

BAB 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” This book was created with the aim of providing information about the Kota Lama Museum in Semarang itself, as well as the culinary specialties of Semarang that can be enjoyed by visitors after visiting the museum. The book is printed in A5 size (14.8 cm x 21 cm), with a hardcover for the cover and book paper for the interior. It has a total of 91 pages, consisting of a cover, interior, and back cover.

4.1.1 Potential and Problems

Before developing the bilingual profile book as an information medium, the first step was to analyze the potential and problems encountered, as described below:

a. Potential Analysis

The first stage in the development of this book was to gather information related to the potential and problems at the study site. This research began with an observation stage, which involved a visit to the Kota Lama Museum in Semarang. The results of the observation showed that the Kota Lama Museum needed information media that could accommodate both local and foreign tourists. Based on these observations, the researcher made efforts to create a book as a bilingual information medium containing both Indonesian and English.

b. Problem Analysis

The second stage involved analyzing the problems, issues, and obstacles found in this museum, which included the following. Museum visitors have limited time to explore the museum's collection intensively and thoroughly. Based on the issues identified, the researcher decided to create a bilingual book in Indonesian and English, which was then

submitted to the museum. With this profile book, tourists can read about the entire collection and historical findings before leaving the museum, as well as obtain information before visiting the museum.

4.1.2 Data Collection

The data collection process was conducted to obtain basic information that would serve as a reference in compiling the book. In compiling the content of the bilingual profile book, there were several important elements that needed to be considered, such as the use of sentences, the selection of vocabulary that was easy for readers to understand, and the suitability of the content to the information needs of tourists. To achieve this, the researcher sought out various relevant references, after which the researcher began to compile and harmonize the material in two languages, so that the information conveyed remains informative, accurate, and easily accessible to readers, both local and international tourists.

a. Observation

The observation was carried out at the Kota Lama Museum in Semarang with the assistance of the museum staff. Before beginning, the researcher introduced the project by explaining its goals and objectives to the staff. Starting on February 16, the activity focused on collecting primary data to be used as material for the bilingual profile book. The first stage involved exploring the museum's surroundings, beginning from the entrance road and moving into the main exhibition area. Additional visits were then conducted to capture more detailed insights related to the content that would later be presented in the book. From these observations, the researcher documented information about the museum's environment, exhibition rooms, collections, facilities, visitor accessibility, and other supporting aspects, all of which serve as important content elements for the development of the museum's bilingual profile book.



Figure 4.1 Observation with Museum Kota Lama staff

b. Interview

After the observation, the data collection method continued with interviews to obtain more in-depth information directly from the sources. These interviews aimed to support the accuracy of the data that would be used as the basis for compiling the museum profile book. The first interview was conducted with Mrs. Farah, Head of the Kota Lama Museum Semarang. The topics discussed in the interview were centered on the materials to be included in the book from the perspective of the museum head. These included, for example, the general history of Semarang, the historical background of the Kota Lama Museum, tourist visit data, as well as descriptions of museum rooms and collections such as the immersive 3D experience room, the timeline of Semarang's history, and the locomotive depot site.



Figure 4.2 Interview with Head of the Museum Kota Lama

Furthermore, in the second interview conducted with Mr. Adjie, curator of the Kota Lama Museum, the discussion focused on content materials to be included in the bilingual profile book from the perspective of the curator as someone directly involved in the field. The topics highlighted included the history of the museum's establishment, the discovery of the locomotive depot as one of its important assets, as well as descriptions of collections and exhibition rooms. In addition, the curator also emphasized the limitations of the existing media in conveying museum information, which often results in visitors not receiving a complete understanding of the collections and their historical value. These insights became important considerations for enriching the content of the bilingual profile book so that information about the museum can be conveyed more comprehensively to both local and international visitors.



Figure 4.3 Interview with the Curator of the Museum Kota Lama

4.1.3 Product Design

The product design process for this bilingual profile book began with the content drafting stage, which involved careful consideration and preparation with the aim of producing an attractive and effective product. At this stage, the researchers selected the chapters, chose the content narratives to be included, compiled the selected content, and translated the content into English.

a. Material Preparation Stage

At this stage, the researcher determined the chapters to be included in the book, the results of which are as follows:

1) Introduction, table of contents, history of Semarang, history of the museum itself, access, museum facilities, and general information about the museum.

2) Information about the rooms and their contents, such as Room 1 (the entrance hall and the immersive 3D experience room), Room 2

(the room where the timeline of Semarang is displayed, from the pre-fort era, the fort era, to the post-fort era), Room 3 (the room where the artifact collection is stored), and Room 4 (the room where the locomotive depot site is located, and where the train miniature is also housed).

3) The final section of the book contains content about traditional culinary around the museum and a closing statement. At this stage, the researcher also summarizes and finalizes all the information obtained before proceeding to the translation stage.

b. Content Translation Stage

The second stage in product design is the translation of the book's content. At this stage, the researcher translates the book's content with the DeepL tool, while still referring to Newmark's translation techniques. Newmark (1988) has categorized translation techniques based on this, and researchers use several translation techniques in this stage, including Literal Translation, Faithful Translation, and Communicative Translation. Researchers have categorized several text examples based on their translation techniques in the following table:

1) Literal Translation

Literal translation is a translation technique that prioritizes the meaning of words as they are, while lexical words are translated separately. This technique is chosen because it is able to maintain the equivalence of meaning between the source language and the target language without adding excessive interpretation.

Table 4.1 Literal Translation

SL	TL
Arca ini terbuat dari perak, berasal dari abad ke-10 Masehi, memiliki berat 10 kg dengan tingkat kemurnian 92%.	The statue is made of silver, dating back to the 10th century CE, weighing 10 kg with a purity of 92%.
Diduga kuat bahwa Kerajaan Mataram Kuno pada abad ke-8 hingga 10 M telah menempatkan pelabuhannya di pesisir Semarang.	It is strongly believed that the ancient Mataram Kingdom in the 8th to 10th centuries AD had its port on the coast of Semarang.
Laporan Pemerintah Hindia-Belanda menyebutkan adanya temuan nekara di kawasan Bergota (Randusari), Kota Semarang.	A Dutch East Indies government report mentions the discovery of nekara in the Bergota (Randusari) area of Semarang City.
Insulator listrik ini ditemukan saat ekskavasi Balai Arkeologi Yogyakarta di Kawasan Kota Lama pada tahun 2013.	This electrical insulator was discovered during excavations by the Yogyakarta Archaeological Center in the Kota Lama area in 2013.
Fragmen tulang hewan ditemukan dalam penggalian Situs Bubakan tahun 2018 dan 2020. Salah satu fragmen yang teridentifikasi adalah bagian rahang bawah dari sejenis rusa (Cervus), sementara fragmen lainnya berupa tulang belakang, pinggul, dan kaki dari hewan yang belum teridentifikasi.	Animal bone fragments were found in the Bubakan Site excavations in 2018 and 2020. One of the identified fragments is the lower jaw of a deer (Cervus), while the other fragments are vertebrae, hips, and legs from unidentified animals.
Salah satu temuan fragmen keramik dari penggalian Bubakan menunjukkan bentuk piring dengan gaya motif hias Cina dari masa Dinasti Qing. Motif tersebut dikenal sebagai magic fungus style. Temuan ini menjadi bukti adanya kontak dengan Cina pada masa Semarang Lama.	One of the ceramic fragments found during the Bubakan excavation shows the shape of a plate with Chinese decorative motifs from the Qing Dynasty. The motif is known as the magic fungus style. This finding is evidence of contact with China during the Old Semarang period.
Pada tahun 1750, Masjid Agung Semarang dibangun ulang setelah masjid sebelumnya hancur dalam peristiwa Geger Pecinan.	In 1750, the Great Mosque of Semarang was rebuilt following its destruction during the Geger Pecinan uprising.
Setelah lebih dari dua abad beroperasi, VOC resmi dibubarkan pada tahun 1799 akibat kebangkrutan yang dipicu	After more than two centuries of operation, the Dutch East India Company (VOC) was officially

korupsi, penyelundupan, serta kerugian besar dalam perang dan perdagangan.	dissolved in 1799 due to bankruptcy caused by corruption, smuggling, and heavy losses in war and trade.
Pada 17 Juni 1864, pembangunan jalur kereta api pertama di Hindia Belanda dimulai dari Kemijen	On 17 June 1864, construction of the first railway line in the Dutch East Indies commenced in Kemijen,
Bandjir Kanal Barat di Semarang rampung pada 23 Januari 1879 sebagai solusi pengendalian banjir saat musim hujan.	On 23 January 1879, the West Flood Canal (Bandjir Kanal Barat) in Semarang was completed as a flood control solution during the rainy season.

2). Faithful Translation

Faithful translation is a technique that aims to capture the precise contextual meaning of the source language while maintaining the grammatical structure of the target language. Researchers use this technique because it is able to faithfully convey the meaning of the source text, including nuances of meaning, style, and message.

Table 4.2 Faithful Translation

SL	TL
Arca Manjusri Simongan ditemukan oleh seorang petani di Kelurahan Ngemplak Simongan, Kecamatan Semarang Barat, pada Oktober 1927.	The Manjusri Simongan Statue was discovered by a farmer in Ngemplak Simongan Village, Semarang Barat District, in October 1927.
Nekara adalah benda dari perunggu, peninggalan kebudayaan Dongson dari Vietnam Utara, diciptakan pada milenium awal sebelum Masehi dan tersebar di Asia Tenggara.	Nekara are bronze objects, relics of the Dongson culture of northern Vietnam, created in the early millennium BC and spread throughout Southeast Asia.
Botol berbahan kaca hijau zaitun, tinggi 30 cm, memiliki "kick-up" (cekungan dasar) sedalam 5,2 cm dan tonjolan mamelon.	A bottle made of olive green glass, 30 cm tall, with a "kick-up" (base indentation) 5.2 cm deep and a mamelon protrusion.
Pipa Gouda adalah alat konsumsi tembakau yang berasal dari Kota Gouda, Belanda.	Gouda pipes were tobacco consumption devices originating from the city of Gouda, Netherlands.
Fragmen keramik berupa bagian dasar mangkok, mulut sendok, dan tangkai	Ceramic fragments in the form of bowl bases, spoon mouths, and spoon

sendok ditemukan dalam ekskavasi Balai Arkeologi DIY (2009–2018).	handles were found in excavations by the DIY Archaeological Center (2009–2018).
Pada 2 Mei 1547, Sultan Adiwijaya (Jaka Tingkir dari Kerajaan Pajang) secara resmi menetapkan Semarang sebagai kabupaten dan mengangkat Ki Ageng Pandan Arang II sebagai bupati pertamanya, atas saran Sunan Kalijaga, guru spiritual sang sultan.	On May 2, 1547, Sultan Adiwijaya also known as Jaka Tingkir of the Pajang Kingdom, officially designated Semarang as a regency and appointed Ki Ageng Pandan Arang II as its first regent, following the advice of Sunan Kalijaga, the Sultan's spiritual teacher.
Kesepakatan ini dipertegas pada 15 Januari 1678 melalui penandatanganan perjanjian resmi penyerahan wilayah Semarang kepada VOC.	This arrangement was formalized on 15 January 1678 through the signing of an official treaty that transferred control of Semarang to the VOC.
Pada 28 Juli 1732, Frederik Julius Coyet membangun sebuah rumah sakit di luar tembok Benteng Vijfhoek.	On 28 July 1732, Frederik Julius Coyet established a hospital outside the walls of Fort Vijfhoek.
Menurut peta kota Semarang tahun 1866 (Plattegrond de Stad Samarang), Stasiun Samarang terletak di Kemijen, tepatnya di Kampung Spoorlaan, berdampingan dengan bengkel kereta api (Werksplaatsen), kantor kepala stasiun (Station Chef), serta stasiun barang dan penumpang.	According to an 1866 map of Semarang (Plattegrond de Stad Samarang), Samarang Station was located in Kemijen, specifically in Spoorlaan Village, adjacent to the railway workshop (Werksplaatsen), the station master's office (Station Chef), and both freight and passenger facilities.
Pada 4 Agustus 1811, armada Inggris berjumlah 60 kapal di bawah komando Laksamana Robert Stopford dan Jenderal Sir Samuel Auchmuty mulai menyerang melalui Batavia.	On 4 August 1811, a British fleet of 60 ships under Admiral Robert Stopford and General Sir Samuel Auchmuty began their assault via Batavia.

3). Communicative Translation

Communicative translation is a translation technique that aims to accurately capture the original contextual meaning so that it can be easily perceived and understood by readers. Researchers chose to use this technique because it bridges language and cultural gaps while ensuring that the translated text functions effectively as a medium of information.

Table 4.3 Communicative Translation

SL	TL
Masih ditemukannya bukti arkeologis dari periode Hindu-Buddha menunjukkan bahwa wilayah Kota Semarang telah menjadi kawasan permukiman sejak masa peradaban Jawa Kuno.	The discovery of archaeological evidence from the Hindu-Buddhist period indicates that the Semarang area has been a settlement since the ancient Javanese civilization.
Terdesak, Janssens mundur ke Tuntang dan menyerah pada 18 September 1811.	Pressured and outnumbered, Janssens withdrew to Tuntang and surrendered on 18 September 1811.
Jalur Semarang–Tanggung resmi dibuka untuk umum pada 10 Agustus 1867, menjadikan Stasiun Samarang bagian penting dari sejarah perkeretaapian pertama di Hindia Belanda.	On 10 August 1867, the Semarang–Tanggung railway line was officially opened to the public, marking Samarang Station as a pivotal site in the history of railway transportation in the Dutch East Indies.
Pertempuran sengit di Weltevreden memaksa pasukan Perancis (sekutu Belanda) mundur.	Fierce battles at Weltevreden forced the French-allied Dutch troops to retreat.
Dengan penyerahan tersebut, Inggris resmi menguasai Hindia Belanda, termasuk Semarang, di bawah otoritas Lord Minto, menandai berakhirnya kekuasaan Belanda di Jawa untuk sementara waktu.	With this surrender, the British formally took control of the Dutch East Indies—including Semarang—under the authority of Lord Minto, temporarily ending Dutch rule in Java.
Penemuan ini terjadi secara tidak sengaja oleh tim pekerja umum saat melakukan pekerjaan konstruksi, menariknya, di Lokasi yang sama juga ditemukan sumber mata air.	This discovery was made accidentally by a team of public workers while doing construction work, interestingly, in the same location a spring was also found.
Karena adanya pohon asem yang tumbuh jarang-jarang di wilayah ini, daerah tersebut dinamai “Semarang” (asem jarang).	Owing to the sparse growth of tamarind trees (asem in Javanese) in the area, the settlement came to be known as “Semarang” a name derived from “asem” (tamarind) and “jarang” (sparse).
Peristiwa Geger Pecinan di Semarang	Geger Pecinan movement in Semarang
Mata uang kertas didistribusikan oleh De Javasche Bank di Semarang	Banknotes started to be used in transactions, distributed by De

	Javasche-bank in Semarang
Di Pulo Tirang, Ki Ageng Pandan Arang mendirikan pesantren dan menyebarkan ajaran Islam, menggantikan dominasi ajaran Hindu-Buddha sebelumnya. Perkembangan Islam turut mendorong peningkatan jumlah penduduk.	In Pulo Tirang, Ki Ageng Pandan Arang established a pesantren (Islamic boarding school) and began spreading Islamic teachings, which gradually replaced the region's former Hindu-Buddhist beliefs. As Islam flourished, the local population grew significantly.

4.1.4 Design Validation

During the product development stage, one of the important steps taken is the validation process of this bilingual profile book design to ensure its effectiveness as an information medium. The validation process involves subject matter experts and language experts, and the results obtained from this process are critiques, suggestions, and recommendations for improvement, not final approval. The process begins with a discussion between the researcher and the supervisor, followed by the completion of the validation form by the academic advisor.

SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR

Saya yang bertanda tangan dibawah ini :

Nama : Naila Rohmah, S.Pd., M.Li.
NIP : 198912262024062001
Prodi : Bahasa Asing Terapan

Menyatakan bahwa proyek tugas akhir atas nama mahasiswa :

Nama : Rizki Kurniawan
NIM : 40020521650056
Prodi : Bahasa Asing Terapan
Judul : Development of Bilingual Content for the Profile Book of Kota Lama Semarang

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan :

<input type="checkbox"/>	Layak digunakan tanpa revisi
<input checked="" type="checkbox"/>	Layak digunakan dengan revisi
<input type="checkbox"/>	Tidak Layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 4 Agustus 2025
Validator,

Naila Rohmah, S.Pd., M.Li.
198912262024062001

Catatan :
Pengisian kolom diisi dengan (✓)

Figure 4.4 Design Validation from Supervisor

At this stage, the experts provide various inputs aimed at improving the suitability of the content so that this product can be used effectively. The feedback covers several important aspects, including the quality of the translation, which is considered to still require adjustments, the use of sentences that are more clearly and communicatively structured, and the use of grammar that needs to be improved.

**SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR**

Saya yang bertanda tangan dibawah ini :

Nama : Bu Farah
Nama Instansi : Dinas Kebudayaan dan Pariwisata Kota Semarang

Menyatakan bahwa proyek tugas akhir atas nama mahasiswa :

Nama : Rifki Kurniawan
NIM : 40020521650056
Prodi : Bahasa Asing Terapan
Judul : Development of Bilingual Content for the Profile Book of Kota Lama Semarang

Setelah dilakukan penilitian atas proyek tersebut dapat dinyatakan :

<input checked="" type="checkbox"/>	Layak digunakan tanpa revisi
<input type="checkbox"/>	Layak digunakan dengan revisi
<input type="checkbox"/>	Tidak Layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 4 Agustus 2025
Kepala Museum Kota Lama Semarang,

Bu Farah

Catatan :
Pengisian kolom diisi dengan (✓)

Figure 4.5 Design Validation from Head of the Museum

4.1.5 Design Revision

After obtaining validation from experts, the next stage in the development of this book is revision. This revision is based on the criticism, suggestions, and recommendations provided by the experts. The purpose of this revision is to improve the product so that it is more suitable for use as an information medium. The improvements made include content aspects such as refinement of the translation, adjustment of sentence structure, improvement of grammar, and clarity of information. Some examples of revised sentences are shown in the table below:

Table 4.4 Design Revision

Before Revision	After Revision
<p>On 2 May 1547 , Sultan Adiwijaya (or Jaka Tingkir of the Pajang Kingdom) promoted Semarang to regency status and appointed Ki Ageng Pandan Arang II as Regent of Semarang. The appointment was on the advice of Sunan Kali Jaga, the spiritual teacher of Sultan Adiwijaya.</p>	<p>On May 2, 1547, Sultan Adiwijaya also known as Jaka Tingkir of the Pajang Kingdom, officially designated Semarang as a regency and appointed Ki Ageng Pandan Arang II as its first regent, following the advice of Sunan Kalijaga, the Sultan’s spiritual teacher.</p>
<p>The name "Semarang" first appeared in a Dutch document as a letter addressed to Jan Pieterszoon Coen on 21 August 1618. The letter stated that the Dutch lodge in Jepara had been attacked by Javanese troops. In this incident, three VOC general officers were killed and three others were wounded. The remaining VOC troops were then taken to Semarang.</p>	<p>The name “Semarang” first appeared in official Dutch records on August 21, 1618. In a letter addressed to Jan Pieterszoon Coen, it was reported that the VOC trading post (loji) in Jepara had been attacked by Javanese forces. The assault resulted in the deaths of three VOC officers and injuries to three others. The surviving members of the garrison were subsequently evacuated to Semarang.</p>
<p>Rebuilding for Great Mosque of Semarang</p>	<p>Reconstruction for Great Mosque of Semarang</p>
<p>Simongan Airport, built in 1928 by Koninklijke Nederlandssch-Indische Luchtvaart Maatschappij (KNILM), marked the beginning of aviation development in Semarang. At the time, Simongan Airport operated daily flights from Batavia to Semarang using Fokkers F VII aircraft. Under the management of KNILM (Koninklijk Nederlandsch-Indische Luchtvaart Maatschappij), the first flight line between Batavia and Simongan (Semarang) opened in 1928. The flight route was extended to Surabaya a year later, on 1 November 1929</p>	<p>Aviation in Semarang began in 1928 with the opening of Simongan Airport by the Dutch airline KNILM (Koninklijke Nederlandsch-Indische Luchtvaart Maatschappij). The airport served a daily Batavia–Semarang route using Fokker F VII aircraft. A year later, on 1 November 1929, the route was extended to Surabaya.</p>
<p>The establishment of the Central Java Provincial Government consists of 11 administrative regions (Tegal,</p>	<p>The Province of Central Java was officially established, with Semarang designated as its capital. The province</p>

Pekalongan, Semarang, Kudus, Rembang, Blora, Kedu, Bagelen, and Wonosobo). Semarang serves as the region's capital.	initially comprised 11 regions, including Tegal, Pekalongan, Kudus, Rembang, Blora, Kedu, and Wonosobo.
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4.1.6 Product Trial

The next stage was product trial, which is a trial conducted by researchers to determine the response and obtain feedback from users. Before filling out the questionnaire, visitors were given the opportunity to read the museum's bilingual profile book first. Researchers then distributed a Google Form questionnaire survey to 10 museum staff and 24 visitors. Through this stage, researchers were able to determine the extent to which this bilingual profile book met the needs of readers while identifying aspects that still needed improvement. In this section, the findings from the Google Form questionnaire completed by 34 respondents are presented.

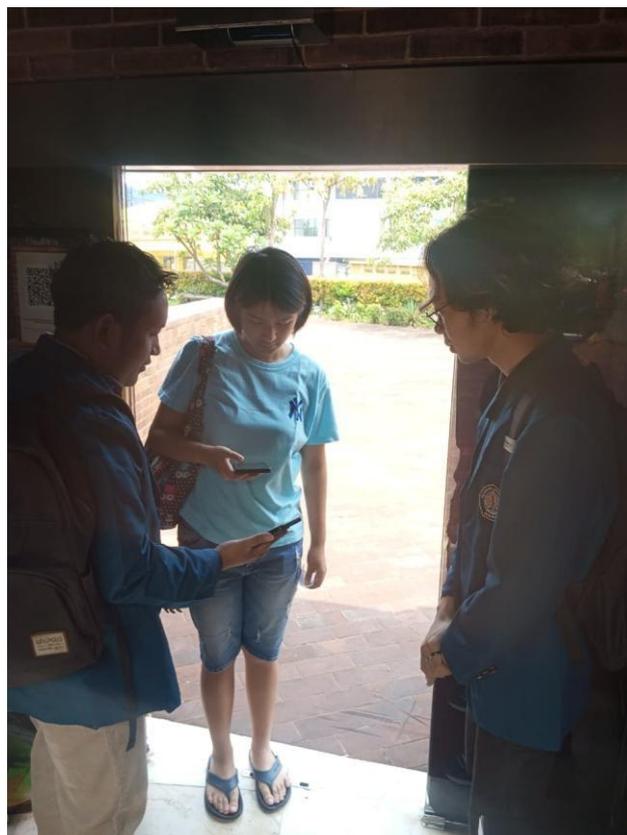


Figure 4.6 Product Trial

a. Assesment of the Book Content

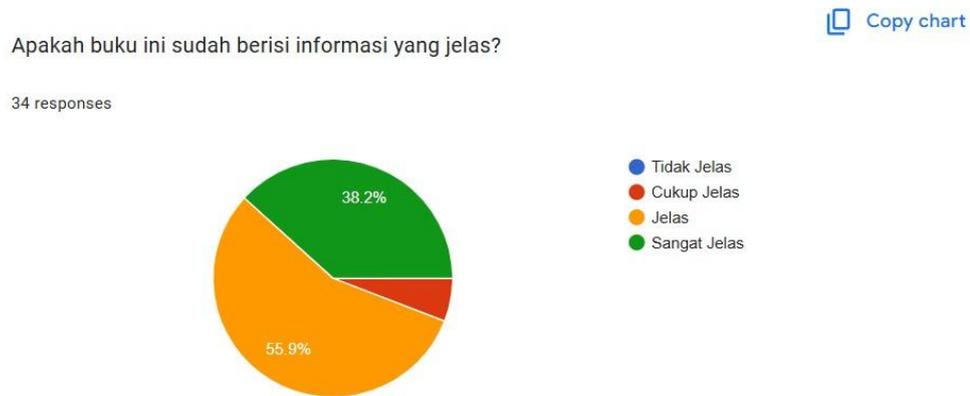


Figure 4.7 Diagram result of questions about the fulfilment of needs

Based on the data obtained regarding the clarity of information in the book, 13 respondents or 38.2% considered the information to be very clear, 19 respondents or 55.9% considered it clear, and 2 respondents or 5.9% considered it fairly clear. No respondents rated the book as unclear. From this data, an average score of 3.3 was obtained, equivalent to 83.00%. This score falls into the “very clear” category.

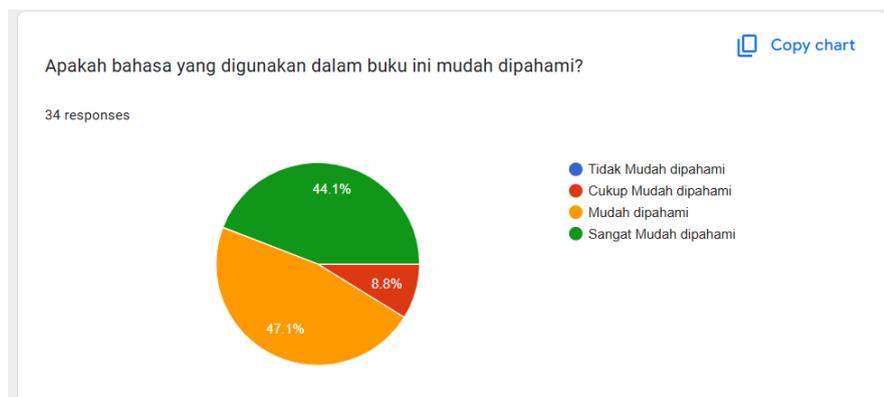


Figure 4.8 Diagram result of questions about the fulfilment of needs

Based on the data obtained from the questionnaire results, the second indicator regarding the language used in the book shows that 15 respondents (44.1%) stated the language used as “very easy to understand,” 16 respondents (47.1%) stated “easy to understand,” and 3 respondents (8.8%) stated “fairly easy

to understand.” From these results, the average score for the second indicator was 3.3. This calculation was obtained by dividing the total score given by the respondents by the number of respondents. When converted into a percentage, this value reaches 83.82%, which falls into the “very easy to understand” category. Thus, the language used in this book is considered clear and easy to understand by readers.

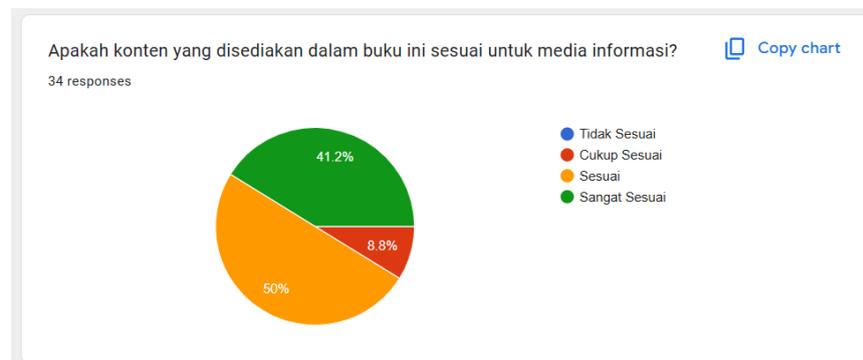


Figure 4.9 Diagram result of questions about the fulfilment of needs

Based on the data obtained from the questionnaire results, the third indicator regarding the suitability of the content provided in the book as an information medium shows that 14 respondents (41.2%) rated the content in this book as “very suitable,” 17 respondents (50%) stated “suitable,” and 3 respondents (8.8%) stated “fairly suitable.” From these results, the average score for the third indicator was 3.3. This value was calculated by dividing the total score given by all respondents by the number of respondents. When converted to a percentage, this value reaches 83.35% and falls into the “very suitable” category. Therefore, it can be concluded that the content presented in this book is deemed suitable for use as an information medium.



Figure 4.10 Diagram result of questions about the fulfilment of needs

Based on the data obtained from the questionnaire results, the fourth indicator regarding the effectiveness of using a bilingual format in books shows that 10 respondents (29.4%) stated that the bilingual format used was “very effective,” 21 respondents (61.8%) rated it as “effective,” and 3 respondents (8.8%) rated it as “fairly effective.” From these results, the average score for the fourth indicator was 3.2. This value was obtained by dividing the total score given by all respondents by the number of respondents. When converted into a percentage, this value reaches 80.10% and falls into the “very effective” category. Thus, the bilingual format used in this book is considered capable of being effectively applied as a medium for conveying information.

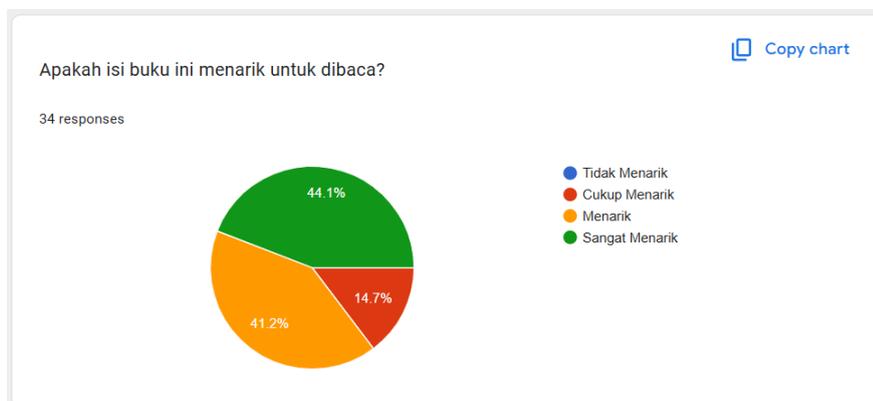


Figure 4.11 Diagram result of questions about the fulfilment of needs

Based on the diagram of the data obtained from the questionnaire results, the fifth indicator regarding the level of interestingness of the book's content shows that 15 respondents (44.1%) stated the content of this book as “very interesting” to read, 14 respondents (41.2%) stated “interesting,” and 5 respondents (14.7%) stated “fairly interesting.” From this data, the average score for the fifth indicator was 3.2. This value was obtained by dividing the total score given by all respondents by the number of respondents. When converted into a percentage, this value reaches 82.30% and falls into the “very interesting” category. Thus, the content of this book is considered to have a high level of appeal for readers.

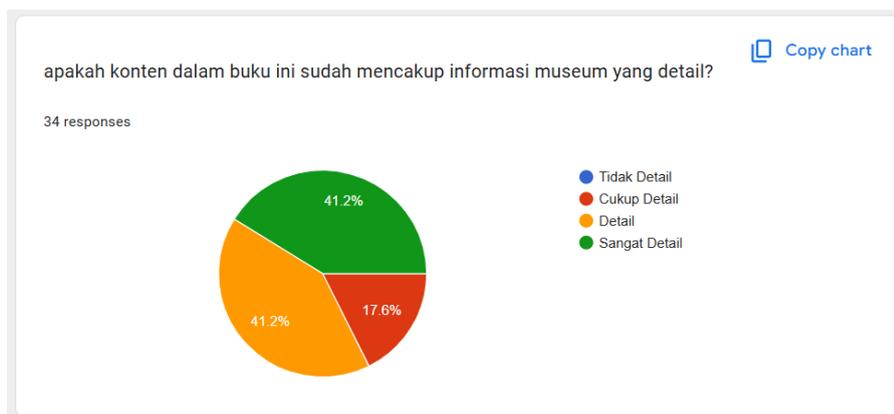


Figure 4.12 Diagram result of questions about the fulfilment of needs

Based on data obtained from the questionnaire results, the sixth indicator regarding the completeness of museum information in this book shows that 14 respondents (41.2%) stated that the content of this book covers museum information in “very detail,” 14 other respondents (41.2%) rated it as “detailed,” and 6 respondents (17.6%) rated it as “fairly detailed.” From this data, the average score for the seventh indicator is 3.2. This calculation is obtained by dividing the total score given by all respondents by the number of respondents. When converted into a percentage, the value reaches 80.8% and falls into the “very detailed” category. Therefore, it can be concluded that the museum information presented in this book is already very comprehensive and detailed.

b. Assesment of the Book Design



Figure 4.13 Diagram result of questions about the fulfilment of needs

Based on the data obtained from the questionnaire results, the seventh indicator regarding the attractive and appropriate appearance of the book shows that 14 respondents (41.2%) rated the appearance of this book as “very attractive,” 13 respondents (38.2%) stated “attractive,” and 7 respondents (20.6%) stated “quite attractive.” From these results, the average score for the sixth indicator was 3.2. This value was obtained by dividing the total score given by all respondents by the number of respondents. When converted into a percentage, this value reaches 80.1% and falls into the “very attractive” category. Thus, the book's design is considered sufficiently attractive and suitable for use by readers.

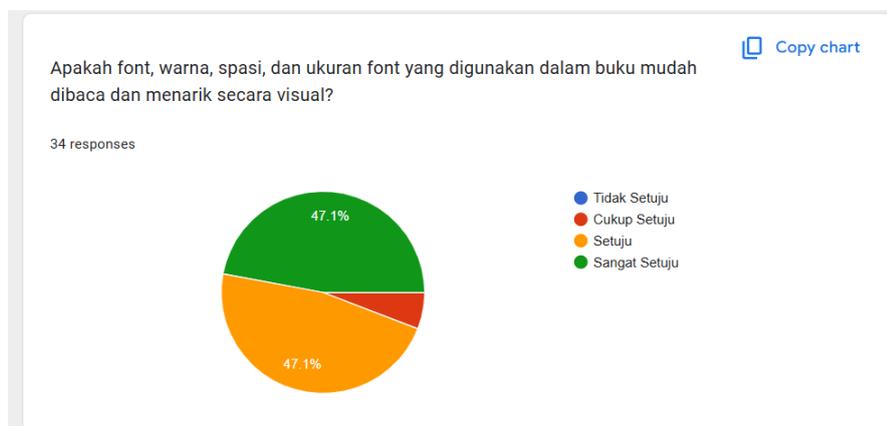


Figure 4.14 Diagram result of questions about the fulfilment of needs

Based on the data obtained from the questionnaire results, the eighth indicator regarding the font, color, spacing, and font size used in the book shows that 16 respondents (47.1%) stated that they “strongly agree” that the display is easy to read and visually appealing, 16 other respondents (47.1%) stated that they “agree,” and 2 respondents (5.9%) stated “fairly agree.” From these results, the average score for the eighth indicator was 3.4. This value was calculated by dividing the total score given by the respondents by the number of respondents. When converted to a percentage, this value reaches 86.7% and falls into the “strongly agree” category. Therefore, it can be concluded that the font layout, color, spacing, and font size in this book are considered very good, easy to read, and visually appealing.

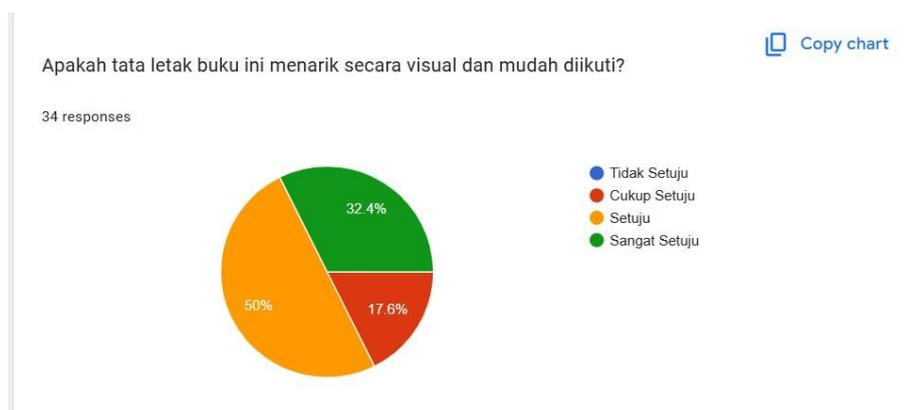


Figure 4.15 Diagram result of questions about the fulfilment of needs

Based on the data obtained from the questionnaire results, the ninth indicator regarding the visually appealing and easy-to-follow layout of the book shows that 11 respondents (32.4%) stated “strongly agree,” 17 respondents (50%) stated “agree,” and 6 respondents (17.6%) stated “fairly agree.” From this data, the average score for the ninth indicator was 3.1. This value was obtained by dividing the total score given by all respondents by the number of respondents. When converted to a percentage, the score reached 77.9% and falls into the “strongly agree” category. Thus, the book layout is considered quite good as it provides an attractive visual impression and makes it easier for readers to follow

the book's content.



Figure 4.16 Diagram result of questions about the fulfilment of needs

Based on the data obtained from the questionnaire results, the tenth indicator regarding the attractiveness of the images displayed in the book shows that 13 respondents (38.2%) rated the images presented as “very attractive,” 16 respondents (47.1%) stated “attractive,” and 5 respondents (14.7%) stated “fairly attractive.” From these results, the average score for the tenth indicator was 3.2. This value was calculated by dividing the total score given by all respondents by the number of respondents. When converted into a percentage, the value was 81.6%, which falls into the “very attractive” category. Therefore, it can be concluded that the images in this book have a fairly high visual appeal for readers.



Figure 4.17 Diagram result of questions about the fulfilment of needs

Based on the data obtained from the questionnaire results, the eleventh indicator regarding book design that supports readability and ease of use overall shows that 15 respondents (44.1%) stated “strongly agree,” 11 respondents

(32.4%) stated “agree,” and 8 respondents (23.5%) stated “fairly agree.” From these results, the average score for the eleventh indicator was 3.2. This value was obtained by dividing the total score given by all respondents by the number of respondents. When converted into a percentage, the score reached 80.1% and falls into the “strongly agree” category. Thus, the book design is considered capable of improving readability and making it easier for users to access the book's content.

4.1.7 Product Revision

The next step in the creation of this bilingual profile book is for the researchers to make revisions. At this stage, the researcher revised several sentences with the aim of summarizing and improving the readability of the book's content. This revision was carried out based on feedback provided by the supervising lecturer and the Head of the Museum, so that the final result was more in line with the requirements and easier for readers to understand. Among the revised sentences, several examples are shown in the following table:

Table 4.5 Product Revision

Before Revision	After Revision
Perpindahan masyarakat Tionghoa yang diperkirakan telah bermukim di sekitar wilayah bukit Simongan, Gedong Batu ke wilayah Semarang tengah; Pecinan.	Sekitar tahun 1628, terjadi perpindahan masyarakat Tionghoa yang sebelumnya bermukim di kawasan bukit Simongan, Gedong Batu, menuju wilayah pusat Semarang, yang kini dikenal sebagai Pecinan. Perpindahan ini menandai awal terbentuknya komunitas Tionghoa di jantung kota Semarang, yang kelak berkembang menjadi pusat aktivitas ekonomi dan budaya Tionghoa di wilayah tersebut.
Kekuasaan monopoli dagang VOC di Hindia Belanda mulai meredup pada akhir abad-18 hingga menyebabkan dibubarkannya Kongsi Dagang tersebut di tahun 1799. Salah satu faktor kebangkrutan VOC adalah	Setelah lebih dari dua abad beroperasi, VOC resmi dibubarkan pada tahun 1799 akibat kebangkrutan yang dipicu korupsi, penyelundupan, serta kerugian besar dalam perang dan perdagangan. Praktik

<p>korupsi. Praktik korupsi tersebut dapat dilihat dalam bentuk penyelundupan barang besar-besaran. Setidaknya setelah tahun 1750, Kompeni mengalami penurunan keuntungan dari monopoli dagang rempah-rempah, kopi, dan opium yang disebabkan oleh penyelundupan dan bahkan Gubernur Jenderal ikut andil dalam praktik penyelundupan tersebut.</p> <p>Setelah beroperasi selama kurang lebih dua abad, pada tahun 1799 akhirnya VOC dibubarkan oleh Pemerintah Tinggi Belanda. Korupsi menjadi salah satu penyebab kebangkrutan VOC dan seluruh keuangan VOC dihabiskan untuk membiayai perang serta jalur dagang yang rusak karena perang (Anglo-Dutch). Keseluruhan aset yang dimiliki VOC seperti pelabuhan, gudang-gudang, kantor administratif, dan wilayah perdagangan diambil alih oleh Pemerintah Tinggi Belanda.</p> <p>Selepas Pemerintah Tinggi Belanda mengambil alih kedudukan VOC di Hindia-Belanda, terjadi perubahan administrasi pemerintahan di Semarang; kota ini dijadikan sebagai markas besar kepala polisi (Headquarters for the Sherriff) untuk wilayah setempat.</p>	<p>penyelundupan—bahkan melibatkan pejabat tinggi VOC—merusak monopoli atas rempah-rempah, kopi, dan opium sejak pertengahan abad ke-18.</p> <p>Pasca pembubaran, seluruh aset VOC, termasuk pelabuhan, gudang, dan kantor di Semarang, diambil alih oleh Pemerintah Tinggi Belanda. Kota Semarang kemudian ditetapkan sebagai markas besar kepala polisi (Headquarters for the Sheriff) untuk kawasan pesisir setempat, menandai perubahan administrasi dari kongsi dagang menjadi pemerintahan kolonial langsung.</p>
<p>19-20 October 1677 – Mataram during the reign of Amangkurat II, promised the VOC a plot of land and permission to build a lodge. Cornelis Speelman, the Governor-General of the Dutch East Indies at the time, then built a simple defence fort using clay in the meander of the Semarang river. On 15 January 1678, a specific agreement concerning the cession of the territory of Semarang to the VOC was signed by Tumenggung</p>	<p>During the reign of Amangkurat II, the Mataram Sultanate entered into a pivotal agreement with the VOC. In a meeting held on 19–20 October 1677, Mataram pledged to grant the VOC a parcel of land in Semarang, along with permission to build a trading lodge (loji), in return for military assistance. Acting swiftly on this agreement, Governor-General Cornelis Speelman ordered the construction of a simple clay fortification along the Semarang</p>

Martapura with the permission of Amangkurat II and Admiral Cornelis Janzoon Speelman at the VOC post in Jepara. Mataram gave part of the territory of Semarang to the VOC in return for the successful suppression of the Trunojoyo movement.

River.

This arrangement was formalized on 15 January 1678 through the signing of an official treaty that transferred control of Semarang to the VOC. The agreement was signed at the VOC post in Jepara by Tumenggung Martapura, representing Amangkurat II, and Admiral Cornelis Janzoon Speelman. This event marked the beginning of VOC control over Semarang and the onset of Dutch colonial dominance in the city.

4.1.8 Final Product



Figure 4.18 Hand over the final product to the head of the Kota Lama Semarang Museum

The final product of this research is a bilingual profile book of Kota Lama Museum Semarang, designed as an information medium for museum visitors. The content of this book contains comprehensive information, ranging from the history of the museum's establishment, the main collections on display, to the facilities provided by the museum. Not only that, this book also includes recommendations for traditional culinary delights that can be found around the

museum, thereby increasing the appeal for visitors to explore the surrounding area. The information is presented bilingually, in Indonesian and English, to assist both local and foreign visitors. Furthermore, the final stage of this research is the submission of the product to the Department of Culture and Tourism of Semarang as the museum management, as a form of implementation of the research results. The submission of the product was carried out after the thesis defense process was completed, so that the work submitted had gone through an academic evaluation stage and was declared suitable for use.

4.2 Discussion

The results of the study show that the development of the bilingual profile book of the Kota Lama Museum in Semarang has successfully achieved its main objective, which is to provide a medium of information that can be used by both local and foreign visitors. Respondents, both visitors and museum staff, gave positive assessments of the clarity, completeness, and visual appearance of this book. The fact that most respondents rated the information as “very good” and “good” proves that the developed media is able to meet the basic information needs expected of a tourism information medium. Thus, the research objective of producing an informative and communicative book can be said to have been achieved.

The bilingual format also contributes significantly to the effectiveness of this medium. The book, which is written in Indonesian and English, allows international visitors to have the same access to information about the museum's history, facilities, and collections. This is in line with the aims of the study, which emphasize the importance of providing bilingual information media. The book, which is written in Indonesian and English, allows international visitors to have equal access to information about the museum's history, facilities, and collections. This is in line with the aims of the study, which emphasizes the importance of providing bilingual information media that can expand the reach of cross-cultural

communication. The results of the trial prove that the use of two languages in one medium does not cause confusion, but rather strengthens the book's function as a means of promotion and education.

In terms of design, the layout, illustrations, and typography in the book also contributed to the success of the final product. The simple yet clear visuals made the information easier to understand for a wide range of readers. Input from validators and respondents regarding vocabulary selection and sentence clarity was also used as a basis for revision, so that the final product better meets linguistic standards and rules for presenting information. This validation and revision process shows that the product was not only developed based on the researcher's intuition but also through a layered evaluation mechanism, which ultimately improved the overall quality of the book.

When compared to previous studies, the results of this study support and complement the findings of Susanto (2024), Santoso (2021), and Zanela (2021). These three studies focused more on the use of audiovisual media and illustrations to introduce the Kota Lama area in general. Meanwhile, this study makes a new contribution by presenting information media in the form of a bilingual profile book that specifically focuses on the Kota Lama Museum Semarang. Thus, this study not only supports previous research but also fills a research gap by introducing a bilingual profile book as a medium of information at the Museum.