its purpose as an informational and promotional medium for the Kota Lama Museum.

This study supports the findings of previous studies that similarly emphasize the importance of creative media as a means of information and tourism promotion in the Kota Lama area of Semarang. In addition to support the studies by Susanto (2024), Santoso (2021), and Zanela (2021) focused more on audiovisual media and illustrations to introduce the Kota Lama area in general, this study expands on their contributions by presenting a bilingual tourism profile book specifically aimed at the Semarang Kota Lama Museum. Thus, this study not only supports previous

studies but also fills a research gap that has never been addressed before, namely the provision of bilingual information media that can be accessed by both local and international tourists