

**CREATING A BILINGUAL TOURISM INFORMATION
POCKETBOOK OF FORT WILLEM I AMBARAWA
FOR DOMESTIC AND INTERNATIONAL TOURISTS**



FINAL PROJECT

**A Partial Fulfilment of the Requirements for the Degree of
Bachelor of Applied Foreign Languages**

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGES
VOCATIONAL COLLEGE
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2026

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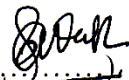
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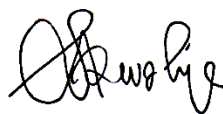
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ABSTRACT

Fort Willem I Ambarawa is one of the popular educational tourist destinations located in Semarang Regency that is well known as “Hidden Fort”. However, this destination does not yet have information media in book form, then the use of English in information services and signboards is still limited. Therefore, this study aims to create a bilingual tourist information pocketbook as a reference for tourists to improve the quality of information services at that tourist destination. The study approach used was Research and Development (R&D) method using the 4D model by Thiagarajan et al. (1974), which includes the stages of Define, Design, Develop, and Disseminate. Study data were collected through offline observation, documentation, and interviews by offline to analyze the information that tourists need, which were then processed into a product design. This study produced a pocketbook titled “Exploring the Hidden Fort with Owl Your Travel Buddy” in both Indonesian and English versions. At the final stage, the product was distributed to staff of the Sales & Marketing division to get feedback. The evaluation results showed that this R&D approach is effective in producing interesting and useful information media for both domestic and international tourists.

Keywords: Fort Willem I Ambarawa, Pocket Book, Tourism Information, Bilingual, Research and Development

ABSTRAK

Benteng Willem I Ambarawa merupakan salah satu destinasi wisata edukasi populer di Kabupaten Semarang yang dikenal sebagai “Benteng Pendem”. Namun, destinasi ini belum memiliki media informasi berbentuk buku, serta penggunaan bahasa Inggris pada pelayanan informasi dan papan petunjuk masih terbatas. Oleh karena itu, penelitian ini bertujuan untuk membuat buku saku informasi wisata dwibahasa sebagai media pemandu bagi wisatawan guna meningkatkan kualitas pelayanan informasi di tempat wisata tersebut. Metode penelitian yang digunakan adalah Research and Development (R&D) dengan model 4D Thiagarajan dkk. (1974) yang meliputi tahap Define, Design, Develop, dan Disseminate. Data penelitian dikumpulkan melalui observasi, dokumentasi, dan wawancara secara offline untuk menganalisis kebutuhan informasi yang kemudian diolah menjadi desain produk. Penelitian ini menghasilkan produk berupa buku saku berjudul “Jelajahi Jejak Benteng Pendem Bersama Owl Teman Perjalananmu” dalam versi bahasa Indonesia dan bahasa Inggris. Pada tahap akhir, produk dibagikan kepada staf divisi Sales & Marketing untuk mendapatkan umpan balik. Hasil evaluasi menunjukkan bahwa pendekatan R&D ini efektif dalam menghasilkan media informasi yang menarik dan bermanfaat bagi wisatawan domestik maupun mancanegara.

Kata Kunci: *Benteng Willem I Ambarawa, Buku Saku, Informasi Wisata, Dwibahasa, Research and Development*

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