

## **CHAPTER IV**

### **RESULT AND DISCUSSION**

#### **4.1 Result**

The product produced from this research is a bilingual educational flipbook with the title “Travel Beyond Words” at Gedong Songo Temple. This flip book aims to provide convenience regarding information about Gedong Songo Temple to tourists who want to travel to the Temple and also as an attractive learning media in the form of interactive flipbooks. This research uses the Research and Development (R&D) method with nine stages consisting of research and information data collection, analysis data collection, development, preliminary field testing, evaluation, content revision, main field testing, final content revision, and final content which will be explained further below. The researcher is responsible for the content that will be included in the flipbook including the concept of the content to the creation of flipbook scripts including the preparation of titles.

##### **4.1.1 Research and Information Data Collection**

In the process of making and developing products, this stage of research and information data collection is very important. Researchers must collect and search for relevant data to be included in the flipbook. At this stage of data collection includes the observation stage, surveys through questionnaires to find the needs of readers' interests and interviews with preservationists at Gedong Songo Temple.

##### **a. Observation**

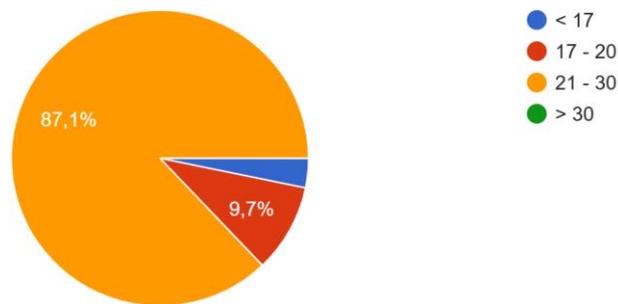
In the observations conducted by the researchers and the team at Gedong Songo Temple for three days. The observations started from the first temple to the last temple at the top. In this observation, researchers found some differences in each temple and also the absence of information boards around the temple makes tourists unable to know the history behind the temple. So from these observations, researchers can find problems that can be overcome by making flipbooks containing information in Gedong Songo

Temple so that it can facilitate tourists in finding information about the temple.

**b. Questionnaire**

After observing Gedong Songo Temple, the researchers then distributed a questionnaire survey via g-form to find out the interest needs of the readers. The following is an explanation of the needs and interests of readers of the “Travel Beyond Words” flipbook:

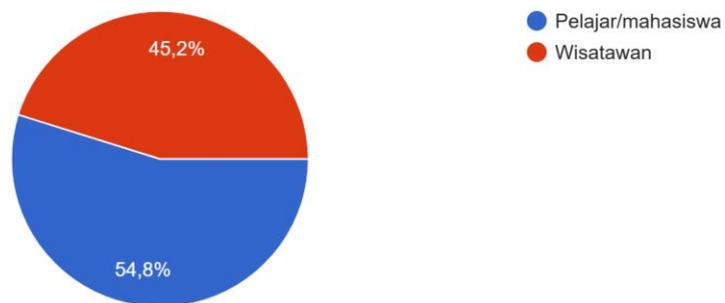
Usia  
31 jawaban



**Figure 4.1 Age of the Respondents**

The diagram above shows the age of respondents less than 17 years old as much as 3.2% and respondents aged 17 to 20 years as much as 9.7% to respondents aged 21 to 30 years as much as 87.1%. This shows that respondents aged 21 to 30 years are more than other ages.

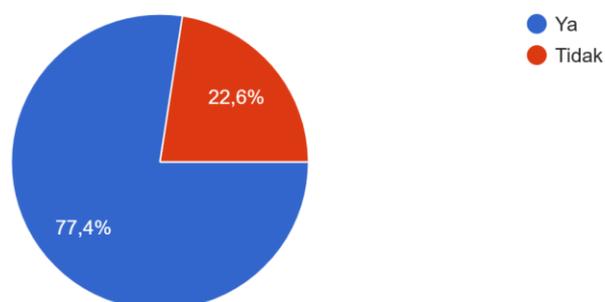
Status saat ini  
31 jawaban



**Figure 4.2 Status of the Respondents**

Based on the diagram above, the current status category is divided into two, namely students and tourists. In the data that has been filled in by respondents, 54.8% of respondents are students/tourists and 45.2% of respondents are tourists. This shows that more students filled out this questionnaire.

Apakah Anda pernah berkunjung ke tempat wisata bersejarah seperti candi?  
31 jawaban



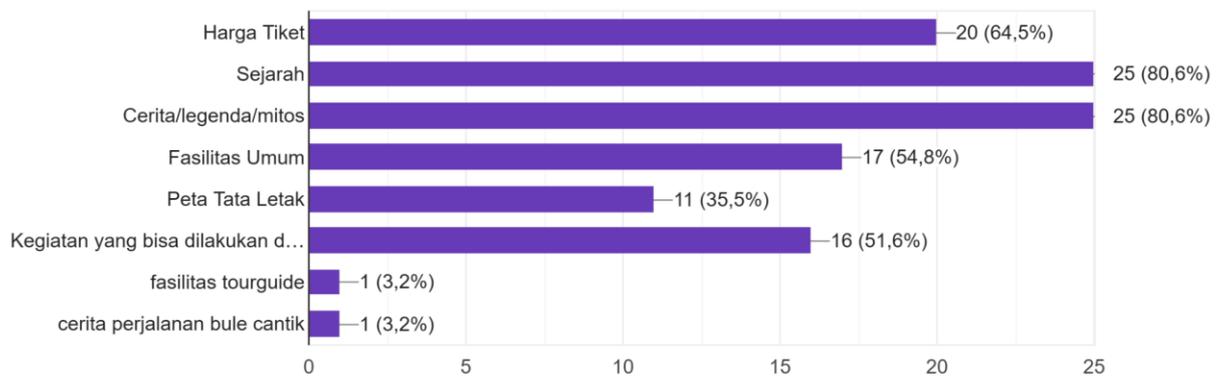
**Figure 4.3 Diagram result about the respondent's experience of visiting historical tourist attractions**

The diagram above shows the categories of questions regarding 'Have you ever visited historical tourist attractions such as temples?' addressed to respondents.

Based on the diagram data above, 77.4% of respondents answered ‘Yes’ and 22.6% answered ‘No’ which can be said that there are more respondents who answered that they had visited historical tourist attractions such as temples.

Ketika berkunjung ke tempat wisata bersejarah seperti misalnya Candi Gedong Songo, informasi apa saja yang ingin Anda ketahui? (Jawaban bisa lebih dari satu)

31 jawaban

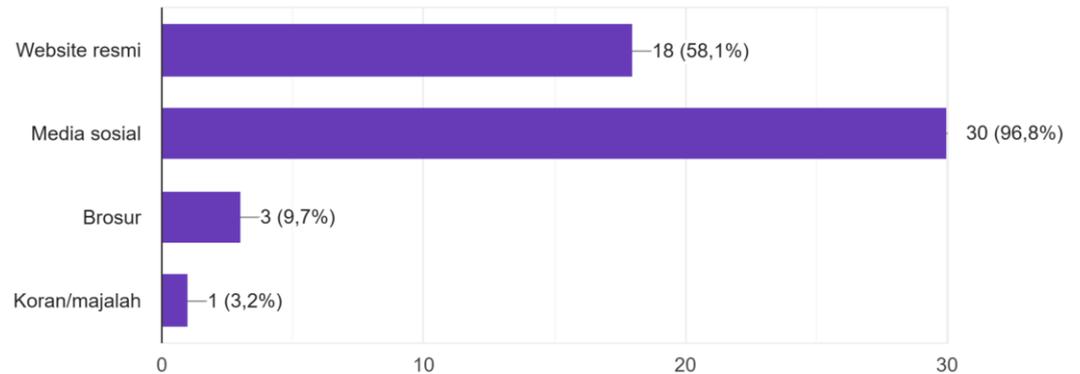


**Figure 4.4** Diagram result about the information needed by respondents when visiting historical tourist attractions

Furthermore, there is a category ‘When visiting historical tourist attractions such as Gedong Songo Temple, what information do you want to know?’ with various answers from the respondents. In this category, 64.5% of respondents answered Ticket Prices, then 80.6% of respondents answered related to History, 80.6% of respondents also chose Stories/legends/myths, 54.8% chose Public Facilities, 35.5% of respondents chose Layout Maps, 51.6% chose Activities that can be done at Tourist Attractions, and as many as 3.2% of respondents chose Other options with additional notes on Tour Guide Facilities and Beautiful Foreigner Travel Stories. The three categories most chosen by respondents are History with a percentage of 80.6%, Stories/legends/myths with the same percentage of 80.6% and related Ticket Prices with a percentage of 64.5%.

Dimana Anda biasanya mengakses informasi wisata?

31 jawaban

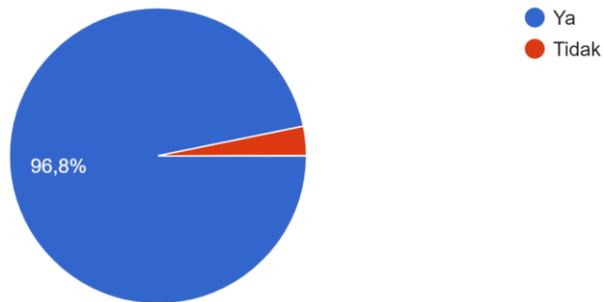


**Figure 4.5 Diagram result about where the respondents access tourist information**

Furthermore, there is a category ‘Where do you usually access tourist information?’ which in this category respondents can fill in more than one option. The diagram above shows that in the official website category there were 58.1% of respondents who chose, then 96.8% of respondents chose social media, 9.7% of respondents chose brochures, and 3.2% chose newspapers/magazines. So it can be seen that most of the respondents access tourist information through social media and official websites.

Apakah Anda tertarik dengan materi pembelajaran sejarah/budaya yang dikemas ke dalam suatu flipbook interaktif?

31 jawaban

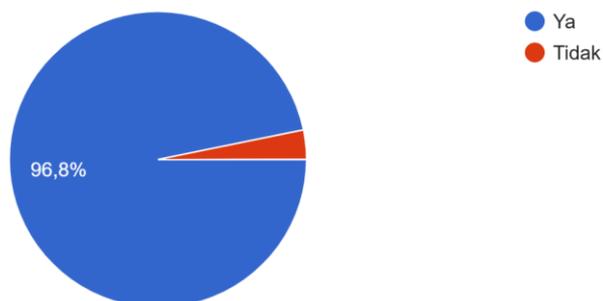


**Figure 4.6 Diagram result about respondents interest in using interactive flipbooks**

Then there is the category ‘Are you interested in history/culture learning materials that are packaged into an interactive flipbook?’ with two options ‘Yes’ and ‘No’. The diagram above shows 96.8% of respondents answered ‘Yes’ and 3.2% of respondents answered ‘No’. It can be concluded that most respondents are interested in history/culture learning materials that are packaged into an interactive flipbook.

Jika informasi tersebut dijadikan satu ke dalam suatu flipbook sebagai media pembelajaran, apakah akan membantu wisatawan dalam mencari informasi tentang Candi Gedong Songo?

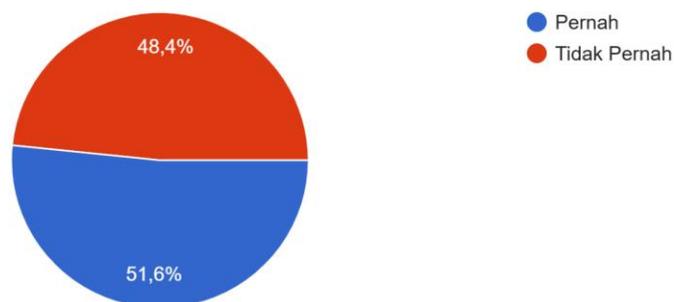
31 jawaban



**Figure 4.7 Diagram result about how flipbooks can help tourists in finding information**

Furthermore, there is a category ‘If the information is put together into a flip book as a learning media, will it help tourists in finding information about Gedong Songo Temple?’ with two options “Yes” and "No”. 96.8% of respondents answered ‘Yes’ and 3.2% of respondents answered ‘No’. So it can be concluded based on the data provided by most respondents that with a flip book as a learning media, it will help tourists in finding information about Gedong Songo Temple.

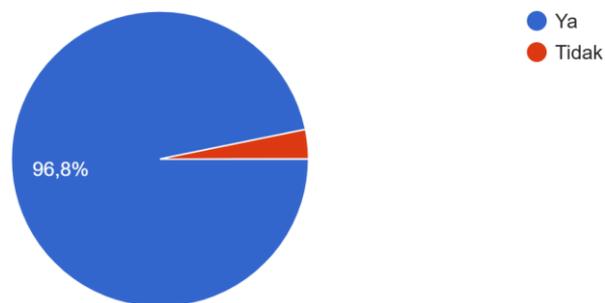
Apakah Anda pernah menggunakan flipbook digital sebelumnya?  
31 jawaban



**Figure 4.8 Diagram result about respondents experience of using flipbooks**

Furthermore, there is a question category regarding ‘Have you ever used a digital flipbook before?’ with two choices of ‘Ever’ and ‘Never’. The diagram above shows that 51.6% of respondents answered ‘Ever’ and 48.4% of respondents answered ‘Never’. It can be concluded that most of the respondents have used digital flipbooks before.

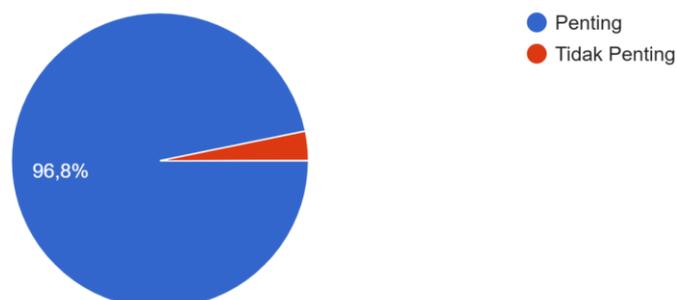
Apakah Anda tertarik dengan flipbook bilingual (Bahasa Indonesia dan Bahasa Inggris)?  
31 jawaban



**Figure 4.9** Diagram result about respondent interest in using bilingual flipbook

In the next diagram there is a category ‘Are you interested in bilingual flip books (Indonesian and English)?’ with two options ‘Yes’ and ‘No’. There were 96.8% of respondents who answered ‘Yes’ and 3.2% who answered ‘No’. It can be concluded that more respondents are interested in bilingual flip books in Indonesian and English.

Menurut Anda, apakah penting flipbook wisata memiliki dua bahasa (Bahasa Indonesia dan Bahasa Inggris)?  
31 jawaban



**Figure 4.10** Diagram results on the importance of bilingual tourism flipbooks

The next diagram is the category ‘Do you think it is important that the travel flipbook has two languages (Indonesian and English)?’ with two options, namely

‘Important’ and ‘Not Important’. As many as 96.8% of respondents chose the answer ‘Important’ and as many as 3.2% of respondents chose the answer ‘Not Important’. So based on the data diagram above, it can be concluded that it is important for the tourism flipbook to have two languages, namely Indonesian and English.

Jika terdapat dua bahasa di dalam flipbook, tata letak yang seperti apa yang nyaman untuk dibaca?  
31 jawaban

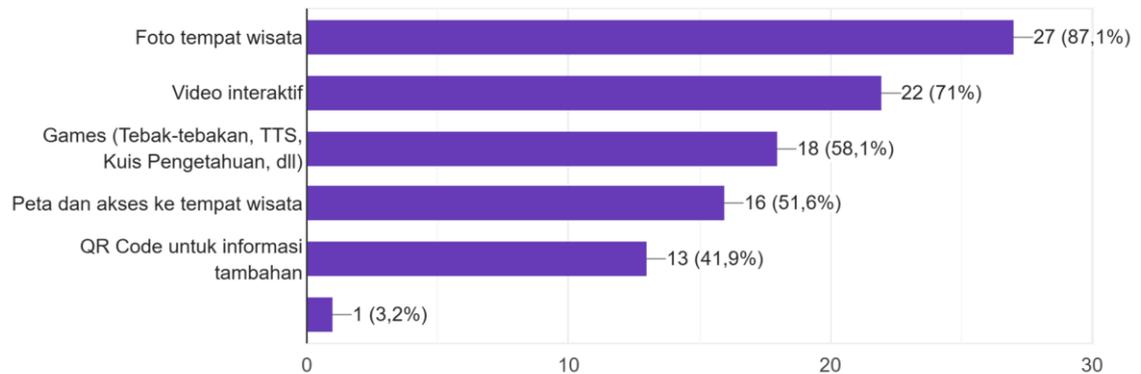


**Figure 4.11 Diagram result about the convenience of flipbook layout**

Next is a diagram with the question category ‘If there are two languages in the flipbook, what kind of layout is comfortable to read?’ with two options, namely the first is the top page - Indonesian & bottom page - English and the second option is the left page - Indonesian & right page - English. There were 77.4% of respondents choosing the first option and there were 22.6% of respondents choosing the second option. So based on the diagram above, the flipbook layout that is comfortable to read is with the top page in Indonesian and the bottom page in English.

Menurut Anda, fitur apa saja yang perlu dan penting untuk dimasukkan ke dalam flipbook wisata?  
(Jawaban bisa lebih dari satu)

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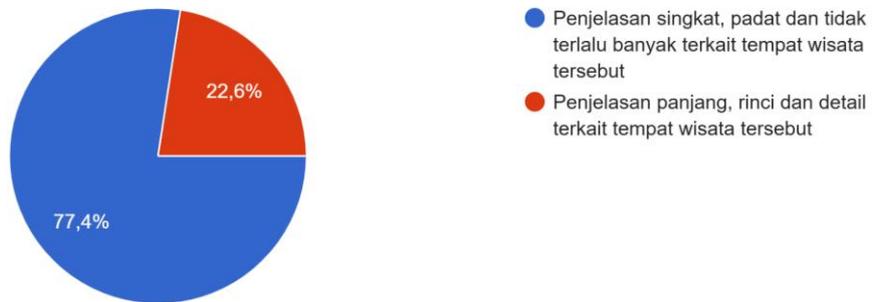


**Figure 4.12 Diagram result on features that need to be added to the flipbook**

The next diagram shows the question category ‘What features do you think are necessary and important to be included in a travel flipbook?’ with various options that can be answered in more than one. In the first choice option, namely for photos of tourist attractions, there were 87.1% of respondents who chose this answer, 71% of respondents chose the answer Interactive video, then Games (Guessing, TTS, Knowledge Quiz, etc.) received answers from respondents as much as 58.1%, then 51.6% of respondents answered Maps and access to tourist attractions, 41.9% of respondents chose QR Code for additional information and as many as 3.2% of respondents answered the Other option. From the diagram data above, it can be concluded that the features that need and are important to be included in the tourist flipbook based on the three most popular choices are photos of tourist attractions, interactive videos and games.

Menurut Anda, isi konten flipbook yang menarik itu bagaimana?

31 jawaban

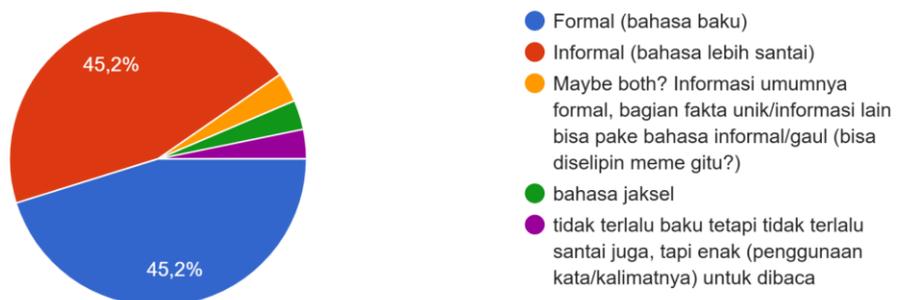


**Figure 4.13** Diagram result about respondents opinion of flipbook content

Furthermore, there is a question category ‘What do you think is interesting flipbook content?’ with two options, namely the first is a short, concise and not too much explanation related to the tourist attractions and the second is a long, detailed and detailed explanation related to the tourist attractions. There were 77.4% of respondents choosing the first option and 22.6% choosing the second option. So based on the data above, the interesting flipbook content is a brief, concise and not too much explanation related to these tourist attractions.

Menurut Anda, gaya bahasa seperti apa yang akan membuat pembaca tertarik dengan isi konten flipbook?

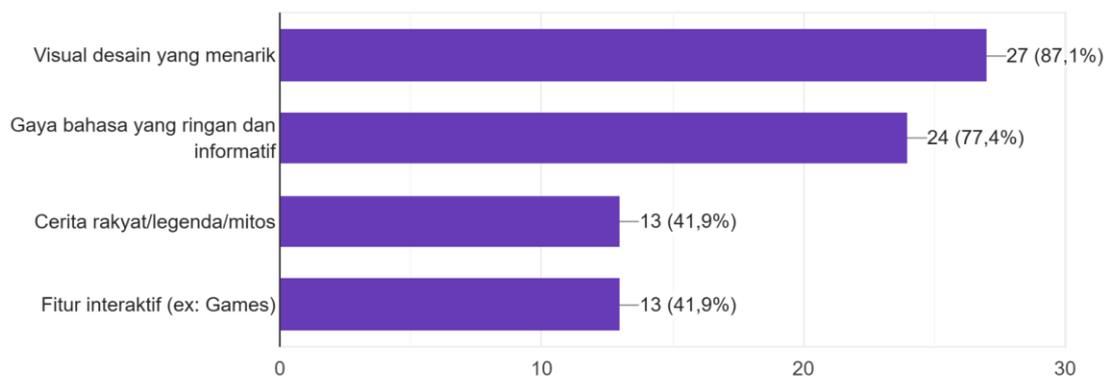
31 jawaban



**Figure 4.14** Diagram result about readers interest in language style

Then the next diagram is the question category ‘In your opinion, what kind of language style will make readers interested in the contents of the flipbook content?’ with three options, namely Formal (standard language), Informal (more relaxed language) and Other options. As many as 45.2% chose the first option and so did the second option which had a percentage of 45.2%. In addition, there were also 3.2% of respondents who chose the other options with various additional notes such as ‘Maybe both? Information is generally formal, the unique facts / other information section can use informal / casual language (can you insert memes like that?), ‘jaksel’ language, and not too standard but not too casual either, but it's good (use of words / sentences) to read’. Based on the data above, it can be concluded that the language style that makes readers interested in the content of the flipbook content is by being able to balance formal and informal language styles according to the content described in the flipbook.

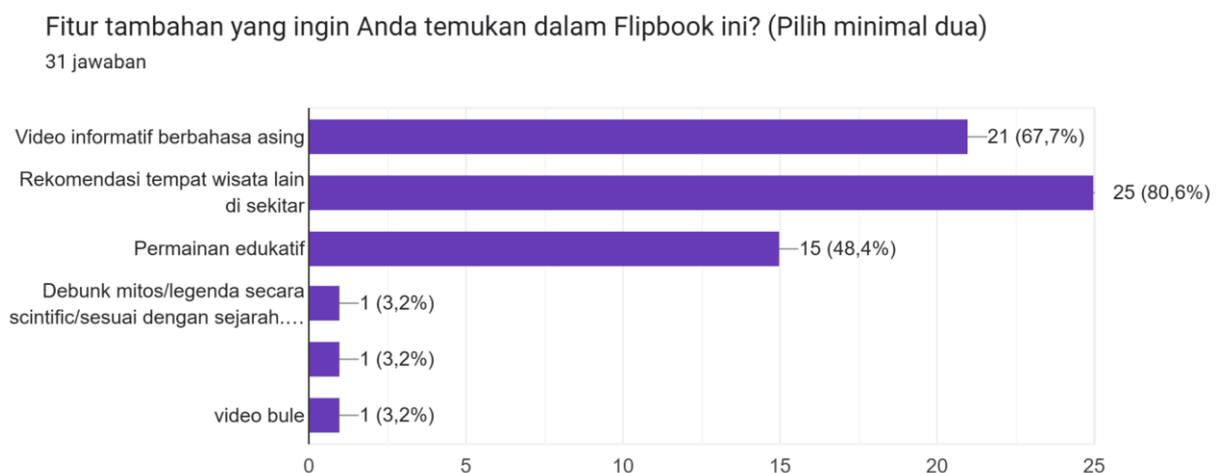
Apa yang akan membuat Anda tertarik untuk membaca Flipbook tentang wisata Candi Gedong Songo? (Jawaban bisa lebih dari satu)  
31 jawaban



**Figure 4.15** Diagram result about readers interest in the Gedong Songo Temple tourism flipbook

Furthermore, there is a question category ‘What would make you interested in reading a Flipbook about Gedong Songo Temple tourism?’ with several answer options that can be selected from more than one. There were 87.1% of respondents

who chose an attractive visual design, 77.4% of respondents chose a light and informative language style, 41.9% of respondents chose folklore/legends/myths and as well as for interactive features (ex: Games) there were 41.9% of respondents who chose these answers. So it can be concluded that what will make you interested in reading flipbooks about Gedong Songo Temple tourism with the two most selected answers are attractive visual design and light and informative language style.



**Figure 4.16** Diagram result about adding flipbook features

In the last diagram, there is a question: ‘What additional features would you like to find in this flipbook?’ with various answer options that can be selected at least two answers. In the first option, informative videos in foreign languages received answers from respondents with a percentage of 67.7%, then for recommendations for other tourist attractions around there were 80.6% of respondents who chose, then there were 48.8% of respondents who chose educational games, and other answer options with some additional notes, namely ‘Debunk myths / legends scintific according to history and foreigner videos’. Based on the data above, the additional features that readers want to find with the two most selected answer options are recommendations for other tourist attractions around and informative videos in foreign languages.

With the questionnaire at this early stage to find the needs of readers, it can be concluded that this educational flip book entitled “Travel Beyond Words” is needed to help tourists in finding tourist information and as a learning media for students. Bilingual information in Indonesian and English is also very important to be added to this educational flipbook.

### c. Interview

Then to add to the data sources, researchers conducted interviews with preservationists from Gedong Songo Temple, namely Mr. Ngatno regarding the information there. The following are interview questions to the local guide of Gedong Songo Temple:

**Table 4.1 List of interview questions with the preservationist of Gedong Songo Temple**

No.	Questions
1.	What is the brief history of Gedong Songo Temple? ( <i>Bagaimana sejarah singkat mengenai Candi Gedong Songo?</i> )
2.	In what year was Gedong Songo Temple rediscovered? ( <i>Pada tahun berapa Candi Gedong Songo ditemukan kembali?</i> )
3.	What is the difference between the first temple to the last temple? ( <i>Apa yang membedakan dari Candi Gedong I sampai candi terakhir?</i> )
4.	What is the meaning of temple I to temple V? ( <i>Apa makna dari candi ke I sampai candi ke V?</i> )
5.	Are there local stories or legends about Gedong Songo Temple that can add to the attractiveness of visitors? ( <i>Apakah ada cerita atau legenda lokal mengenai Candi Gedong Songo yang dapat menambah daya tarik pengunjung?</i> )
6.	What distinguishes Gedong Songo Temple from other temple sites in Indonesia in terms of history and architecture? ( <i>Apa yang membedakan Candi Gedong Songo dari situs candi lainnya yang ada di Indonesia dalam konteks sejarah dan arsitektur?</i> )
7.	Are there still ceremonies/rituals in Gedong Songo Temple? ( <i>Apakah masih ada upacara/ritual di Candi Gedong Songo ini?</i> )
8.	Is there a special meaning regarding the symbols in the temple?

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*(Apakah ada makna tersendiri mengenai simbol-simbol yang ada di candi?)*

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9. How are the carvings in Gedong Songo Temple?  
*(Bagaimana ukiran di Candi Gedong Songo?)*

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10. Are there many foreign tourists who come to Gedong Songo Temple every year? And usually what makes them curious about this Gedong Songo Temple?  
*(Apakah ada banyak wisatawan asing yang datang ke Candi Gedong Songo setiap tahunnya? Dan biasanya apa yang membuat mereka penasaran dengan Candi Gedong Songo ini?)*

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11. Does the Gedong Songo Temple site have social media such as Instagram or its own website? And what about the promotion of Gedong Songo Temple?  
*(Apakah situs Candi Gedong Songo memiliki media sosial seperti instagram atau website sendiri? Dan bagaimana dengan promosi Candi Gedong Songo?)*

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In the interview with Mr. Ngatno as the preservationists of Gedong Songo Temple, the researcher obtained data that would later be included in the flipbook. Based on interviews with several questions above, researchers can find out how the history of Gedong Songo Temple in general such as in what year Gedong Songo Temple was discovered, the history and meaning of each temple which also has different architecture such as for example in the Gedong I Temple complex the roof is not intact, Gedong II Temple which has an intact roof, Gedong III Temple which has a companion temple around the complex, Gedong IV Temple which also has several companion temples around it and a more complex building, and Gedong V Temple which is the highest temple of Gedong Songo Temple where tourists can see the view of the lowlands from the complex. In addition, in this interview, researchers can also find out legends or folklore about Gedong Songo Temple and also rituals that are still carried out at the temple. By conducting interviews with the preservationists of Gedong Songo Temple, the results of the interviews were then compiled into a complete set of information into a flipbook about Gedong Songo

Temple. The results of the interview with Mr. Ngatno can be read further in the appendices chapter on page 64 of this report.

#### **4.1.2 Analysis Data Collection**

From the results of data collection from various stages starting from literature review, distributing questionnaires in the early stages to find the needs of readers' interests, especially tourists and students, as well as interviews with local guides or preservationists of Gedong Songo Temple, then the next step is to analyze the data that has been collected. Based on the previous stage, the data entered into the flipbook is adjusted to the interests of readers. This flip book has two languages, namely Indonesian and English with the layout of the top page in Indonesian and the bottom page in English. The features included in the flipbook are photos of tourist attractions, interactive videos, games and maps and access to tourist attractions. The discussion of the content included in this flipbook is also made concise with an informative language style and is also light to read. The content included in this flipbook is based on the results of interviews and observations that have been made. From the results of the interviews, the data included in the flipbook includes the history of Gedong Songo Temple, architecture, carvings, and the meaning of the temple from the first temple to the last temple, to interesting facts about Gedong Songo Temple regarding local legends and rituals.

#### **4.1.3 Development**

From analyzing the data that has been collected and sorting out the content that is included in the flipbook, the next step is to create a flipbook content concept framework. The draft conceptual framework of the flipbook made is as follows:

## KERANGKA KONSEP ISI KONTEN

1. Judul Flipbook : Travel Beyond Words
2. Daftar Isi
3. Tentang Bandungan [*About Bandungan*]
4. Kemegahan di Antara Kabut dan Pepohonan : Candi Gedong Songo [*The Splendor Between Mist and Trees : Gedong Songo Temple*]
5. Titik Awal Perjalanan Spiritual : Candi Gedong I dan II [*The Starting Point of a Spiritual Journey: Candi Gedong I & II*]
6. Menembus Kabut Menuju Kesucian yang Mengalir : Candi Gedong III [*Through the Mist to Flowing Holiness : Candi Gedong III*]
7. Ketenangan dan Kesunyian Mendalam : Candi Gedong IV & V [*Serenity and Deep Silence : Candi Gedong IV & V*]
8. Menuju Akhir Perjalanan Spiritual : Candi Gedong VI [*To the End of the Spiritual Journey: Candi Gedong VI*]
9. Puncak Spiritualitas : Candi Gedong VII, VIII, IX [*The Peak of Spirituality: Candi Gedong VII, VIII, IX*]
10. Fakta Menarik [*Fun Fact*]
11. Informasi Lainnya [*Other Information*]

**Figure 4.17 Content Outline**

The title that will be carried into this flipbook is “Travel Beyond Words” which is on the first page of the flipbook. The next page contains the table of contents of the chapters. After the table of contents, it then explains a little about Bandungan as an introduction to the area at the beginning before entering the tourist attractions, namely Gedong Songo Temple. The next chapter is a discussion of a brief history of Gedong Songo Temple, the title of each chapter is different and in the Gedong Songo Temple chapter it has the title '*The Splendor Between Mist and Trees : Gedong Songo Temple*'. Next is the chapter on the Candi Gedong I & II group with the title '*The Starting Point of a Spiritual Journey: Candi Gedong I & II*', then the chapter on the Candi Gedong III group entitled '*Through the Mist to Flowing Holiness : Candi Gedong III*', followed by a chapter on the Candi Gedong IV and V group, namely '*Serenity and Deep Silence : Candi Gedong IV & V*', the chapter on Candi Gedong VI '*o the End of the Spiritual Journey: Candi Gedong VI*', to the chapter on Candi Gedong VII, VIII, and IX Temples entitled '*The Peak of Spirituality: Candi Gedong VII, VIII, IX*' with a chapter on Fun Fact and Other Information.

Next is the description of the flipbook concept framework that has been made and to be included in the flipbook. The following is an example of a bilingual conceptual framework table, Indonesian and English.

**Table 4.2 Conceptual framework of flipbook content**

<b>Bahasa Indonesia</b>	<b>English Language</b>
<p>• <b>Tentang Bandungan</b></p> <p>Bandungan adalah salah satu kecamatan di Kabupaten Semarang. Bandungan ini terletak di bawah kaki gunung Ungaran dan berjarak sekitar 34 km dari Kota Semarang. Dilihat dari letaknya yang berada di bawah kaki gunung Ungaran dengan udara sejuk, Bandungan menawarkan berbagai tempat wisata alam yang menyuguhkan pemandangan indah. Dengan kondisi alam yang indah dan udara yang sejuk, Bandungan sangat cocok untuk dijadikan tempat peristirahatan di tengah penatnya kesibukan sehari-hari sehingga dapat dilihat di penjuru jalan Bandungan ada banyak sekali tempat penginapan hotel dan motel yang memberikan pemandangan indah dari alam pegunungan. Salah satu objek wisata yang terkenal di Bandungan yaitu ada Candi Gedong Songo.</p>	<p>• <b>About Bandungan</b></p> <p><i>Bandungan is one of the sub-districts in Semarang Regency. Bandungan is located at the foot of Mount Ungaran and is about 34 km from Semarang City. Given its location at the foot of Mount Ungaran with its cool air, Bandungan offers a variety of natural tourist attractions that offer beautiful scenery. With its beautiful natural setting and cool air, Bandungan is perfect for a retreat in the midst of a busy day, and it can be seen throughout the streets of Bandungan that there are many hotels and motels that offer beautiful views of the mountains. One of the most famous tourist attractions in Bandungan is the Gedong Songo Temple.</i></p>

#### 4.1.4 Preliminary Field Testing

At the preliminary testing stage, researchers conducted a validation test from experts, namely the supervisor Lilis Lamsehat Panjaitan S.Pd., M.A and also the preservationist from Gedong Songo Temple regarding the contents of the 'Travel Beyond Words' flipbook. The form of this validation is a form with several questions asked to the validator. The following is the validation form:

**Form of Validation Product**  
Flipbook Tourism Promotion and Learning Tool for Historical Tourism Destinations in Gedong Songo Temple

Validator: Lilis Lamsehat Panjaitan S.Pd., M.A  
Date: 29 April 2017

Please checklist one of the selected answers (x)

- Does the title on the flipbook cover look attractive?  
 Not Attractive  Fairly Attractive  Attractive  Very Attractive
- Does the title of each chapter look attractive?  
 Not Attractive  Fairly Attractive  Attractive  Very Attractive
- Is the language style easy to understand?  
 Not Clear  Fairly Clear  Clear  Very Clear
- Is the content in the flipbook clear enough?  
 Not Clear  Fairly Clear  Clear  Very Clear
- Is the content relevant as a source of traveler information and as a learning medium?  
 Not Relevant  Fairly Relevant  Relevant  Very Relevant
- Does this bilingual flipbook look attractive?  
 Not Attractive  Fairly Attractive  Attractive  Very Attractive
- Are the features in this flipbook useful?  
 Not Useful  Fairly Useful  Useful  Very Useful
- Are the features in the flipbook interactive?  
 Not Interactive  Fairly Interactive  Interactive  Very Interactive
- Is this flipbook convenient and practical to use everywhere?  
 Not Convenient  Fairly Convenient  Convenient  Very Convenient
- Is there any additional information you think should be added to this flipbook? If yes, please explain:  
Adding more information about the history of the hot spring
- Criticism and Suggestions:  
The book will be more interesting if the authors add some more fun facts of the Card.

Figure 4.18 Form material expert validation (1)

Formulir Validasi Produk  
 Flipbook Promosi Wisata dan Media Pembelajaran untuk Destinasi Wisata Sejarah Candi  
 Gedong Songo

Validator: Nugroho (Jury Review)  
 Tanggal: 29 April 2017

Silakan centang salah satu jawaban yang dipilih (v)

1. Apakah judul pada sampul flipbook terlihat menarik?  
 Tidak Menarik  Cukup Menarik  Menarik  Sangat Menarik

2. Apakah judul di setiap bab terlihat menarik?  
 Tidak Menarik  Cukup Menarik  Menarik  Sangat Menarik

3. Apakah gaya bahasa yang digunakan mudah dipahami?  
 Tidak Jelas  Cukup Jelas  Jelas  Sangat Jelas

4. Apakah isi dalam flipbook cukup jelas?  
 Tidak Jelas  Cukup Jelas  Jelas  Sangat Jelas

5. Apakah isi flipbook relevan sebagai sumber informasi bagi wisatawan dan sebagai media pembelajaran?  
 Tidak Relevan  Cukup Relevan  Relevan  Sangat Relevan

6. Apakah flipbook bilingual ini terlihat menarik?  
 Tidak Menarik  Cukup Menarik  Menarik  Sangat Menarik

7. Apakah fitur-fitur dalam flipbook ini berguna?  
 Tidak Berguna  Cukup Berguna  Berguna  Sangat Berguna

8. Apakah fitur-fitur dalam flipbook bersifat interaktif?  
 Tidak Interaktif  Cukup Interaktif  Interaktif  Sangat Interaktif

9. Apakah flipbook ini praktis dan mudah digunakan di mana saja?  
 Tidak Praktis  Cukup Praktis  Praktis  Sangat Praktis

10. Apakah ada informasi tambahan yang sebaiknya dimasukkan ke dalam flipbook?  
 Jika ada, mohon jelaskan:  
Gedong Songo cocok untuk kegiatan Yoga dan sebagainya  
adanya unsur budaya gedong Songo sebagai energi penyembuhan  
di belakang candi 9

11. Kritik dan Saran:  
Sudah cukup mewakili setiap  
season yang ada di gedong Songo  
sewaja bisa menjadi tambahan wawasan  
dan pengetahuan bagi para pengunjung  
di gedong Songo

Figure 4.19 Form material expert validation (2)

#### 4.1.5 Product Revision

The product revision process is an important stage in the development of this flipbook. Based on the validation forms that have been given to experts, researchers then make revisions by considering the feedback given by the supervisor, which is as follows.

a. Addition of Content Information Fun Facts About The Hot Spring

The information content in the flipbook includes information about Bandungan, the history of Gedong Songo Temple in general, information about Candi Gedong I to Candi Gedong IX, interesting facts about Gedong Songo Temple and other information. Although this flipbook contains sufficient information about Gedong Songo Temple, there are some notes that need to be added in the flipbook. Based on the feedback from the supervisor through the validation form, there is a suggestion to add more

information about the history of the hot springs in Gedong Songo Temple. In the previous content, there was only information about the entrance ticket price and no history related to hot springs. The addition of information about the history of hot springs is needed so that not only about the history of the temple but readers can also find out about the history of hot springs in Gedong Songo Temple.

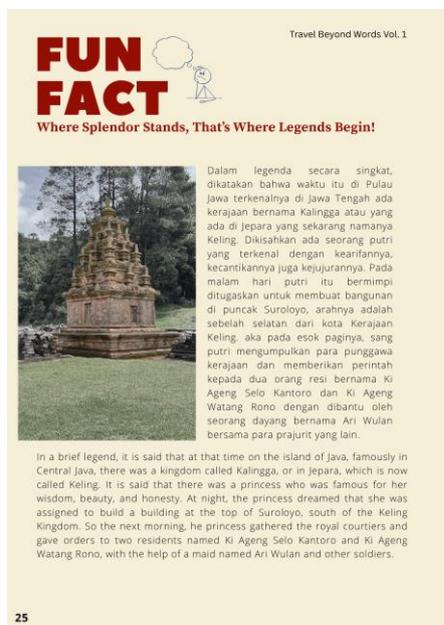


Figure 4.20 Before



Figure 4.21 After

- b. Addition of Content Information Fun Facts About Gedong Songo Temple
- In the Travel Beyond Words flipbook there are fun facts about Gedong Songo Temple around the legends that exist at Gedong Songo Temple. Although the detailed content of fun facts about the legend has been presented in the flipbook, the information conveyed is still lacking. Therefore, other fun facts about Gedong Songo Temple need to be included in the flipbook so that readers are more interested in reading about fun facts about Gedong Songo Temple. The addition of other fun facts is about the rituals that are still carried out at Gedong Songo Temple.



**Figure 4.22 Fun Fact: The Legend**



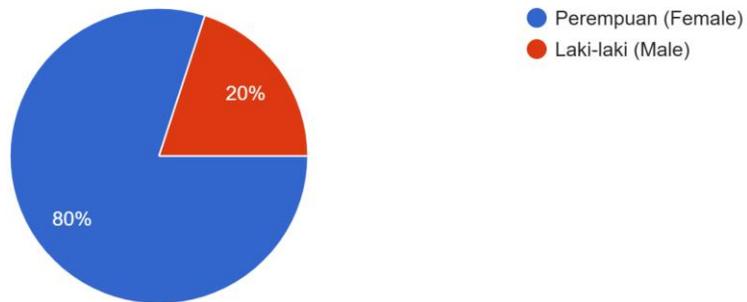
**Figure 4.23 Fun Fact: Rituals**

#### 4.1.6 Main Field Testing

In the product testing process, researchers conducted testing through distributing questionnaires on the g-form. From the questionnaires that have been distributed, researchers get feedback from readers, namely tourists and students regarding the content and information contained in the 'Travel Beyond Words' flipbook. In this stage of the testing process, there were 40 respondents who answered the questionnaire that had been distributed. The explanation of the answers to several questionnaire questions that have been answered by respondents is as follows:

### Jenis Kelamin (Gender)

40 jawaban

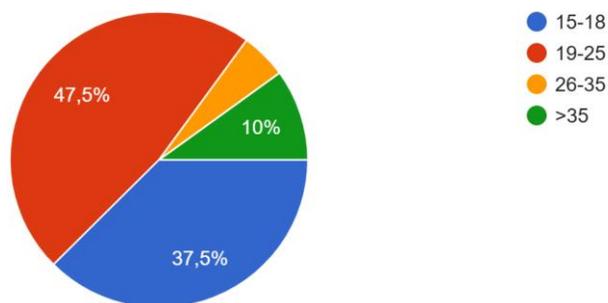


**Figure 4.24 Gender of the respondents**

The first diagram shows a question about gender to find out the gender of the respondents who filled out the g-form. There are two answer options, namely female and male. There were 80% female respondents and 20% male respondents. This shows that there are more female respondents who answered this questionnaire.

### Umur (Age)

40 jawaban



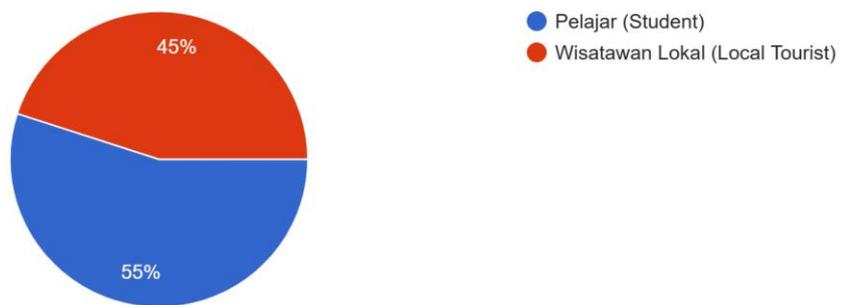
**Figure 4.25 Age of the respondents**

The next diagram is a question about the age of the respondent. There are several answer options, starting from the age of 15-18, 19-25, 26-35, to more than

35 years. There were 37.5% of respondents who chose the answer 15-18 years old, 47.5% chose the answer 19-25 years old, 5% answered 26-35 years old and 10% answered more than 35 years old. This shows that most of the respondents who filled out this questionnaire were 19-25 years old.

Apa Status Anda Saat ini? (What's your current status?)

40 jawaban

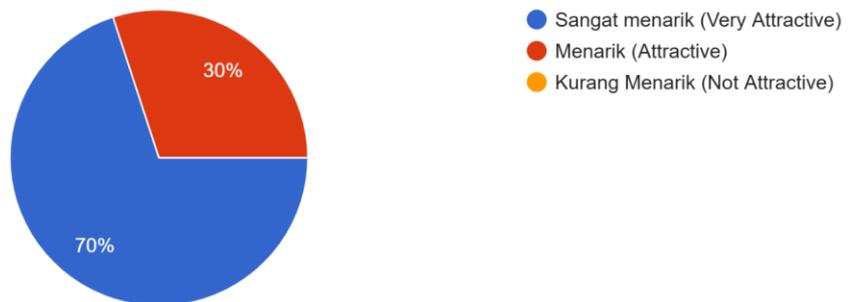


**Figure 4.26 Status of the Respondents**

The next diagram is a question related to 'What's your current status?' with two answer options, namely student and local tourist. 55% of respondents answered students and 45% answered local tourists. This shows that most of the respondents who filled out this questionnaire were students.

Apakah judul FlipBook ini menarik untuk dibaca lebih lanjut? (Is this FlipBook title interesting to read more about?)

40 jawaban

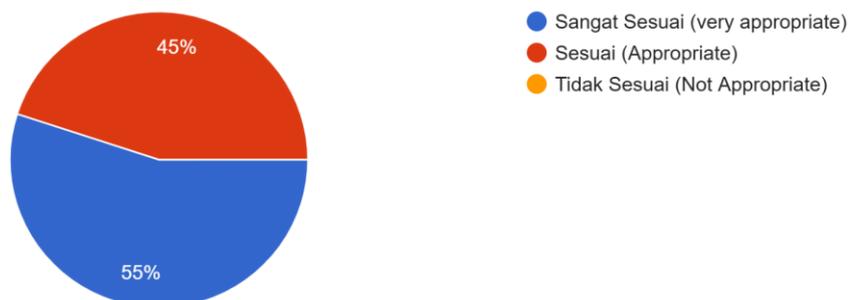


**Figure 4.27 Diagram result about the title**

The first question is 'Is this FlipBook title interesting to read more about?' with several answer options namely very attractive, attractive, and less attractive. There are two different answers from the question, 70% answered very attractive and 30% answered attractive. It can be concluded that the title in this flipbook is attractive to read more about.

Apakah konten yang disampaikan di FlipBook ini sudah informatif, jelas, dan mudah dipahami? (Is the content delivered in this FlipBook informative, clear, and easy to understand?)

40 jawaban



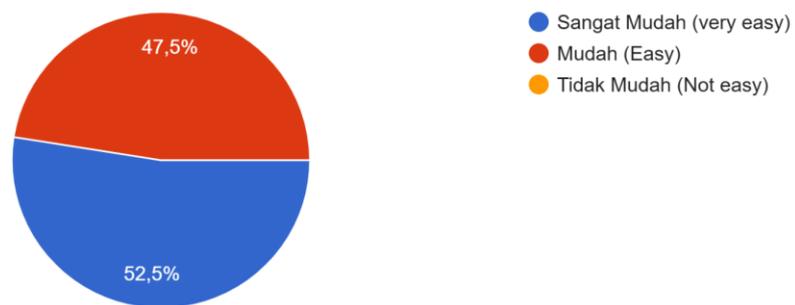
**Figure 4.28 Diagram result about the clarity of flipbook content**

The next question is about 'Is the content delivered in this FlipBook informative, clear, and easy to understand?'. There are three answer options for this

question, namely very appropriate, appropriate, and not appropriate. There were 55% of respondents answering very appropriate and 45% of respondents answering appropriate. This shows that the content delivered in this flipbook is informative, clear, and easy to understand.

Apakah gaya bahasa yang ada di FlipBook mudah untuk dipahami? (Is the language style in the FlipBook easy to understand?)

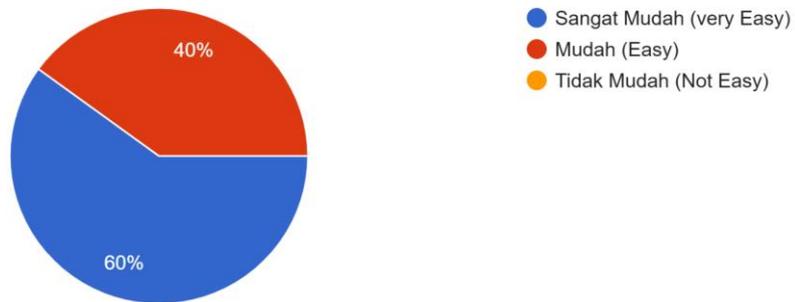
40 jawaban



**Figure 4.29 Diagram result about language style in flipbook**

The next diagram shows the question regarding ‘Is the language style in FlipBook easy to understand?’. There are two different answers from the three available answer options. As many as 52.5% of respondents answered very easy and as many as 47.5% answered easy. So it can be concluded that the language style in this flipbook is easy for readers to understand.

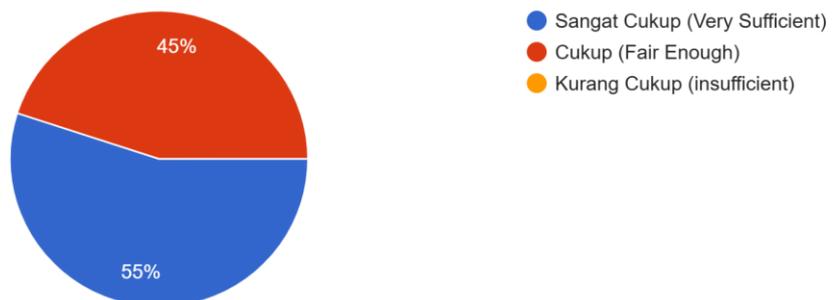
Apakah isi konten bilingual ini mudah untuk dibaca? (Is the bilingual content easy to read?)  
40 jawaban



**Figure 4.30 Diagram result about the convenience of reading the contents of the flipbook**

Furthermore, there was a question 'Is the bilingual content easy to read?' with two different answers. 60% of respondents answered very easy and 40% of respondents answered easy. So the bilingual content in this flipbook is easy to read.

Apakah isi konten FlipBook sudah cukup mencakup berbagai informasi yang ada di Candi Gedong Songo? (Is the content of the FlipBook content en... the various information in Gedong Songo Temple?)  
40 jawaban



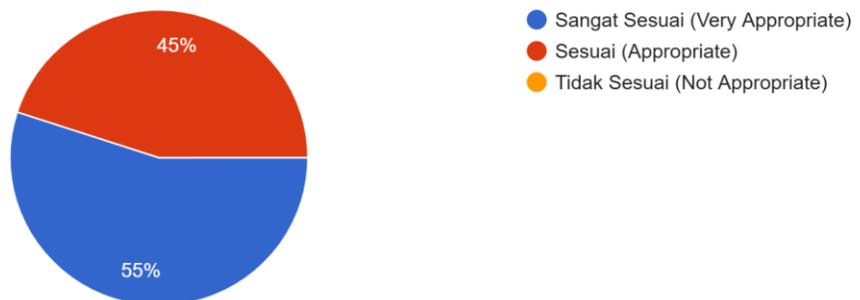
**Figure 4.31 Diagram result about the information in the flipbook**

The next diagram is a question regarding 'Is the content of the FlipBook content enough to cover the various information in Gedong Songo Temple?'. 55% of respondents answered very sufficient and 45% of respondents answered

sufficient. So it can be concluded that the content in this flipbook is enough to cover the various information in Gedong Songo Temple.

Apakah isi konten FlipBook ini sesuai dengan tujuan dan target Audiens yaitu pelajar dan wisatawan sebagai media pembelajaran interaktif? (Is the con...dents and tourists as interactive learning media?)

40 jawaban

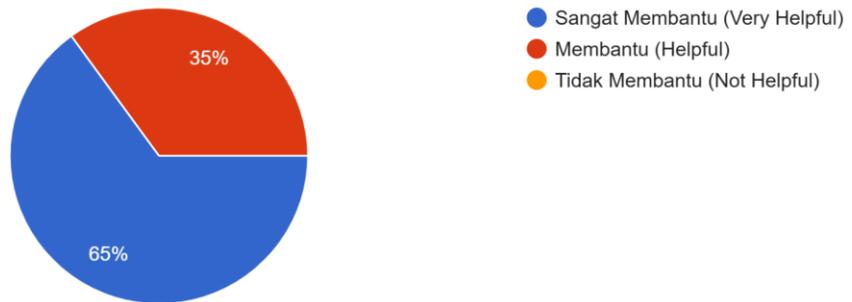


**Figure 4.32 Diagram result about the suitability of flipbook objectives**

Furthermore, there is a question regarding 'Is the content of this Flipbook in accordance with the objectives and target audience, namely students and tourists as interactive learning media?'. There are two different answers, namely 55% of respondents answered very appropriate and 45% of respondents answered appropriate. So it can be concluded that the content of this flipbook is in accordance with the objectives and target audience, namely students and tourists as interactive learning media.

Menurut Anda, dengan adanya FlipBook ini apakah dapat membantu wisatawan dalam mencari informasi tentang Candi Gedong Songo? (Do you think this FlipBook can help tourists find information about Gedong Songo Temple?)

40 jawaban

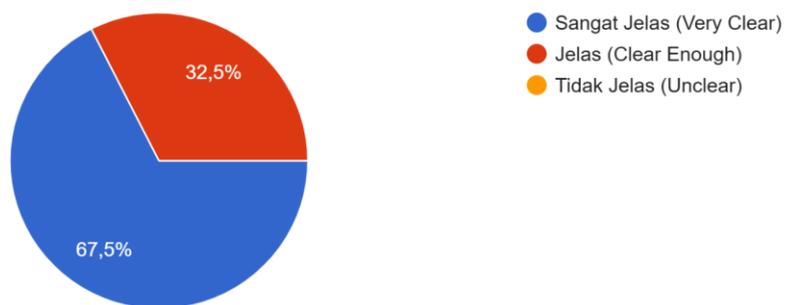


**Figure 4.33** Diagram result about how flipbooks can help tourists in finding information

The next question is about ‘Do you think this Flipbook can help tourists find information about Gedong Songo Temple?’. 65% of respondents answered very helpful and 35% of respondents answered helpful. This shows that this flipbook can help tourists find information about Gedong Songo Temple.

Mengenai tata letak isi konten Bahasa Indonesia di bagian atas halaman dan Bahasa Inggris bagian bawah flipbook, apakah cukup jelas untuk dibaca? (Regarding the layout of the FlipBook, is it clear enough to read?)

40 jawaban



**Figure 4.34** Diagram result about the clarity of flipbook layout

In the next diagram, there is a question regarding ‘Regarding the layout of the Indonesian content at the top of the page and English at the bottom of the FlipBook, is it clear enough to read?’. 67.5% of respondents answered very clear

and 32.5% of respondents answered clear. This shows that the layout of the Indonesian content at the top of the page and English at the bottom of the flipbook is clear enough to be read by the readers.

Apakah ada bagian yang membingungkan atau sulit untuk dimengerti di dalam flipbook ini?  
(Are there any parts that are confusing or difficult to understand in this FlipBook?)

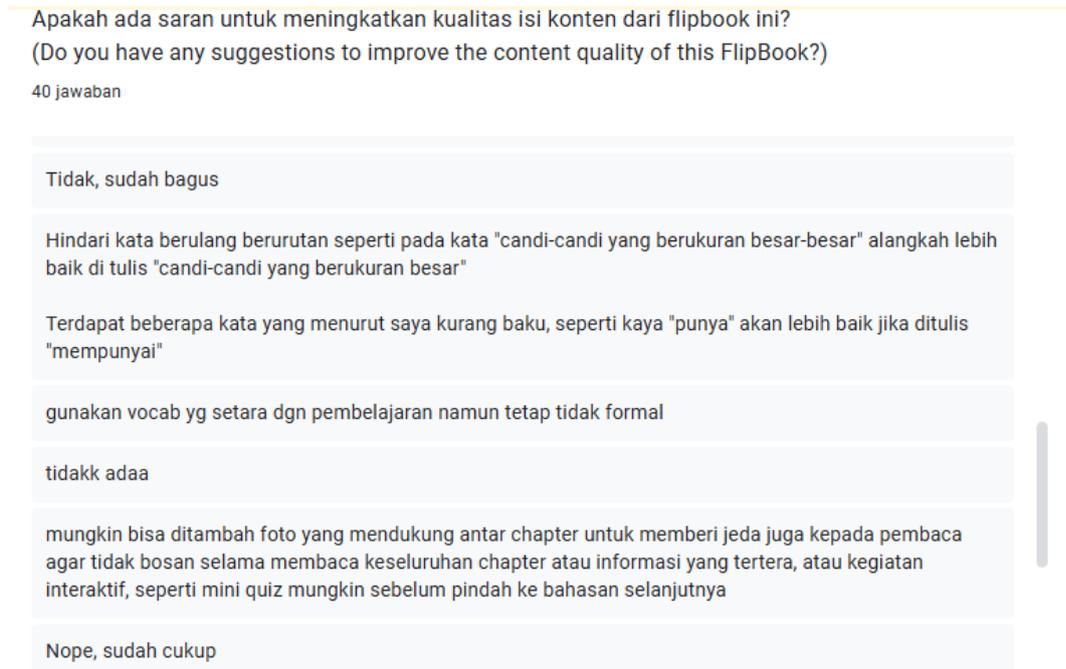
40 jawaban

.
Tidak sama sekali
"Jika dilihat dari ciri-cirinya, masing-masing candi punya karakter seperti di Jawa Timur bentuknya adalah runcing-runcing, tinggi, dan kecil-kecil" (Pada kalimat ini lebih baik kata "adalah" diubah menjadi "yaitu") dan (kata "punya" lebih baik diubah menjadi "mempunyai")
tidak adaa
mungkin di bagian part did you know yg ada di pojok bawah, sebagai pembaca sepertinya akan lebih baik jika penataan atau layout diubah ke posisi yang lainnya, lalu penambahan konten did you know bukan hanya di halaman itu saja, tapi juga bisa di beberapa bagian lainnya, masih ada typo di beberapa kata
Nope

**Figure 4.35 Result of open-ended question about confusing parts in the flipbook**

Furthermore, there is a question ‘Are there any parts that are confusing or difficult to understand in this Flipbook?’. In this question, the answer is in the form of filling in and gets a variety of answers, most of which respondents answer no. However, there are two answers from respondents who feel there are still parts that are confusing or difficult to understand in the flipbook. However, there were two answers from respondents who felt there were still parts that were confusing or difficult to understand in this flipbook. The first respondent gave answers such as “Jika dilihat dari ciri-cirinya, masing-masing candi punya karakter seperti di Jawa Timur bentuknya adalah runcing-runcing, tinggi, dan kecil-kecil” (In this sentence, it is better to change the word “adalah” to “yaitu”) and (the word ‘punya’ is better changed to “mempunyai”). The second respondent gave the answer “maybe in the part did you know in the bottom corner, as a reader it seems like it would be better if the arrangement or layout was changed to another position and then the addition of did you know content not only on that page, but also in several other sections, there are still typos in some words”. It can be concluded that most of the parts in

this flipbook are good, appropriate and easy to understand, but it is necessary to improve some parts that are still confusing and difficult to understand as mentioned by several respondents earlier.



**Figure 4.36 Result of open-ended question about suggestions for improving the quality of flipbook**

Furthermore, there is the last question which is ‘Do you have any suggestions to improve the content quality of this FlipBook?’. There are various kinds of answers given by respondents and most of the answers are none and are good enough. But there were also some answers from respondents who gave suggestions to improve the quality of the content of the flipbook such as 'Hindari kata berulang berurutan seperti pada kata “candi-candi yang berukuran besar-besar” it would be better to write “candi-candi yang berukuran besar” and there are some words that I think are less standardized, such as “punya” it would be better to write “mempunyai”, 'use vocab that is equivalent to learning but still not formal', and ‘maybe you can add photos that support between chapters to give pause also to the reader so as not to get bored while reading the entire chapter or information listed, or interactive activities, such as a mini quiz maybe before moving on to the next

discussion'. It can be concluded that there are several suggestions from respondents regarding the quality of the flipbook content and also overall it is quite good regarding the existing content.

After distributing questionnaires via g-form and getting feedback from the respondents, it can be concluded that the overall content of this flipbook is quite good. The content of this flipbook is in accordance with the target audience, namely students and tourists. However, the content of this flipbook content still needs to be further improved as from the previous respondents' answers in order to improve the quality of this flipbook.

#### 4.1.7 Final Product Revision

After conducting product testing, the next stage is to revise the final content. Based on the feedback given by the respondents through the questionnaire, there are several things that need to be revised from the flipbook content. The following are improvements to the content of the flipbook content.



Figure 4.37 Page before revision



Figure 4.38 Page after revision

The picture above shows the content before revision and after revision. In the previous content in the chapter Why Is Gedong Songo Temple So Different From Other Temples? there is a sentence in Indonesia 'Jika dilihat dari ciri-cirinya, masing-masing candi punya karakter seperti di Jawa Timur bentuknya adalah

runcing-runcing, tinggi, dan kecil-kecil’. Based on the suggestions given by the respondents, the word ‘adalah’ was changed to ‘yaitu’ and the word ‘punya’ was changed to ‘mempunyai’. In addition, respondents also gave suggestions in this section by avoiding repetitive words in size as in the words ‘candi-candi yang berukuran besar-besar’ were changed to ‘candi-candi yang berukuran besar’. So then the display in the previous flipbook was revised with the new word selection as shown in the picture next to it.

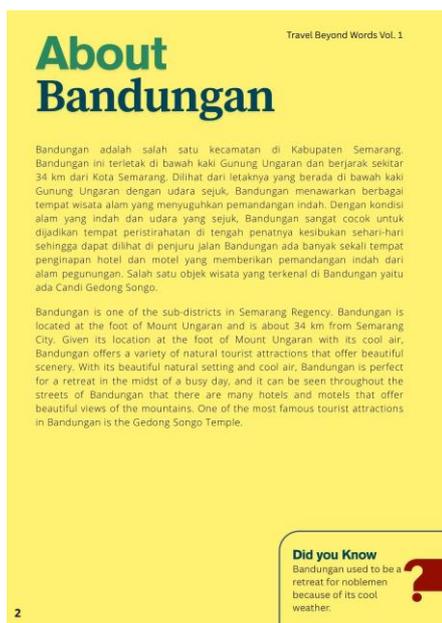


Figure 4.39 Page before revision



Figure 4.40 Page after revision

The next revision to the image above is that in the About Bandungan chapter, there is a small box containing a brief ‘Did You Know?’ content. Based on the suggestion given by the respondent, ‘perhaps in the did you know section in the bottom corner, as a reader it would be better if the arrangement or layout was changed to another position and the addition of did you know content not only on that page, but also in several other sections, there are still typos in some words’. The researcher then changed the ‘Did You Know’ content from being under the About Bandungan content to a whole page in the middle towards the end in the middle of the chapter so that readers could focus on reading the ‘Did You Know’ section. As can be seen in the picture above after the revision, the ‘Did You Know’

content in the bottom corner was removed. In addition, researchers also double-checked the content in the flipbook related to typo writing.



**Figure 4.41** Page before revision



**Figure 4.42** Page after revision

Furthermore, other respondents also gave suggestions for developing flipbooks, namely some parts between chapters can be added supporting photos to give pause to readers so as not to get bored while reading the entire flipbook content. So that readers can be comfortable in reading the flipbook, then some of the displays in the flipbook are changed as in the picture above. In the previous image on the left there is content and a photo collage of the temple on the side then changed as in the image on the right where a full image of the temple is presented on one page and on the next page full of content. That way, readers will feel comfortable, not bored and can also focus on the content presented in the flipbook.

#### **4.1.8 Dissemination and Implementation**

After going through several stages of revision and content development, then this Travel Beyond Words flipbook will be included in a QR code that can be accessed through a scanner on a cellphone. Then to disseminate the finished flipbook product, the researcher printed a poster containing the Travel Beyond

Work flipbook QR code which was displayed on the campus notice board and also through Instagram social media. In addition, the Travel Beyond Words book was also printed and then handed over to the management of Gedong Songo Temple and also the QR code containing the Travel Beyond Words digital flipbook which will make it easier for tourists to find information about Gedong Songo Temple. This handover activity was carried out at the end of May to the employees of the Gedong Songo Temple management and the following documentation:



**Figure 4.43 Documentation of book handover to the preservationist of Gedong Songo Temple**

## **4.2 Discussion**

This Travel Beyond Words flipbook is a flipbook that aims to provide information that focuses on tourist destinations at Gedong Songo Temple and also as a promotional medium for tourists and students. This flipbook is designed with two languages, namely Indonesian and English as an educational tool for students and tourists who want to learn English with an interesting and easy-to-understand language style. This flipbook also has features that can increase the reading interest of readers. The features in this flipbook are games such as crossword puzzles and videos about Gedong Songo Temple which can be accessed via a QR code on the back of the flipbook. Travel Beyond Words flipbook has gone through two tests and based on the results obtained, this flipbook is suitable as a learning media for

historical tourism and also as a promotional media. In addition, this digital Travel Beyond Words flipbook is practical and can be easily accessed anywhere via cellphone.

The process of making this Travel Beyond Words flipbook goes through several stages including data collection through literature review, observation, initial reader needs survey and interviews, analyzing the data needed to be included in the flipbook, compiling a content framework, validation test to experts, revising content, field product testing with 40 respondents who provide feedback through a g-form questionnaire, revising content again until it becomes a final product result and product delivery to the management of Gedong Songo Temple.

In the process of making this Travel Beyond Words flipbook, it was carried out by dividing tasks with each member Nadia as a content writer, Nazma as an interactive games and video developer and also Devi as a flipbook graphic designer. In making this flipbook, the researcher as a content writer who makes the Travel Beyond Words flipbook content into an interesting and informative content so that readers are interested in reading this flipbook. In addition, this Travel Beyond Words flipbook is also different from other flipbooks. Most of the previous flipbooks only contain information and have no other features. So the difference between this flipbook and other flipbooks is that in this Travel Beyond Words flipbook there are interesting features containing interactive games and videos about Gedong Songo Temple which can be accessed via the QR code on the back page of the flipbook.

The difference between the Travel Beyond Words flipbook and previous research conducted by Rahmawati, Azizah, and Reffiane (2023) entitled 'Development of Media Flipbook Based on Semarang City Local Wisdom Regarding My Experience in Tourist Attractions as Literacy for Grade II Elementary School Students' is that in this flipbook the content is tailored to the target audience, namely students in elementary school with a busy and colorful design and there is also no QR Code containing other information which makes it

different from this Travel Beyond Words flipbook. Likewise with research conducted by Yoshinta et al. (2023) entitled Developing An English For Tourism Digital Module Oriented To The Local Wisdom Values Of Magelang, in this digital book contains material about English learning for students which is different from the Travel Beyond Words flipbook which contains learning related to historical tourism to tourists and students. As well as in research conducted by Shahab et al. (2024) on Bilingual E-Book: A Platform to Promote Culinary Tourism from Palembang, this flipbook has content related to information about Palembang culinary with the layout of object photos in the middle of the page and information at the bottom and what distinguishes the flipbook from the Travel Beyond Words flipbook is that in the Travel Beyond Words flipbook the placement of the layout of object photos and information is not the same as the Palembang culinary flipbook. In the Travel Beyond Words flipbook, the placement of object photos is adjusted to the information conveyed.

As for making this flipbook, there are several obstacles in the process. The obstacles faced by researchers such as when making observations at Gedong Songo Temple, researchers faced unfriendly weather constraints so that observations were postponed and carried out the next day and also when adjusting the interview schedule with the preservationist of Gedong Songo Temple. But even though there are some obstacles, researchers can complete the making of this Travel Beyond Words flipbook well so that readers can read the current flipbook content. The finished product in the form of a Travel Beyond Words book was then handed over to the management of Gedong Songo Temple. In addition, researchers also submitted a poster containing the QR Code for the Travel Beyond Words flipbook so that tourists who came could access this flipbook easily and quickly.