

CHAPTER IV

RESULT AND DISCUSSION

4.1 Result

The development of the bilingual visual cultural heritage travel guide was initiated by identifying several problems related to the availability and presentation of tourism information in Kotagede. Based on the initial observation, interviews, and documentation, Kotagede has various cultural heritage attractions, traditional architecture, silver crafts, culinary products, and historical sites that have the potential to attract tourists. However, the available tourism information was not yet presented in a single travel guide that systematically combined cultural heritage information, visual content, and practical information for tourists.

These problems indicated the need for a tourism information medium that could integrate relevant cultural heritage information with photographs, concise descriptions, bilingual content, and practical tourism information. Therefore, this research developed a bilingual visual cultural heritage travel guide of Kotagede as a tourism information and promotional medium. The development process was conducted using an adapted Research and Development (R&D) procedure based on Borg and Gall (1983). The eight stages consisted of research and information collecting, planning, developing a preliminary form of product, preliminary field testing, main product revision, main field testing, final product revision, and dissemination and implementation. The results of each stage are described in the following sections.

4.1.1 Research and Information Collection

The first stage of this research was Research and Information Collection, which aimed to gather relevant information as the foundation for developing a bilingual visual cultural heritage travel guide of Kotagede. The data collection process was conducted through three techniques: observation, interviews, and documentation. These techniques were used to identify Kotagede's tourism potential, understand the needs of tourists, and determine the information that should be included in the travel guide.

a. Observation

The observation was conducted directly in the Kotagede Cultural Heritage Area, Yogyakarta. The first observation was conducted on 13 May 2026, with the objective of identifying the tourism potential and cultural heritage resources available in the Kotagede area. The researcher explored cultural heritage sites, historical buildings, culinary destinations, and silver craft center. The researcher also observed the availability and presentation of tourism information, including information boards and other sources accessible to visitors. The observation found that Kotagede has diverse cultural heritage and tourism resources; however, information about these attractions was not yet presented in an integrated travel guide. The information was distributed across different locations and sources, making it less convenient for tourists to obtain comprehensive information about Kotagede in one medium.

The second observation was conducted on 15 May 2026, with the objective of examining the tourism information and facilities more specifically from the perspective of their accessibility and usefulness for visitors. The researcher revisited selected tourism sites and observed the information provided to tourists, the availability of supporting facilities, visitor activities, and the way tourism information was presented. The second observation confirmed that the available information was not consistently presented in both Indonesian and English and was not yet combined with concise visual information that could assist tourists in understanding and exploring the cultural heritage area. These findings reinforced the need for a bilingual visual travel guide that could present cultural heritage information in an integrated, accessible, and visually attractive format.

Therefore, these two observations served as the initial basis for identifying the need for promotional media in Kotagede and determining the content and design requirements for the bilingual visual cultural heritage travel guide.

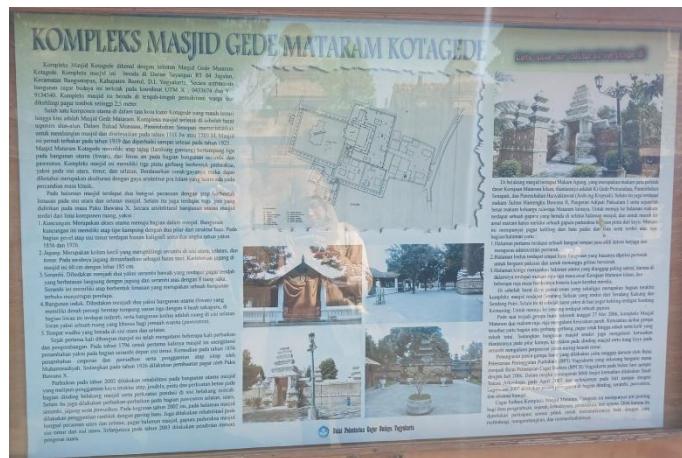


Figure 4. 1 Tourism information board in Kotagede provided only in Indonesian

b. Interview

Interviews were conducted with two stakeholders who are directly involved in the management and promotion of Kotagede tourism. The first interview was conducted with Mr. Agus, a representative of *Pokdarwis* (Tourism Awareness Group) Kotagede. Mr. Agus explained that Kotagede has significant tourism potential because it combines historical heritage, cultural traditions, local crafts, culinary tourism, and community-based tourism. According to Mr. Agus, one of the main challenges in promoting Kotagede is the lack of attractive and integrated promotional media that present complete tourism information in both Indonesian and English. Mr. Agus also emphasized that many tourists only visit several famous destinations, such as the Great Mataram Mosque, while many other attractions receive less attention due to limited information.

The second interview was conducted with Mrs. Isni, a representative from Kemantren Kotagede. Mrs. Isni explained that the government continuously supports tourism promotion through various events and collaborations with tourism communities. However, she stated that there is still a need for printed promotional media that can be distributed during tourism exhibitions, cultural events, and visitor information services.

Both interviewees agreed that a bilingual visual travel guide could become an effective tourism promotion medium because it combines

informative content with attractive visual design while reaching both domestic and international tourists.

c. Documentation

Documentation was carried out throughout the observation process to collect visual data supporting the development of the travel guide. collecting information related to the cultural heritage of Kotagede from official government websites, books. The collected information was then reviewed and sorted based on its relevance to the objectives and content of the travel guide. Information that was considered relevant was subsequently compiled and incorporated into the travel guide as supporting content to provide accurate and comprehensive information about Kotagede's cultural heritage.

Based on the observation, interviews, and documentation, it can be concluded that Kotagede offers a wide range of tourist attractions centered on its rich cultural heritage. These attractions include cultural heritage sites:

1. Peken Klangeran

Peken Klangeran is an art and cultural market. A cultural space and new ecosystem in Kotagede where people with interests in art, tradition, history, and local spirituality can gather. Kotagede residents are directly involved as small business owners, artists, and craftspeople, making this market a platform for both community empowerment and the preservation of local culture.



Figure 4. 2 Peken Klangeran

2. Rumah Pesik

Rumah Pesik is a 19th-century heritage house in Kotagede, built in 1840 blending Javanese and European architecture. Originally owned by a wealthy

Kasultanan gold merchant, it later passed through European ownership before being acquired by collector Rudy Pesik. Its striking green walls, joglo structure with Kalang-style eclecticism, and antique collection old carriages, statues, and artifacts, reflect Kotagede's layered history as the former capital of the Mataram Islamic Sultanate. Now it stands as a living piece of cultural heritage, repurposed as a boutique hotel, café, and mini-museum.



Figure 4. 3 Rumah Pesik

3. Omah UGM

Omah UGM is a traditional Javanese house in Kotagede, preserved by Universitas Gadjah Mada as a cultural heritage site. Badly damaged in the 2006 Yogyakarta earthquake, it was purchased and restored by UGM in 2007 under a community-craft-culture revitalization program, and officially opened to the public in 2009 by Sri Sultan Hamengkubuwono X. The house retains its original Javanese architecture; *pendopo* (open pavilion), *senthong kiwa* (used for storing harvest results like rice and unhulled grain), *senthong kiri* (used as a sleeping area or family resting space), and *gandhok* (an elongated additional structure on one side of the house) along with authentic period furnishings and antiques. Today it serves a dual role as both a living cultural heritage site open to visitors.



Figure 4. 4 Omah UGM

4. Intro Living Museum Kotagede

Intro Living Museum Kotagede is the main information center for exploring Kotagede's cultural heritage. Located in the historic Rumah Kalang, the museum introduces visitors to the history, architecture, traditions, arts, and community life of Kotagede through interactive exhibits and educational displays. It serves as the starting point for discovering the Living Museum Kotagede and its rich cultural landscape.



Figure 4. 5 Intro Living Museum Kotagede

4.1.2 Planning

After completing the data collection stage, the researcher proceeded to the planning stage. This phase focused on designing the overall concept of the bilingual travel guide before producing the preliminary product. The planning process included determining the target audience, travel guide concept, content organization, production schedule, and estimated budget.

a. Target Audience

The bilingual travel guide was designed for the general public, including both domestic and international tourists who are interested in cultural heritage tourism. Since Kotagede attracts visitors from diverse backgrounds, the travel guide uses both Indonesian and English to ensure that the information is accessible to a wider audience.

b. Travel Guide Concept

The researcher developed the travel guide using a visual communication approach emphasizing cultural identity. The overall design adopts warm earth-tone colors inspired by Kotagede's historical atmosphere and traditional

architecture. Decorative floral ornaments and traditional motifs are incorporated to strengthen the cultural identity while maintaining a modern visual appearance.

The travel guide is presented in A5 size, making it practical for tourists to carry during their visit. High-quality photographs are combined with concise bilingual descriptions, allowing readers to quickly understand the information without feeling overwhelmed by lengthy text.

The layout is organized systematically so that readers can easily navigate each section. Icons are also used to distinguish categories such as cultural heritage, culinary destinations, shopping areas, maps, and visitor information.

c. Content Planning

The content was organized according to tourists' information needs identified during the preliminary research. The travel guide consists of several main sections:

- 1) Cover
- 2) Welcome Page
- 3) Tourist Attraction Maps
- 4) Introduction to Kotagede
- 5) History of Kotagede
- 6) Tourist Attractions
- 7) Silver Craft
- 8) Traditional Snacks and Culinary Destinations
- 9) Visitor Information
- 10) Emergency Contacts

Each section provides concise descriptions in both Indonesian and English accompanied by photographs and visual elements.

4.1.3 Developing the Preliminary Form of Product

This stage focused on transforming the findings from the previous stages into the initial prototype of the bilingual visual cultural heritage travel guide. The development process involved preparing the travel guide content, designing the visual appearance, translating the information into English, and arranging the overall layout before the product was evaluated by experts.

To produce a visually attractive product, the researcher designed the travel guide using Canva. The preliminary product consisted of several sections, including the cover page, welcome page, table of contents, introduction to Kotagede, descriptions of cultural heritage attractions, culinary recommendations, silver craft centers. Authentic photographs taken during field observation were incorporated into the travel guide to provide accurate visual representations of each destination.

Before being tested on users, the preliminary product underwent expert evaluation. The experts assessed the travel guide in terms of content accuracy, language, visual design, and usability. Their feedback was then used as the basis for revising and improving the product before proceeding to the next stage of development. To facilitate the explanation of the development process, this section is divided into several parts:

a. Product Design

The product was developed using Canva Premium as the primary design platform due to its flexibility in creating layouts, typography, and visual compositions suitable for printed and digital promotional media. The design process focused on producing a travel guide that is visually appealing, easy to read, and representative of Kotagede's cultural heritage identity.

The travel guide adopts a clean and minimalist visual concept while incorporating traditional elements inspired by Kotagede. The overall design emphasizes readability, visual hierarchy, and consistency throughout the travel guide. A warm color palette was selected to reflect the historical atmosphere of Kotagede and create a welcoming impression for readers.

1. Cover Design

The cover was designed to attract readers' attention while clearly representing the travel guide's purpose as a tourism promotional medium. Photograph of three of Kotagede's iconic cultural heritage sites; Regol Paduraksa, Pendopo of Omah UGM, and Rumah Pesik was used as the main visual element to immediately introduce the destination. Decorative floral ornaments were added to strengthen the traditional aesthetic without distracting from the main image.

The title was designed using the Playfair Display SC typeface with a font size of 58 pt, creating a bold appearance that enhances readability. Supporting information, including the subtitle was written using the Poppins typeface with a font size of 12 pt.

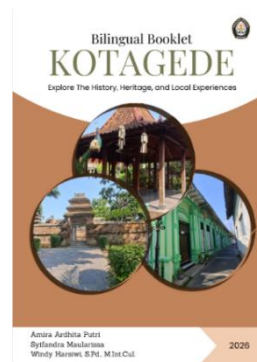


Figure 4. 6 First cover design of travel guide Kotagede

2. Layout Design

The layout was designed to present information in a structured and reader-friendly format. Each page combines photographs, icons, headings, and concise descriptions to ensure that readers can easily locate the desired information. White space was intentionally maintained between visual elements to improve readability and prevent information overload.

During the initial design process, the researcher arranged the bilingual content using a side-by-side layout, where the Indonesian version was placed on the left page and the English version on the opposite page. This layout was expected to facilitate comparison between the two languages.



Figure 4. 7 Design layout travel guide

3. Typography

Typography plays an important role in establishing readability and visual consistency throughout the travel guide. Two font families were selected based on their readability and modern appearance.

1) League Spartan

League Spartan was used for all major headings and titles because of its bold, sans-serif characteristics that effectively emphasize section titles.

League Spartan

Figure 4. 8 Font League Spartan

2) Poppins

Poppins was used for body text, captions, additional descriptions because of its clean and highly legible design in both printed and digital formats.

Poppins

Figure 4. 9 Font Poppins

A consistent typographic hierarchy was maintained by varying font sizes, weights, and spacing, enabling readers to distinguish headings, subheadings, and body text easily.

4. Colour Scheme

The travel guide applies a consistent color palette inspired by the warm tones of Kotagede's heritage buildings and traditional atmosphere. The selected colors create a harmonious visual identity while also helping readers distinguish between Indonesian and English content throughout the travel guide.

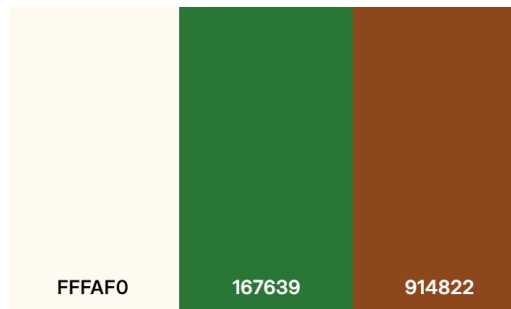


Figure 4. 10 Color pallete

Design Element	Color	Hex Code
Background	Light Orange	#FFFAF0
Main Title and Indonesian Text	Dark Green	#167639
English Text	Gray Brown	#914822

b. Content Development

The content development stage focused on selecting, organizing, and writing information that would be included in the bilingual visual cultural heritage travel guide. The content was developed based on the results of field observations, interviews with tourism stakeholders, documentation, and literature study. The primary objective was to provide comprehensive yet concise tourism information that could introduce Kotagede's cultural heritage to both domestic and international visitors. Based on the needs analysis, the researcher categorized the travel guide content into five main sections:

1. Tourist destination

The tourist destinations section introduces several cultural heritage attractions that represent the historical identity of Kotagede: Peken Klangeran, Intro Living Museum Kotagede, Rumah Pesik, Omah UGM, Pendhapa Kajengan.

2. Silver Craftmanship

The travel guide includes a silver craftsmanship section featuring HS Silver, Salim Silver, Kotagede Silver, Ansor Silver, and Narti Silver. Each workshop offers distinctive handmade silver products ranging from

jewelry to decorative crafts, allowing visitors to experience both shopping and the traditional silver-making process.

3. Restaurant

The restaurant section presents several recommended dining places where visitors can experience authentic local cuisine. The selected restaurants include Omah Dhuwur, Warung Jawi, Sate Sapi Pak Cipto, Gule Sapi Pak Legi, Sekar Kedhaton, and Bakmi Jawa Mbah Gito. Each restaurant was selected based on its popularity, unique menu, cultural atmosphere.

4. Traditional snack

The travel guide also introduces traditional snack that have become part of Kotagede's cultural identity. These include Kipo, Legomoro, Jadah Manten, Kembang Waru, and Ukel Banjar. Each traditional food is accompanied by a brief description explaining its ingredients, characteristics, and cultural significance, enabling visitors to gain a deeper understanding of Kotagede's culinary heritage.

5. Festivals

The travel guide introduces Ketoprak Mataram, Karawitan, Srandul, and Keroncong Music as examples of traditional performing arts that continue to be preserved and performed in Kotagede. This section encourages visitors not only to explore historical sites but also to experience the area's cultural traditions directly.

To improve readability and visual appeal, each destination, restaurant, craft center, culinary product, and cultural performance is presented using a consistent format consisting of the attraction name, a concise bilingual description, and photographs. This presentation enables readers to obtain essential information quickly while maintaining an attractive and organized layout.

The researcher arranged the content in a logical sequence, beginning with an introduction to Kotagede, followed by maps, cultural heritage destinations, culinary, cultural performances. This organization was intended to guide readers

through Kotagede's tourism offerings in a systematic and user-friendly manner while reinforcing the travel guide's role as an effective tourism promotional medium.

4.1.4 Preliminary Field Testing

This stage aimed to evaluate the feasibility of the preliminary product before it was revised and tested on the target users. At this stage, the initial prototype of the bilingual visual cultural heritage travel guide was evaluated by experts to assess its content accuracy, language quality, visual design, and overall usability as a tourism promotional medium.

AHLS MEDIA

Validator : Windy Harwati, S.Pd., M. Int.Cul.
Pekerjaan : Dosen Bahasa Inggris Terpadu
Date of Validation : Semarang, Juni 2026

Booklet Bilingual Sejarah dan Cultural Heritage Kotagede

Petunjuk Penilaian:
Berikan penilaian terhadap booklet dengan memberi tanda centang (✓) pada skor yang sesuai.
1 = Sangat Tidak Sesuai
2 = Tidak Sesuai
3 = Sesuai
4 = Sangat Sesuai

Please checklist one of the selected answers (✓)

No	Aspek Yang Dievaluasi	Penilaian			
		1	2	3	4
A. Aspek Kelengkapan Isi					
1.	Materi yang disajikan sesuai dengan topik sejarah dan cultural heritage Kotagede.			✓	
2.	Informasi sejarah yang disajikan akurat dan dapat dipercaya.			✓	
3.	Informasi yang disajikan sesuai dengan kebutuhan wisatawan.			✓	
4.	Isi booklet mendukung pengetahuan wisatawan terhadap Kotagede sebagai destinasi heritage tourism.			✓	
B. Aspek Kelengkapan Format					
5.	Bahasa Indonesia yang digunakan jelas dan mudah dipahami.			✓	
6.	Tersusunlah bahasa Inggris dalam booklet sudah tepat.			✓	
7.	Bahasa yang digunakan komunikatif dan sesuai dengan target pembaca.			✓	
C. Aspek Kelengkapan Penyajian					
8.	Materi disusun secara runtut dan sistematis.			✓	
9.	Penggunaan informasi jelas dan mudah dipahami.			✓	

10.	Penggunaan booklet menarik untuk dibaca.			✓	
D. Aspek Kelengkapan Desain					
11.	Desain visual booklet menarik.			✓	
12.	Tata letak teks, gambar, dan elemen visual terasah dengan baik.			✓	
13.	Lambor dan ilustrasi mendukung isi booklet dengan baik.			✓	
E. Aspek Kelengkapan Manfaat					
14.	Booklet layak digunakan sebagai media informasi wisata.			✓	
15.	Booklet layak digunakan sebagai media promosi wisata Kotagede.			✓	

Kritik dan Saran:
1. Logo UNWTO diperbesar
2. Judul halaman pertama diganti dengan *Sejarah Kotagede*
3. QR Code diperbesar
4. Gambar logo UNWTO diperbesar
5. Gambar Kotagede diperbesar
6. Referensi

Semarang, ... Juni 2026
Validator
Windy Harwati
Windy Harwati, S.Pd., M. Int.Cul.
NIP. 199111262020402002

Figure 4. 11 Ms. Windy's validation result

The first validator was Ms. Windy, a lecturer from the Applied Foreign Language Program, who evaluated the travel guide from the perspectives of language, translation, and content organization. Ms. Windy provided several suggestions for improvement. These included enlarging the university logo to improve its visibility, adding a sub-cover to strengthen the travel guide's structure, standardizing the writing format throughout the travel guide, checking the functionality of the QR code provided, revising redundant subheadings, and adding references to support the information presented in the travel guide. These suggestions were taken into consideration during the product revision process to improve the travel guide's consistency, completeness, and usability.

AHIL MEDIA

Validator: Agus Wibodo
Pekerjaan: Pokdarwis Pengunjung

Booklet Bilingual Sejarah dan Cultural Heritage Kotagede

Petunjuk Penilaian:
Berikan penilaian terhadap booklet dengan memberi tanda centang (✓) pada skor yang sesuai.
1 = Sangat Tidak Sesuai
2 = Tidak Sesuai
3 = Sesuai
4 = Sangat Sesuai

Penunjang Penilaian:
Please checklist one of the selected answers (✓)

No	Aspek Yang Dinilai	Penilaian			
		1	2	3	4
A. Aspek Kelengkapan Isi					
1.	Materi yang disajikan sesuai dengan topik sejarah dan cultural heritage Kotagede.				✓
2.	Informasi sejarah yang disajikan akurat dan dapat dipercaya.			✓	
3.	Informasi yang disajikan sesuai dengan kebutuhan wisatawan.				✓
4.	Isi booklet mendukung pemahaman wisatawan terhadap Kotagede sebagai destinasi heritage tourism.				✓
B. Aspek Kelengkapan Bahasa					
5.	Bahasa Indonesia yang digunakan jelas dan mudah dipahami.				✓
6.	Terjemahan bahasa Inggris dalam booklet sudah tepat.				✓
7.	Bahasa yang digunakan komunikatif dan sesuai dengan target pembaca.				✓
C. Aspek Kelengkapan Penyajian					
8.	Materi disusun secara runtut dan sistematis.				✓
9.	Penyajian informasi jelas dan mudah dipahami.				✓
10.	Penyajian booklet menarik untuk dibaca.				✓
D. Aspek Kelengkapan Desain					
11.	Desain visual booklet menarik.				✓
12.	Tata letak teks, gambar, dan elemen visual terasah dengan baik.				✓
13.	Gambar dan ilustrasi mendukung isi booklet dengan baik.				✓
E. Aspek Kelengkapan Material					
14.	Booklet layak digunakan sebagai media informasi wisata.				✓
15.	Booklet layak digunakan sebagai media promosi wisata Kotagede.				✓

Ketik dan Nama: *Agus Wibodo*
 Tanggal: *18 Juli 2026*
 Tanda Tangan: *Agus Wibodo*

Figure 4. 12 Mr. Agus's validation result

The second validator was Mr. Agus, a representative of the Tourism Awareness Group (*Pokdarwis*), who assessed the accuracy and relevance of the tourism information and its suitability as a promotional medium for Kotagede. Mr. Agus suggested refining several destination descriptions and adding several tourist attractions and local festivals to provide more comprehensive information about Kotagede's tourism potential. These suggestions were considered during the revision process to make the travel guide more informative and representative of the cultural and tourism attractions in Kotagede.

AHIL MEDIA

Validator: Isnari Wati Purwati, S.P., M.P.A.
Pekerjaan: Kepala Jurusan Komunikasi Komunitas

Booklet Bilingual Sejarah dan Cultural Heritage Kotagede

Petunjuk Penilaian:
Berikan penilaian terhadap booklet dengan memberi tanda centang (✓) pada skor yang sesuai.
1 = Sangat Tidak Sesuai
2 = Tidak Sesuai
3 = Sesuai
4 = Sangat Sesuai

Penunjang Penilaian:
Please checklist one of the selected answers (✓)

No	Aspek Yang Dinilai	Penilaian			
		1	2	3	4
A. Aspek Kelengkapan Isi					
1.	Materi yang disajikan sesuai dengan topik sejarah dan cultural heritage Kotagede.				✓
2.	Informasi sejarah yang disajikan akurat dan dapat dipercaya.			✓	
3.	Informasi yang disajikan sesuai dengan kebutuhan wisatawan.				✓
4.	Isi booklet mendukung pemahaman wisatawan terhadap Kotagede sebagai destinasi heritage tourism.				✓
B. Aspek Kelengkapan Bahasa					
5.	Bahasa Indonesia yang digunakan jelas dan mudah dipahami.				✓
6.	Terjemahan bahasa Inggris dalam booklet sudah tepat.				✓
7.	Bahasa yang digunakan komunikatif dan sesuai dengan target pembaca.				✓
C. Aspek Kelengkapan Penyajian					
8.	Materi disusun secara runtut dan sistematis.				✓
9.	Penyajian informasi jelas dan mudah dipahami.				✓
10.	Penyajian booklet menarik untuk dibaca.				✓
D. Aspek Kelengkapan Desain					
11.	Desain visual booklet menarik.				✓
12.	Tata letak teks, gambar, dan elemen visual terasah dengan baik.				✓
13.	Gambar dan ilustrasi mendukung isi booklet dengan baik.				✓
E. Aspek Kelengkapan Material					
14.	Booklet layak digunakan sebagai media informasi wisata.				✓
15.	Booklet layak digunakan sebagai media promosi wisata Kotagede.				✓

Ketik dan Nama: *Isnari Wati Purwati*
 Tanggal: *18 Juli 2026*
 Tanda Tangan: *Isnari Wati Purwati*

Figure 4. 13 Mrs. Isni's validation result

The third validator was Mrs. Isni suggested to modifying the bilingual layout. The initial version placed the Indonesian and English texts on facing pages, which required readers to switch between pages. Mrs Isni recommended presenting both languages on the same page, with the Indonesian text placed first and the

English translation directly below it, to improve readability and facilitate comparison.

4.1.5 Main Product Revision

Following the preliminary field testing, the researcher revised the bilingual visual cultural heritage travel guide based on the comments and suggestions provided by the expert validators. The revision process aimed to improve the quality of the travel guide in terms of content, language, visual design, and usability before it was tested on the target users.

The first suggestion was provided by Ms. Windy, who recommended adding a sub-cover to improve the transition between the front cover and the main content. Ms. Windy also suggested to revising redundant subheadings at cover page. Based on these suggestions, the researcher added sub-cover and reference page to the revised version of the travel guide.

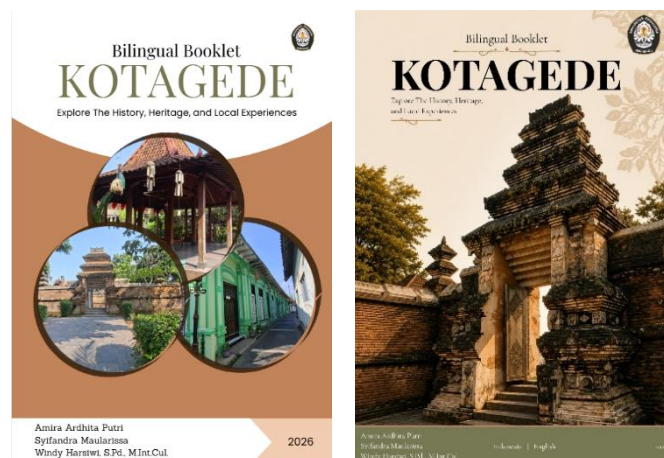


Figure 4. 14 Before and after cover travel guide

The second suggestion was provided by Mr. Agus, who recommended refining several destination descriptions to provide clearer and more informative explanations. He also suggested adding practical information that would be useful for tourists, such as supporting information about each destination.

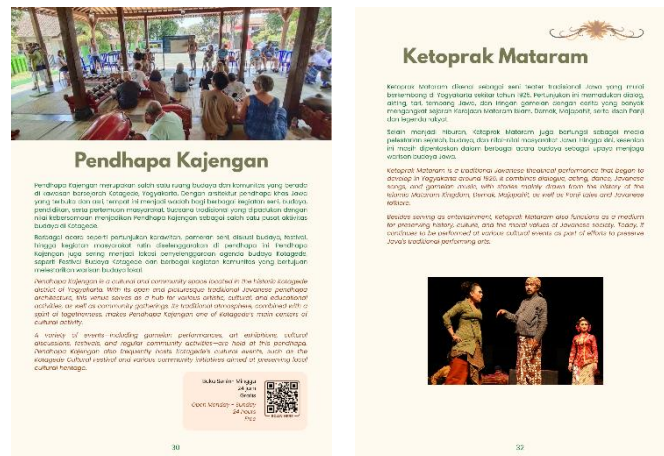


Figure 4. 15 Additional content

The third suggestion was provided by Mrs. Isni, who focused on the bilingual presentation of the travel guide. She observed that the initial version placed the Indonesian and English texts on facing pages, requiring readers to move back and forth between pages when comparing the two language versions. To improve readability and user convenience, she recommended presenting both languages on the same page, with the Indonesian text placed first and the English translation directly below it. Following this recommendation, the researcher redesigned the page layout and consistently applied the new bilingual format throughout the travel guide.



Figure 4. 16 Before and after layout

The revisions made based on the experts recommendations significantly improved the overall quality of the travel guide. The addition of a sub-cover and reference page enhanced its completeness and professionalism, while the

refinement of destination descriptions increased the clarity and usefulness of the information. Furthermore, the revised bilingual layout improved readability and enabled readers to compare the Indonesian and English versions more efficiently. As a result, the revised travel guide was considered ready for the next stage of the research, namely the operational field testing.

4.1.6 Operational Field Testing

This stage aimed to evaluate the revised bilingual visual cultural heritage travel guide from the perspective of its target users. Unlike the preliminary field testing, which involved expert validators, this stage focused on obtaining feedback from potential users to determine the travel guide's effectiveness as a tourism information and promotional medium. The operational field testing was conducted after the researcher had revised the preliminary product based on the recommendations from the expert validators.

The operational field testing involved 30 respondents, consisting of 20 domestic tourists and 10 international tourists. The respondents were selected using convenience sampling, as they were tourists visiting Kotagede during the data collecting period from 15-17 July 2026 and were willing to participate in the study. This sampling technique was considered appropriate because the respondents represented the actual target users of the travel guide.

Table 4. 1 List of respondent

No.	Initials	No.	Initials	No.	Initials
1	LN	11	AIY	21	AIA
2	WW	12	EL	22	PTI
3	GRGA	13	AR	23	JSH
4	AL	14	MZ	24	BY
5	GT	15	BA	25	LT
6	RZQ	16	ZDN	26	NYZT
7	SPE	17	DW	27	FRNC
8	ST	18	HDN	28	MZ
9	AD	19	CSR	29	DN

10	ALSDR	20	RN	30	AI
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Table 4. 2 Demographic of respondent

Category	Detail	Frequency	Percentage
Age	21	5	16.7%
	22	9	30%
	23	7	23.3%
	24	4	13.3%
	26	3	10%
	55	1	3.3%
	56	1	3.3%
Gender	Male	7	23.3%
	Female	23	76.7%
Country	Indonesia	20	66.7%
	Italy	6	20%
	Malaysia	2	6.7%
	The Philippines	2	6.7%



Figure 4. 17 Operational Field Testing to international tourists at Pasar Legi

The questionnaires were distributed at three popular tourism locations in Kotagede: Masjid Gedhe Mataram Kotagede, Pasar Legi Kotagede, and Between

Two Gates. These locations were selected because they are among the most frequently visited attractions by both local and international tourists, enabling the researcher to obtain feedback from visitors with diverse backgrounds and travel experiences.

Table 4. 3 Interval result

No	Statements	Mean	Interval
1	The layout of this travel guide is easy to understand and visually pleasing.	3.80%	Strongly Agree
2	The English translation in the travel guide is clear and easy to understand.	3.73%	Strongly Agree
3	The photos/illustrations support my understanding of the described places.	3.80%	Strongly Agree
4	The size, format, and physical form of this travel guide are practical to carry while touring Kotagede.	3.70%	Strongly Agree
5	The order of information (route, story, map) is logical and easy to follow.	3.67%	Strongly Agree
6	This travel guide explains cultural values (traditions, silver craft, Javanese architecture) well.	3.83%	Strongly Agree
7	This travel guide provides maps and directions that help me explore the area.	3.63%	Strongly Agree
8	This travel guide provides information about the best time to visit and tips on what to bring when touring Kotagede.	3.80%	Strongly Agree
9	The information in this travel guide matches the actual conditions on site.	3.87%	Strongly Agree
10	After reading this travel guide, my understanding of Kotagede's history and culture has increased.	3.87%	Strongly Agree

11	This travel guide makes me more interested in exploring heritage sites in Kotagede.	3.93%	Strongly Agree
12	This travel guide successfully promotes Kotagede as an attractive cultural heritage destination.	3.90%	Strongly Agree
13	I would recommend Kotagede to others after reading this travel guide.	3.83%	Strongly Agree
14	Overall, this travel guide is effective as a tourism information and promotional medium for Kotagede.	3.87%	Strongly Agree

Based on Table 4.1 , all fourteen assessment indicators received mean scores between 3.63 and 3.93, placing every statement within the Strongly Agree category. These findings indicate that the respondents had highly positive perceptions of the bilingual visual cultural heritage travel guide in terms of its design, content, language, practicality, and promotional function.

The travel guide's visual appearance was well received by the respondents. The layout and illustrations both obtained a mean score of 3.80, indicating that the visual design successfully attracted readers while helping them understand the information presented. Similarly, the English translation received a mean score of 3.73, suggesting that both domestic and international tourists considered the bilingual content to be clear and easy to understand. The travel guide's physical format also received a favorable evaluation (3.70), demonstrating that respondents considered it practical to carry and use while exploring Kotagede.

Regarding the quality of information, respondents strongly agreed that the travel guide clearly explained Kotagede's cultural heritage, including its traditions, silver craftsmanship, and Javanese architecture, with a mean score of 3.83. The information was also considered accurate and consistent with the actual conditions found in the destination (3.87).

The travel guide also demonstrated a strong educational and promotional impact. Respondents agreed that reading the travel guide increased their understanding of Kotagede's history and cultural heritage (3.87) and encouraged

them to explore more heritage sites in the area. This statement achieved the highest mean score (3.93), showing that the travel guide successfully stimulated visitors' curiosity and interest. Likewise, respondents believed that the travel guide effectively promoted Kotagede as an attractive cultural heritage destination (3.90) and expressed their willingness to recommend Kotagede to others after reading it (3.83).

Overall, the final statement, which evaluated the travel guide as a tourism information and promotional medium, obtained a mean score of 3.86 under the Strongly Agree category. Therefore, it can be concluded that the bilingual visual cultural heritage travel guide has fulfilled its intended objectives. The operational field testing confirms that the product is effective, practical, informative, and suitable to be utilized as a tourism information medium while simultaneously promoting Kotagede as one of Yogyakarta's leading cultural heritage tourism destinations.

4.1.7 Final Product Revision

This stage aimed to improve the bilingual visual cultural heritage travel guide based on the feedback obtained from the target users. Based on the results of the operational field testing, one of the respondents' suggestions concerned the QR code provided for accessing the e-travel guide. The respondents reported that the original QR code was difficult to scan and did not consistently direct users to the digital version of the travel guide. To address this issue, the researcher revised the product by uploading the e-travel guide to a new website with improved accessibility and generating a new QR code linked to the updated webpage. This revision ensured that users could access the digital travel guide more easily and enhanced the overall practicality and usability of the bilingual visual travel guide as a tourism information medium.

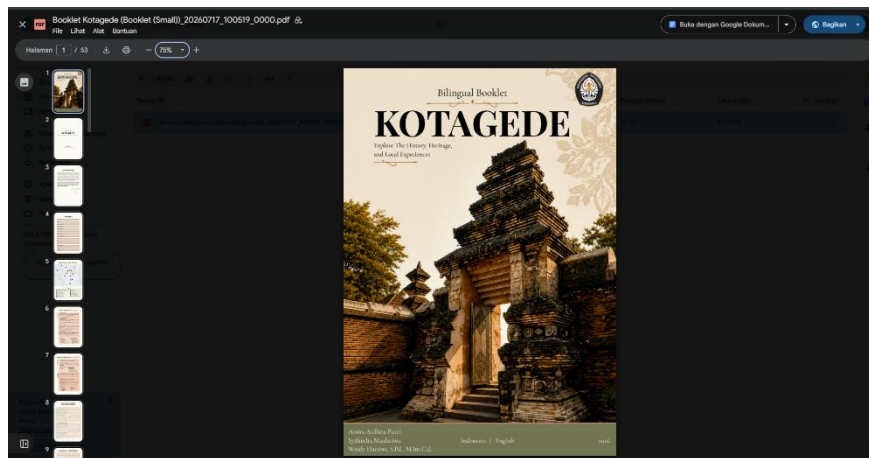


Figure 4. 18 Before used GDrive

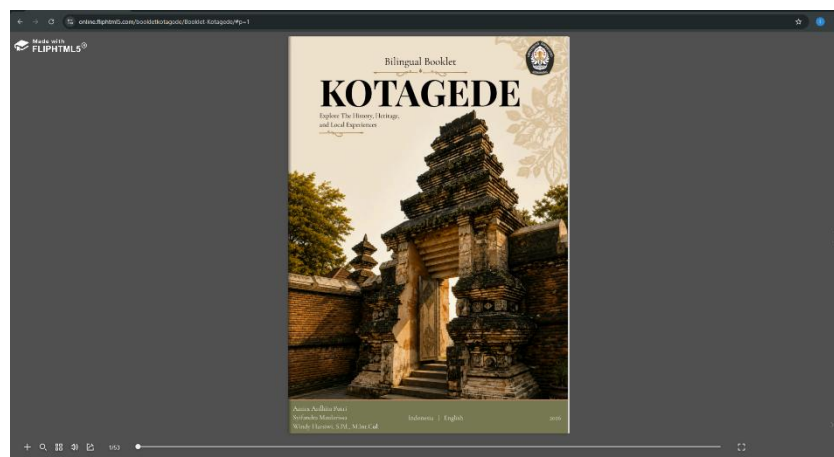


Figure 4. 19 After used FlipHTML5

4.1.8 Disseminating and Implementing

This section presents the results of the Disseminating and Implementing stage, during which the final version of the bilingual visual travel guide was prepared for distribution to its intended users. Following the revisions based on the operational field testing, the travel guide was finalized and produced in printed and digital formats to improve its accessibility for domestic and international tourists. The printed version of the travel guide was distributed to relevant tourism stakeholders, including the Kotagede Tourism Awareness Group as a supporting medium for tourism promotion and visitor information services. In addition, the digital version was made accessible through a QR code, allowing users to conveniently access the e-travel guide using their mobile devices.

Furthermore, the travel guide had been formally handed over to the Kotagede Tourism Awareness Group, as documented in the Minutes of Handover presented in Appendix 4. The travel guide was registered for Intellectual Property Rights (IPR) to obtain official copyright protection as one of the intended outputs of this research. Through this dissemination process, the bilingual visual travel guide is expected to serve as an informative and effective tourism promotion medium that introduces the cultural heritage, tourist attractions, local crafts, culinary specialties, and unique identity of Kotagede to a wider audience.



Figure 4. 20 Deliver the travel guide to Kotagede Tourism Awareness Group

4.2 Discussion

The findings indicate that the bilingual visual cultural heritage travel guide was feasible as a tourism information medium for Kotagede because it combines cultural heritage information, visual, language, and promotional needs of tourists. In operational field testing produced an overall mean score of 3.80 (strongly agree) indicate that the travel guide was considered informative, visually attractive. The feasibility was therefore not based only on its completion as a product but on its ability to communicate cultural information and support tourists needs. The travel guide provides information that may help tourists identify attractions, understand their cultural significance, and discover local products and cultural activities.

The findings are consistent with Hardiyanti (2021), who developed a bilingual guidebook for Kampoeng Heritage Kajoetangan Malang and found that bilingual information could improve visitors understanding and experience of a cultural heritage destination. Similarly with Ayu (2022) found that a bilingual guidebook for Panji Museum helped visitors understand museum collections and

reduced language barriers. The present study supports these findings because the positive assessment of the English translation indicates that the use of Indonesian and English enabled the travel guide to communicate Kotagede's cultural heritage to both domestic and international tourists. However, the present study differs in its broader destination scope because it does not focus on a single museum or heritage site but combines several aspects of Kotagede's cultural heritage into one publication.

The findings also support Setyawan et al. (2024), who developed a travelling guide as a tourism information medium for the Karimunjawa Islands. Their study demonstrated that a travel guide can organize destination information and present tourism potential in an accessible format for tourists. Similarly, the present study uses a travel guide to organize information about Kotagede's cultural heritage and make it accessible to visitors. However, the present study differs in its focus on cultural heritage tourism and its use of a printed visual bilingual format. While Setyawan et al. focused on Karimunjawa as a tourism destination, this study specifically integrates Kotagede's heritage attractions, silver craftsmanship, culinary heritage, and cultural performances into one publication.

Furthermore, the bilingual format supports the function of the travel guide as a promotional medium. Indonesian information accommodates domestic tourists, while English information extends the accessibility of the publication to international tourists. The travel guide provides information that allows tourists to understand the meaning and uniqueness of the destination. This combination of information and promotion is particularly relevant to cultural heritage tourism because effective promotion should not separate the attractiveness of a destination from the cultural values that make it distinctive.

Overall, the findings answer both research questions. The process of designing travel guide is addressed by demonstrating that the travel guide was developed through Research and Design by Borg and Gall (1983) which emphasize systematic process involving information collection, content development, bilingual translation, visual design, validation, testing, and revision. The feedback do tourist provide is addressed through tourists positive feedback, particularly

regarding the guide's visual presentation, bilingual accessibility, cultural information, practicality, and ability to increase interest in Kotagede. Therefore, the findings demonstrate that the final travel guide was developed through a process that responded to both tourism information needs and tourist feedback.