

CHAPTER V

Conclusion

5.1 Conclusion

The creating of a bilingual tourism profile book for the Semarang Kota Lama Museum originated from the need to provide accurate and interesting information for both domestic and international visitors about the museum. This research used Sugiyono's Research and Development (R&D) methodology, which includes identifying potential and problems, collecting data, product design, design validation, design revision, product testing, design revision, and final product. The final product is a bilingual profile book titled "A Memorable Past at the Kota Lama Semarang," consisting of 91 pages, printed in A5 size, and designed in two languages, Indonesian and English. The book includes content such as the history of Semarang City, the history of the Kota Lama Museum, museum facilities, transportation access, detailed information about each room, and recommendations for culinary spots around the museum. Validation by media experts confirms that this product is suitable for use as an information medium, supported by product testing results from 34 respondents who gave positive feedback with an average suitability score of 81.7% categorized as "very good." Thus, this bilingual profile book can be considered a successful innovation to support the museum as a cultural tourism destination, enhance information accessibility, and increase the appeal of Kota Lama Semarang for visitors and submitted to the head of the Kota Lama Museum on September 10, 2025.

5.2 Suggestion

After the completion of the profile book, it is hoped that this profile book can serve as an alternative medium for disseminating information and connecting with the target audience or tourists. In the pursuit of perfection, obstacles are inevitable, such as time factor, pieces of equipment, and subject availability. Therefore, the researcher needs to seek assistance from professionals or individuals with experience to fully realize the potential of any product.

Future researchers are expected to include several chapters that are not yet included in the profile book, such as hotel accommodations and the culture of Semarang. This will help provide museum information in a more interesting and effective way, as well as encourage tourists to explore further at the Kota Lama Museum of Semarang.