Developing a Bilingual Guidebook as the Promotional Media for *Desa Wisata Sendang Duwur* Lamongan

[Pengembangan Buku Panduan Bilingual sebagai Media Promosi Desa Wisata Sendang Duwur Lamongan]

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ABSTRACT

Sendang Duwur Tourism Village is a tourism village in Lamongan, East Java that offers spiritual and cultural tourism destinations. According to the 2022 visitors' statistics cited by the head of Sendang Duwur Village, around 15% of the tourists visiting this village was foreigners. An issue arose because there was no medium to promote tourism potential in Sendang Duwur Village. Therefore, to address the need of village government, the researcher decided to develop a bilingual guidebook with complete information about Sendang Duwur Village. The research was used Design and Development Research or DDR by (Richey & Klein, 2005), and adopted ADDIE model: Analysis, Design, Development, Implementation, and Evaluation for the research procedure. The data collection was obtained from online research, observation, interview, and questionnaires. The purpose of this research is to develop a bilingual guidebook about Sendang Duwur Tourism Village that can be used by local and foreign tourists. The final result of this research was a bilingual guidebook for Sendang Duwur Tourism Village in the electronic and printed version. The guidebook contains: general overview of the village with the history, the accessibility to the location, the tourist objects, the local products, the local delicacy, the events, cultural art, the accommodation, and tour package in 80 pages. The pictures of each site were also added to the guidebook to complete the contents.

Keywords: bilingual guidebook, electronic guidebook, printed guidebook, tourism, Tourism Village

ABSTRAK

Desa Wisata Sendang Duwur merupakan desa wisata yang terletak di Lamongan, Jawa Timur, yang menawarkan destinasi wisata spiritual dan budaya. Berdasarkan data kunjungan wisatawan tahun 2022 hingga 2023 yang diberikan Kepala Desa Sendang Duwur, sekitar 15% wisatawan adalah wisatawan mancanegara. Permasalahan muncul karena belum adanya media yang digunakan untuk mempromosikan potensi pariwisata di Desa Sendang Duwur. Oleh karena itu, untuk menjawab kebutuhan pemerintah desa, peneliti memutuskan untuk mengembangkan buku panduan dwibahasa yang berisi informasi lengkap mengenai Desa Wisata Sendang Duwur. Penelitian ini menggunakan metode Design and Development Research (DDR) dari Richey & Klein (2005) serta mengadaptasi model ADDIE: Analysis, Design, Development, Implementation, and Evaluation sebagai prosedur penelitian. Pengumpulan data diperoleh melalui riset daring, observasi, wawancara, dan

kuesioner. Tujuan dari penelitian ini adalah untuk mengembangkan buku panduan dwibahasa tentang Desa Wisata Sendang Duwur yang dapat digunakan oleh wisatawan lokal maupun mancanegara. Hasil akhir dari penelitian ini adalah buku panduan dwibahasa dalam versi cetak dan elektronik untuk Desa Wisata Sendang Duwur. Buku panduan ini memuat informasi: gambaran umum desa beserta sejarahnya, akses menuju lokasi, objek wisata, produk lokal, kuliner khas, acara dan kesenian budaya, akomodasi, serta paket wisata dalam 80 halaman. Foto dari setiap lokasi juga ditambahkan untuk melengkapi isi buku panduan.

Kata kunci: *buku panduan dwibahasa, buku panduan elektronik, buku panduan cetak, pariwisata, desa wisata*

INTRODUCTION

A bilingual guidebook is one of the effective media to increase knowledge about tourism destinations that will be visited. Some of the tourists are improving their travel experience by using a travel guidebook (Roberson, 2015). To enlarge the accessibility of the guidebook and to mitigate the language barrier, it is important to create a bilingual guidebook in printed and electronic versions, so this guidebook can be accessed globally. Another research from Ortega et al. (2014) suggests that an informative guidebook is completed with engaging pictures and descriptions will potentially attract the interest of visitors to see the places that are promoted through the guidebook.

Sendang Duwur Tourism Village is a new tourist attraction that is worth visiting in East Java. This village offers spiritual and cultural tourism destinations. Tourists could visit ancient places with religious value, such as ancient mosques, Gapura Paduraksa (Paduraksa Archway) decorated with Hinduism reliefs, and the tomb of Sunan Sendang Duwur who spread the Islamic religion in Lamongan. Additionally, there are also some other unique values that can be enjoyed by the tourists, for instance, handwoven and embroidery batik from this area, gold craft, local delicacy, and traditional musical performance. Moreover, Sendang Duwur tourism village has been recognized as a cultural and historical heritage site by the government.

This tourism village has existed since 2010, initiated by the *Pokdarwis* or *Kelompok Sadar Wisata* (Local Tourism Awareness Community). The community is responsible for managing all things related to tourism in their area. The existence of this community has improved the quality of tourism in Sendang Duwur as proven by the availability of several interesting tour packages to enjoy the authenticity of this village. The visitors can enjoy several activities in this village, like learning and practicing how to make batik with the craftswomen. Over the year, the community with the village management also continuously creates an innovation by organizing some interesting events for public: *Pasar Minggu Legi*, a traditional market selling some local delicacy of Sendang village in every *Minggu Legi* (the day in Javanese calendar), and Ruwahan Sendang Duwur, a cultural historical festival of Sendang Village in every Sha'ban (the eight months of Islamic calendar).

In January 2024, the member of Pokdarwis Sendang Duwur mentioned that the number of visitors, especially the international tourists, is still low because of the unavailability of promotional media to promote the potential of this tourism village. Along the same lines, the head of Sendang Duwur village showed some statistics that in 2022 to 2023, just 15% of international tourists visited the village. Considering all this evidence and the village government's request, there is an urgent need to develop a promotional media to advertise the beauty of the village not only to the domestic tourists but also to the international tourists. One of the ways to promote Sendang Duwur tourism village is by making a travel guidebook as an appropriate medium to cover tourism information completely.

The urgency of having a valuable guidebook to attract the domestic and international tourist also stated by the head of Sendang Duwur village in January 2024, "Actually, this

village needs a product that contains information about tourism in the form of bilingual text to introduce this village to the international community". Thus, to address the need of Sendang Duwur tourism village, and by considering previous research about the benefits of the guidebook, the author developed a bilingual guidebook as the effective media to introduce Desa Wisata Sendang Duwur Lamongan.

This research developed a bilingual guidebook. The languages use for this product were Indonesian and English. The guidebook contains information about Desa Wisata Sendang Duwur, including: maps of the village, guides (travel tips and dos and don'ts), the information of the place, history, essential information (population, QR-Codes to reach the place by Google Maps, direction to reach the location, and operational day and hours), tourist attraction in the village, local products (batik and golds), local delicacy, events, accommodation, and facilities. This bilingual guidebook was available in two versions, which were the printed version in A5 paper size and the electronic version in .pdf format.

LITERATURE REVIEW
There were six related theories about tourism village, guidebook, the standard of a guidebook, bilingual, translation, and tourism writing to support this research. Tourism village is a region in a certain area that has special characteristics of nature and culture which allow visitors to enjoy, explore, and learn about the uniqueness of the village with its attractions (Susyanti & Latianingsih, 2015). An early example of research about tourism villages from Septemuryantoro (2021) states that tourism village is a form of combination between attractions, accommodation, and supporting facilities that are integrated with customs and traditions which are still maintained.

Guidebooks can be seen as tools to make solo-travelers easier to find some information about places, tourist attractions, accommodation, transportation, food, etc. (Bender et al., 2013). Currently, with the existing technology, travelers can discover information about tourist attractions or recommended places easily through several versions of the guidebook. Key Differences (2020) stated that a printed

guidebook is a physical form of book arranged in some pages of paper that bound with front and back cover, as well as containing a lot of information or story about a place. While electronic books or e-books are a piece of digital text made as an electronic file for any device regardless of size and composition (Julisar, 2017).

Any kind of book should provide useful content with accurate information. In his blog, Schreiber (2024) mentioned the three important points to making a guidebook: choose the destination with create a list of potential places, adapt the travel guide structure as the content by preparing all the information needed, and must have a high quality of pictures to complete the information. Design is the most important thing to do in creating a guidebook. The designer should have a knowledge of paper sizes, layout, color, and typography that will be used in the guidebook. The guidebook was used Indonesian and English for the content. Writing and speaking in two different languages is known as bilingual. Grosjean (2013) has a different perspective about bilingual, he argues bilinguals can be in a monolingual mode when interacting with others that cannot use the other language.

In creating a bilingual guidebook, the translation process is the most important part. Translation is a process of changing the text from one language into another language (Newmark, 1988). To produce a good translation, the selection of words used in the target language must have a natural equivalent to the source language. Suryawinata and Hariyanto (2016) argue that the result of communicative translation should not contain a difficult or stilted language style when read. Then tourism writing is a writing process that focuses on a particular place or events that provides photos and information to invite the visitors (Palmer, 2018). Based on the article from AIContentfy (2024), showing the culture, history, and natural beauty of a destination are the key points in promoting tourism through the text.

METHODS
The research design used in this study is Design and Development Research (DDR) because it is one of the most appropriate ways to create a new product by focusing on the systematic way.

According to Richey & Klein (2005), developmental research is a systematic study of designing, developing, and evaluating products with the criteria of internal consistency and effectiveness. In this research, the author decided to develop a bilingual guidebook for *Desa Wisata* Sendang Duwur Lamongan. This bilingual guidebook is a new one as no guidebook for this tourism village was created before.

Research Procedure

ADDIE model was adapted to conduct this project because each stage of the model is easy to follow and understandable. ADDIE model is one of the most common models used to produce an effective design (Aldoobie, 2015). The term of ADDIE refers to systematic process that can be listed as follows (1) Analysis, (2) Design, (3) Development, (4) Implementation, and (5) Evaluate. The details of the procedure development based on the ADDIE model are explained below.

1.   Analysis

The researcher has analyzed the object in January and February 2024. The researcher has conducted online research through the internet to find information about Desa Wisata Sendang Duwur. In addition, the researchers have visited the village to conduct a direct observation survey and did an interview with the head of the village and the local community to elicit the urgency of the guidebook and important points that should be covered in the guidebook.

2.   Design

The researcher designed the product by creating a layout for the guidebook. This layout was made to serve the information well. There were five layouts created for: front cover, table of content, title page, main content, and back cover. Before applying the layout to Canva as the editing tools, the researcher decided to utilize Microsoft Word, DeepL, Indonesian Online Dictionary (KBBI), and Grammarly to support the writing and translating process.

3.   Development

After all the data including pictures has been collected, the researcher creates the content draft for whole chapter of the guidebook's including travel tips, information about tourism object, local product, local delicacy, events, cultural art, accommodation, and tour package written in two versions with the translating process from Indonesian to English. The translation process was used DeepL and adapted communicative method by (Newmark, 1988). Then, Grammarly is also used to check the grammar of the translation results.

An online software application, Canva is used for the process of making the guidebook. On completion of the content, the pictures were edited with editor application that is Lightroom before compiling them to the guidebook. Prior to testing the product for the public, the researcher made an expert validation to validate the language, the content, and the design of the guidebook. The researcher made a questionnaire for the assessment and distributed it to the content, language, and design experts. The purpose of this stage is to ensure the quality of the guidebook and the readability of the information written in it.

4.   Implementation

After revising the product according to the result of the expert validation, the product was implemented to local and potential visitors in order to check the completeness of its content also to know whether the guidebook increases their curiosity at visiting this village. To elicit the community's view about this guidebook, the researcher will prepare a field-testing questionnaire in Google Form by providing a link to access the guidebook.

5.   Evaluation

The evaluation is conducted based on the questionnaire distributed to the village management and the public. Thus, this stage was completed after the researcher revised all aspects based on the suggestions obtained, and the guidebook was ready to use by everyone.

Data collection

A qualitative research method was applied during the development process. Some activities in data collection were conducted, among them were observation, interview, and survey to gather the data needed for this study. The data for this research includes information and the history of *Desa Wisata* Sendang Duwur, information about the tourism object, local products, local delicacies, events, cultural arts, accommodation, facilities, and tour packages.

The observation was conducted by visiting the village directly to get an overview of the village. After conducting an observation, the researcher wrote the results of the observation through the field note. To collect information about the tourism village, the researcher interviewed the head of the village, and the head of *Pokdarwis*, in the form of semi-structured interview. Thus, all the information from the interview session was collected as content for the guidebook.

The researchers assessed the language used, as well as the grammar, the accuracy of the content, and the design of the guidebook that need to be validated by language, content, and design experts through Google Form. After that, the researcher continued by creating a Google Form to conduct a public survey in the form of close-ended questionnaire that distributed to the local community and potential visitors with the range of age of 17-41 years. This questionnaire measures whether the bilingual guidebook is effective in promoting Sendang Duwur Tourism Village to prospective domestic and international tourists.

Final product

The final product of this research is the bilingual guidebook of *Desa Wisata* Sendang Duwur Lamongan. The product was created in two forms, which were the printed version and the electronic book version. For the printed guidebook, the paper was in the A5 size with 14.85 x 21cm as the ratio, glossy art paper 210gr was used for the cover, and HVS 100gr paper was used to print the guidebook. While for the electronic book version, it used .pdf format and was uploaded on a free website. The content of this guidebook was written in Indonesian and English, with one language on each page. There was a preface, table of content, travel tips, dos and don'ts, the village maps, the information about the village, tourism object, local product, local delicacies, events, cultural arts, accommodation, facilities, and tour package as well as the nearby places for content.

FINDINGS AND DISCUSSION

The presentation of the product development process is explained by following the five cycles of ADDIE model.

Analysis

The main purpose of the analysis stage was to analyze the need for the product. To get an overview about Desa Wisata Sendang Duwur, the tourism potential, the supporting information, and the data of visitors, the researcher conducted online research on the internet. Based on online research, it was found that the information regarding *Desa Wisata* Sendang Duwur only appeared on two websites. JADESTA website was maintained by the Ministry of Tourism and Creative Economy, and the local government website was maintained by Tourism and Culture Office of Lamongan.

The information provided in JADESTA was incomplete and dated. It was written that this village still maintains its cultural heritage by mentioning *Nasi Muduk* and *Nasi Langgi*. Similarly, the information recorded on the other website organized by the Tourism and Culture Office of Lamongan was not clear enough. The information written on the website only mentions the village location and Sunan Sendang's profile in brief. Unfortunately, the information was not explained well because there was no further explanation as well as a brief history of the mosque. In conclusion, the existing websites to provide information about the village were dated and incomplete.

The observation has been done in January and February 2024. The researcher did a direct location survey to observe the potential tourism spots, activities to do, community livelihoods, community habits, also other important information related to tourism in this village and captured the pictures of all tourism objects to be selected and included in the contents of the guidebook. In general, the village has nine potential sites for tourists, such as Sunan Sendang Tomb, Sunan Sendang Tomb Complex, *Sumur Paidon, Sumur Giling*, Raden Nur Rohmat Mosque, Latar Cendhani, Homestay Pak Brewok, Batik Sendang production site, and gold craft production site. Unfortunately, there was few detailed information regarding those potential tourism sites in Sendang Duwur Village.

There were four details of the findings about the limited information media in the village. First, the village only has a brochure that provided an overview about Sunan Sendang

Duwur Tomb, Raden Nur Rohmat Mosque, batik, *nasi muduk*, and the list of educational tour package that can be found in the village hall or *balai desa*. Then, in Sunan Sendang Duwur Tomb area, there was only a board that recorded an overview of the tomb. But there was no further information regarding the history of Sunan Sendang Tomb because the board did not have enough space to put the information on.

In other locations inside the tomb area, there was a mini board about the architecture of Paduraksa Archway as well as the signs to enter sacred area for the visitors displayed there. The acrylic board was only writing a description about Paduraksa Archway in brief because there was not enough space to put more detailed information about it. While in other tourism potential sites such as, Raden Nur Rohmat Mosque, Sumur Giling, Latar Cendhani, Homestay Pak Brewok, Batik Sendang production site, and gold craft production site, there was no clear information that the tourist can read regarding the sites.

The researchers conducted an interview session on January 13, 2024, and March 28, 2024, and using recording features in mobile phone to keep the result. The aim of this stage was to justify the need for a bilingual travel guidebook based on the issues faced by Sendang Duwur tourism village. The first interview session was conducted with the head of Sendang Duwur Village. In general, the interview was to find an overview of the village in brief, including history, potential, and strengths. The interview results stated that Sendang Duwur Village still has other strengths in the culinary and creative economy sector, like *Nasi Muduk*, *Nasi Langgi*, *Nasi Karak*, batik craft, and gold craft, besides the existence of Sunan Sendang's Tomb. But in fact, the number of tourists who have visited this village was still low because their potential was not developed well. The head of the village also stated that the number of domestic and foreign tourists has a gap because the local institutions were not optimally introducing and promoting this tourism village to the public.

After getting the general overview of the village, the second interview session was conducted with the head of *Pokdarwis* Sendang Duwur. In this session, the researcher asked about the details of each potential in the village to be used as the main source for writing the guidebook content. The tourism potential that should be included to the guidebook were Sunan Sendang Tomb, Raden Nur Rohmat Mosque, and *Sumur Giling* as the main spotlight in the village, Batik Sendang as the original local product from Sendang Duwur Village, and Ruwahan Sendang Duwur as the annual event of the village.

The researcher also wanted to know whether this tourism village needs a proper promotional media to introduce the potential to the public. Talking about this issue, the head of *Pokdarwis* said, "We have been looking for a medium that contains information about Sendang Duwur. But until now, we only have two information boards inside the tomb area and a tour package brochure. We hope this guidebook can help us to promote Sendang Duwur and can attract many tourists to come.

The interview results indicate that there were some key aspects that should be included in the guidebook. The guidebook should have a high-resolution image of the tourist objects to attract potential tourists. If the visual captivates the tourist interest, they might directly visit Sendang Duwur Village and recommend this place to others. Then, it was important to provide information about the facilities, the operational day, the entrance fee, and the location as well as the transportation access to reach the destinations. According to the interview, it was also important to present the guidebook based on themes such as religious site, historical site, local products, local delicacies, events, cultural art, accommodation, and tour package.

On December 14th, 2023, the researcher distributed a preliminary survey to analyze the need for designing a bilingual guidebook of Sendang Duwur Tourism Village via Google Form. The questionnaire was distributed to 43 respondents: 19 man-and 24 women aged 18-23 years old. The respondents were university students in either Malang, Surabaya, or Lamongan. In terms of respondents' familiarity with the village, from the questionnaire, it was found that more than half of the respondents (56%) were familiar with or knew the existence of Sendang Duwur Village. The result of the questionnaire also revealed that the urgency of making bilingual guidebook was 95.3% as opposed to only

4.7% said that monolingual guidebook was enough. It means that with the guidebook, the potential visitors can find tourism information in Sendang Duwur Village easily.

In terms of the purpose of having a guidebook, most of the respondents (30.23%) stated that they need to get relevant and complete information about Sendang Duwur Village. Then, 23.56% of respondents want to know the history of the village, 18.60% of respondents need more information about the tourism potential around the village, and 16.28% of respondents said that the guidebooks were important to help the visitors in getting a preview before visiting the village. The important thing that should be included in the guidebook was the content. The survey results show that most of the respondents chose history (76.20%), fun facts (61.90%), tourist attractions (54.80%), and activities to do (50%) as the guidebook's content.

To maximize the development process, the respondents have also already given their answers in terms of guidebook presentation. 69% of the respondents chose both printed and electronic version, 19% of the respondents chose printed version, and 11.9% of the respondents chose electronic version. It means that there would be two versions of bilingual guidebook based on the survey results.

After conducting online research, observation, interview, and distributing online questionnaires, there were strengths and weaknesses in Sendang Duwur Tourism Village. The strength comes from having a rich history, traditions, and culture, as mentioned above. However, there were still shortcomings, including the lack of promotion from the local institutions, the absence of media which contains complete information about the village, whether in Indonesian or English. Due to these shortcomings, the village government has requested the development of a bilingual guidebook that completely describes Sendang Duwur Tourism Village. Thus, the existence of this bilingual guidebook was one solution to provide complete information for the domestic and foreign tourists effectively.

Design
The guidebook was made as a printed version of A5 size (14.8 cm x 21 cm) because it was the ideal paper size for a guidebook, according to Brother UK (2024). While for the electronic version, the researcher used .pdf format to facilitate the readers in accessing the guidebook. In the design stage, the researcher also made a content draft for the guidebook. The layout design was made up for cover, table of content, chapter title cover, back cover, and the main contents of the guidebook.

First, the guidebook cover was designed by adding State Polytechnic of Malang and Sendang Duwur Village logos. Then, giving the title of the bilingual guidebook, "Discover Sendang Duwur" with Paduraksa Archway picture as the icon of the village. Second, a table of content page was made in two versions in Indonesian and English. Under the title "Daftar Isi" and "Table of Content", there were lists of chapter titles with the page numbers. The title in the Indonesian version was positioned on the top right side, while for the English version was on the top left side. A simple element would be added to make the page more eye-catching.

Next was the title page cover page. The covers for each theme of the guidebook were arranged in the same design with the English title written with capital letters and followed by the Indonesian title underneath. The related picture also added to complete the cover. After that, the layout design for the back cover of the guidebook was almost the same as the front cover. The cover was used a full size of archway (*gapura*) picture with two institution logos (State Polytechnic of Malang and Sendang Duwur Village) on the bottom. And last was the layout for content sections. The layout was made in different design with the Indonesian version was placed on the left page, and English version was on the right page. The reason for the description placement was to make the readers feel comfortable and easy when reading the guidebook. Then, it was important to input related pictures that align with the content.

Development
There were four parts in this development process: creating the content draft by using some tools, editing the pictures for the guidebook's content to make a good quality of picture, developing the guidebook with editing tools, and

expert validation to ensure the quality of the guidebook.

Creating the Content Draft

The important point in creating a guidebook was to provide all the information needed to write the content (Schreiber, 2024). First, the content in the Indonesian language was made in Microsoft Word document. The content draft was written based on the interview and observation result. Some of the information was about the history, tourism sites, local products, local delicacies, events, cultural art, accommodation, and tour package. Several tools like Indonesian Online Dictionary (KBBI), DeepL, Cambridge dictionary, and Grammarly also used to support the writing and translating process.

For the first content writing process, Indonesian Online Dictionary (KBBI) was used to check the correct spelling in the Indonesian version, and to ensure that the content was in accordance with the language rules. DeepL machine translator was used to translate the text from Indonesian to English. This machine was easy to access and very helpful because it has a great feature of selecting the alternative terms. Following (Suryawinata & Hariyanto, 2016) translation must contain an understandable language. Thus, in doing it, communicative translation by Newmark (1988) was adopted.

Following the DeepL process, some adjustment in the result of the translation was made to suit the sense and meaning of the text. Another tool used during translating the content into English was Cambridge online dictionary. This helps the researcher to find the meaning of some tricky word in English, and to make the English version more natural to read by anyone. Then, the use of Grammarly was to make sure that the text was written in the right grammatical rules.

Editing the Pictures

The next stage, before starting to design the product, was editing all the pictures from the observation stage. This activity was important because the guidebook should provide a high definition of pictures (Schreiber, 2024). The pictures that would be used to complete the content needed to be editted first. So, Adobe Lightroom was the appropriate tool to adjust the better tone color and to sharpen the pictures quality.

Developing the Guidebook

In this stage, Canva was used because it has various features that were easy to use for the designing of the book. The researcher did not use any free templates provided and started to design on a blank space. As explained in the previous stage, each page was created in a different layout design. Canva was accessed through Google Chrome and logged in with Google Mail. After that, "Custom size" was clicked, the size 14.8 cm x 21 cm for the A5 paper size inputted, and "create new design" chosen to show the blank space.

After finding an appropriate size, the cover was designed like a simple magazine cover and used light beige (hex code #ECEDDA) as the theme and background color for the guidebook to represent the heritage in Sendang Duwur Village. The logos of the State Polytechnic of Malang and Sendang Duwur Village were placed in the top right and left corner. Then, the guidebook title, "Discover Sendang Duwur" with Brittany and Voga font style, was placed in the center. To make the cover more attractive, a Paduraksa Archway picture was added with border line.

Next was creating the preface and forward page that was designed in light beige color with transparent pattern as the background. The font style used in those pages were Romman (25pt) and Recoleta (12pt). After that, the table of content page was also created by using a free template in Canva with its elements. In this page, the font style used for the title was Alex Brush and Formula, and for the chapter title was Recoleta Bold. The researchers also added some elements such as rectangular and tube elements in cream color (D8C89E), and shining elements at the top right and left corner with brown color (B6732D and #D8C89E). Like the front cover, the chapter title page was created by adapting magazine cover style. Related pictures of the objects were also added to represent each chapter in the guidebook. The font style used for this page were Loubag in range of

27pt to 33pt for the Indonesian title and Gladiola in range of 30pt to 40pt for the English title.

After that, the development process continued with the creation of a different layout for the main content of the guidebook. The text arranged in a different format, where the Indonesian version was on the left-side page, and the English version was on the right-side page. There were also one or two related images in each page to support the content. The font style used for the content title was Romman (25pt) and for the description was used Recoleta (12pt). The color used for the content was dark brown color (#625751) for the Indonesian description, and dark green (#1d4d1b) for English description. The last editing process was to create the back cover of the guidebook. The center archway was chosen for the background. The placement of two institution logos was changed to the bottom center. So, it is not the same with the front cover. Additionally, smoke effects were also given to make the impression more vivid. The following link was the product result: https://bit.ly/GuidebookSendangDuwur-Azzahra.

Expert Validation

The purpose of this stage was to obtain the experts' feedback about the product that has been made before. There were three experts who assessed the product in terms of content, language, and design validation. The head of Sendang Duwur Village, as the content validator, and a lecturer in English study program at State Polytechnic of Malang, as the language validator, as well as a graduated student of Visual Communication Design study program at Dinamika University Surabaya, as the design validator.

There were three validation sheets provided in Google Form platform for each validator with the related questions regarding their fields. To make the validator easier in giving the assessment, the link of a guidebook in the flipbook version is also included in this form. Each of the validation forms comprised a five-scale score ranging from 1 to 5 with different options: strongly disagree, disagree, neutral, agree, and strongly agree. There was one column for suggestions from the validator.

The validator gave a score of 5 to the 9 questions about the guidebook content. It can be concluded that the content validation obtained a maximum score as the guidebook's contents were already correct and there was no further revision were needed from the validator. Next, the total question provided for language validation was 12 and received a total score of 4.2 with several comments listed. It means that the language errors and typos in the content should be corrected. Then, 10 questions were already prepared for the design validation. The total score for this validation was 4.3, which means that some parts in the guidebook's design still need to be modified.

Implementation

The field testing was conducted on June 27, 2024 by distributing Google Form questionnaire to the public as potential visitors. The purpose of this stage was to obtain the reader's opinion and assess whether the guidebook has been effective for use by everyone or not, and to know whether the guidebook can interest the tourists to visit Sendang Duwur Tourism Village.

The questionnaire consisted of 10 questions with a suggestion column for the guidebook. The total number of respondents was 50 people with 17 men and 33 women. Most of the respondents (64%) were university students and young employees with the age range of 22-26 years old. Along the same lines, the other respondents were still between 17-21 years old with 9 people (18%), and 9 people (18%) in the range of 32-41 years old. According to those, the researcher knows that the bilingual guidebook for Sendang Duwur Tourism Village can be used and read by all ages. The total score obtained from field-testing was 44.9, which means that the guidebook was qualified to be published. Most of the respondents who fill out the questionnaire answered agree and strongly agree. In the average score of 4.6, the respondents agreed that the pictures can help them understand the content. The respondents also agree that the guidebook was being an informative media for Sendang Duwur Tourism Village. In addition, for the average score of 4.5, some respondents accept that the content, layout, color, typography, and language used in the guidebook were appropriate. Some aspects are

as follows: the information was clear, the design was attractive, and the pictures provided are of good quality, reaching an average score of 4.4.

Evaluation

Before distributing and giving access to open the guidebook for the public, some parts of the guidebook should be revised based on the respondents' suggestion. Among them were, the placement of page numbers must be on the right side, cropped images, and unbalanced of font size. One of the suggestions about the placement of page numbers in the "Table of Contents" section does not need to be changed on the right side to keep it balanced with the chapter titles. Moreover, the frame was changed to make the images fit better, and all the font sizes were changed into 12 pt.

There were also some positive responses about the guidebook from the respondents. 40% of them stated that the guidebook was good, 15% of them agreed that the guidebook was helpful, 20% of them also agreed that the guidebook was informative for the tourists, and 25% of them liked the guidebook's design. In conclusion, this guidebook that was developed based on the need of Sendang Duwur Village was already good since the field-testing indicates that the guidebook was good, attractive, informative, and helpful.

The previous study by Bender et al. (2013) stated that the guidebook was a tool to make it easier for travelers to find some information about the site, tourism object, food, accessibility, and accommodation. In the same lines, Schreiber (2024) also stated that a guidebook should implement travel guide structure in the content. Thus, some of the criteria about the guidebook above were in accordance with the bilingual guidebook developed in this research.

The previous research conducted by Fidyani and Patria (2023) with title *"Perancangan E-Guidebook Kampung Majapahit sebagai Upaya untuk Meningkatkan Wisatawan"*, highlighted about the implementation process of e-guidebook. Based on their opinion, an electronic guidebook was the appropriate media to give information about tourism village to visitors. Eventhough, the researcher still decided to make the guidebook in two versions to maximize the product implementation either offline or online.

The other previous study adopted was by Nisrina et al. (2022), entitled *"Perancangan E-Guidebook Wisata Digital Nomad di Kota Bandung"*. This study was chosen because it presented some method in designing the guidebook using Canva. However, the difference between the previous research and the current research was that the previous research focused on developing the monolingual electronic guidebook of digital nomad tourism in Bandung, while the current research was developing the bilingual guidebook of tourism village in two versions.

CONCLUSION

The result of this research was a bilingual guidebook for Sendang Duwur Tourism Village in 80 pages. This guidebook was created since the village government requested to have a promotional media with complete information that can be used by potential visitors. In collecting the data for the guidebook content, the researcher has completed several phases in the analysis stage, like observation, interview, and distributing preliminary questionnaire. This phase was conducted to ensure that the product was needed to solve some issues in the village.

During the process of creating the guidebook, the researcher used Canva as an editing tool, and Lightroom to sharpen the pictures to enhance the quality. Instead of editing the design, the researcher also used DeepL to translate the text into English to facilitate foreign and local tourists. The translation method adapted was communicative translation to make anyone easy in reading the content. To get public feedback and suggestions about the guidebook, the researcher distributed a questionnaire. The result shows that the guidebook was already good, attractive, informative, and helpful. So, it means that the bilingual guidebook was ready to be used by the visitors.

Based on the analysis stage that has been done before, this research was intended to design the product to address the village government's needs. Regardless of the result, this research was limited only to developing the guidebook that can be used potentially as a media to help the tourism group in Sendang Duwur

Tourism Village. Yet, this study has not examined the usefulness of the product. Therefore, future research was expected to conduct a related study, especially to measure the effectiveness of these media to increase tourism growth in Sendang Duwur Village.

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