

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This research was conducted to design a bilingual travel guide as a tourism information and promotional medium for the historical heritage of Kotagede, and to examine how tourist feedback reflects its effectiveness as a heritage tourism medium. Based on the research findings, the research successfully achieved its objectives through 8 stages adapted from the Borg and Gall (1983) Research and Development (R&D) process. The eight stages consisted of (1) research and information collecting, (2) planning, (3) developing the preliminary form of the product, (4) preliminary field testing, (5) main product revision, (6) operational field testing, (7) final product revision, and (8) dissemination and implementation. The development process began with collecting and selecting information that was relevant and useful for tourists. The information covered Kotagede's cultural heritage, tourist destinations, culinary products, silver crafts, and other local attractions. The selected information was then organized into a structured travel guide and presented bilingually in Indonesian and English to accommodate both domestic and international tourists. The visual design was developed with consideration of typography, color, photographs, layout, readability, and information hierarchy. This confirms that a bilingual, visually driven travel guide is an appropriate format for translating scattered historical knowledge into a single, coherent, and usable medium.

Regarding the second research problem, the feedback from 30 respondents consisting of 20 domestic tourists and 10 international tourists showed that the travel guide was rated "Strongly Agree" across all fifteen questionnaire statements, with an overall mean score of 3.80. This strongly positive reception indicates that the travel guide succeeds not only in conveying facts, but in making Kotagede's history approachable, strengthening appreciation of its heritage value, and motivating interest in visiting and recommending the destination. This confirms that tourist feedback

reflects both satisfaction with the product's design and its perceived effectiveness in fulfilling its informational and promotional functions.

In conclusion, this study demonstrates that a thoughtfully designed bilingual visual travel guide can serve as an informative and promotional medium that connects Kotagede's historical heritage with the needs of domestic and international tourists.

5.2 Recommendation

Based on the process and outcomes of this research, several recommendations are proposed as follows:

1. For tourism stakeholders in Kotagede, particularly the Tourism Awareness Groups (Pokdarwis) and the Community Empowerment Institutions (LPMK), the travel guide should not be treated as a finished, static product but as a living resource. It is recommended that these stakeholders take ownership of the travel guide, keep it in active circulation both in print and digitally, and revisit its content periodically so that it continues to reflect any changes in Kotagede's tourism landscape over time.
2. For future researchers or developers who wish to continue this work, it is recommended that the scope of historical content be broadened beyond the nine heritage sites covered in this study, for instance by incorporating traditional Javanese houses, lesser-known culinary traditions, or other intangible cultural practices, so that future editions can offer a richer and more complete portrait of Kotagede's heritage.
3. For those seeking to refine this particular travel guide further, it is recommended that greater attention be given to how information is sequenced and how spatial guidance, such as maps and directions, is presented, since these were the aspects most in need of improvement despite the otherwise favorable reception of the product.

4. For future studies in this area, it is recommended that a larger and more diverse group of respondents be involved, with a stronger representation of international tourists, and that subsequent research consider an experimental or longitudinal approach to more directly observe whether exposure to such a travel guide translates into actual visiting behavior, rather than relying solely on self-reported perceptions as in the present study.