

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This research was conducted to design a bilingual visual cultural heritage travel guide of Kotagede as a tourism information and promotional medium. Based on the research findings, the research successfully achieved its objectives through 8 steps adapted Research and Development (R&D) process based on the Borg and Gall (1983) development model. 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, 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. The initial product presented Indonesian and English information on facing pages.

The tourists feedback on the bilingual cultural heritage travel guide. The operational field testing involved 30 respondents consisting of 20 domestic tourists and 10 international tourists. The results showed generally positive responses toward the developed product. The respondents rated the layout as easy and pleasing to use with a mean score of 3.80, while the clarity of the English translation received a mean score of 3.73. The photographs were considered helpful in supporting the understanding of the information, with a mean score of 3.80, and the practical size of the travel guide received a mean score of 3.70. The logical order of the information received a mean score of 3.66, while the ability of the travel guide to explain Kotagede's cultural values received the highest score of 3.83. These

results indicate that the travel guide was considered informative, visually supportive, understandable, and relevant to tourists.

In conclusion, this research successfully produced a bilingual visual cultural heritage travel guide that responds to the need for accessible, informative, and visually engaging tourism information about Kotagede. The positive evaluation from experts and tourists indicates that the product is feasible and useful as a tourism information and promotional medium. More importantly, the research demonstrates that combining bilingual content with visual communication can help present Kotagede's cultural heritage in a format that is easier for domestic and international tourists to understand, while simultaneously supporting the visibility and promotion of Kotagede's cultural heritage.

5.2 Recommendation

Based on the findings of this research, several recommendation are proposed for future development and implementation.

1. For Future Researchers

Future researchers are encouraged to expand the scope of this study by involving a larger number of participants from different regions and countries to obtain more diverse feedback regarding the effectiveness of the bilingual travel guide. Researchers may also compare the effectiveness of printed and digital versions of the travel guide or develop interactive media, such as mobile applications or websites, to complement tourism information.

2. For Tourism Stakeholders

Tourism stakeholders, tourism awareness groups (*Pokdarwis*) are encouraged to utilize the bilingual travel guide as a promotional and informational medium for both domestic and international tourists. The content should be updated regularly to ensure the accuracy of tourism information, including opening hours, entrance fees, maps, and visitor facilities.