

**DEVELOPING A BILINGUAL GUIDEBOOK FOR  
DESA WISATA PENGLIPURAN BALI**

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**Abstract**

Penglipuran Tourism Village is one of Bali's tourism villages, which offers natural beauty and cultural heritage. In 2023, it was awarded as the best tourism village by UNWTO. However, the lack of tourist information became an issue, so the researcher developed a bilingual guidebook to provide additional information for tourists. The research applied Design and Development Research (DDR) with the ADDIE model: Analysis, Design, Development, Implementation, and Evaluation. The data was collected through observation, interviews, and documentation. The final product was an 88-page bilingual guidebook in Indonesian and English, validated by experts and tested by 55 respondents, gaining an average score of 4.68/5. The guidebook contains history, general information, travel tips, fun facts, tourist attractions, activities, facilities, cultural arts, accommodations, local products, and tour packages. It is expected to help tourists explore Penglipuran Village and serve as a promotional tool for local and international visitors.

*Keywords: tourism village, bilingual guidebook, guidebook*

**Abstrak**

Desa Wisata Penglipuran adalah salah satu desa wisata di Bali yang menawarkan keindahan alam dan warisan budaya. Pada tahun 2023, desa ini meraih penghargaan sebagai desa wisata terbaik oleh UNWTO. Namun, kurangnya informasi wisata menimbulkan permasalahan, sehingga peneliti mengembangkan buku panduan dwibahasa untuk menyediakan informasi lengkap bagi wisatawan. Penelitian ini menggunakan metode *Design and Development Research (DDR)* dengan model ADDIE: Analisis, Desain, Pengembangan, Implementasi, dan Evaluasi. Data diperoleh melalui observasi, wawancara, dan dokumentasi. Produk akhir penelitian ini adalah buku panduan dwibahasa dengan 88 halaman dalam bahasa Indonesia dan Inggris, yang telah divalidasi oleh para ahli dan diuji coba kepada 55 responden dengan rata-rata skor 4,68/5. Buku panduan ini berisi sejarah, informasi umum, daya tarik wisata, tips berwisata, fakta menarik, aktivitas, fasilitas, seni budaya, akomodasi, produk lokal, serta paket wisata. Buku panduan ini diharapkan dapat membantu wisatawan menjelajahi Desa Wisata Penglipuran serta menjadi media promosi bagi wisatawan lokal maupun mancanegara.

*Kata kunci: desa wisata, buku panduan dwibahasa, buku panduan*

## INTRODUCTION

Indonesia is a country with great tourism potential. As the largest archipelagic country in the world, Indonesia has more than 17,000 islands that contain abundant natural wealth from Sabang to Merauke. Bali is one of the main destinations in Indonesia that attracts tourists from all over the world because of its enchanting natural, cultural, and historical riches. Bali's achievements as a world-class tourism destination are increasingly recognized globally. According to data from the Ministry of Tourism and Creative Economy in 2023, Bali has succeeded in achieving the position of the second most popular destination in the world, surpassing big cities such as London and Paris in the Travelers' Choice Award for Destinations by TripAdvisor. One of the areas that contributed to this success is Bangli Regency.

Bangli Regency is one of nine regencies in Bali Province. Bangli Regency has unique geographical characteristics because it is the only region in Bali without a coastline. Bangli Regency offers natural beauty that is distinct from coastal areas, with charming mountain views, cool air, and calm lakes. Bangli Regency is also known as a cultural and spiritual center. This area is home to various historical sites, holy temples, and traditional villages that still maintain Balinese cultural values. One of the famous destinations in the Bangli Regency is Desa Wisata Penglipuran (Penglipuran Tourism Village).

Desa Wisata Penglipuran is one of the villages that is known for its natural beauty, cleanliness, and cultural preservation. The main attraction of Desa Wisata Penglipuran is the uniform shape and layout of the traditional houses of its residents. This uniqueness is used as the main capital to attract tourists to visit (Budiarta, Kasni, Pulawan, & Laksmi, 2023). To promote its tourism, Desa Wisata Penglipuran uses social media platforms such as Instagram, TikTok, and an official English website to showcase its activities and cultural events, aiming to attract both local and international tourists.

However, the promotion and tourism services that have been undertaken are still

poor in providing information to tourists. One of the problems is that the website does not provide information about local products, such as *loloh cemcem*, *loloh bunga teleng*, *loloh kunyit*, and other typical products of Desa Wisata Penglipuran. In addition, the number of local guides available is limited, so that not all tourists can get a direct explanation. Although this village already has social media and an English website, the content is not updated regularly.

After identifying the problems faced by the village in providing the information, the researcher saw an opportunity to contribute to this village. In addition, the Penglipuran management expressed a strong interest in the development of a bilingual guidebook to promote their local products and tourism activities. This bilingual guidebook can serve as a valuable and permanent medium to provide knowledge about the cultural arts in Desa Wisata Penglipuran, helping tourists explore and appreciate the culture independently. Considering this response and the clear need from the village, the researcher proceeded with the development of a bilingual guidebook that supports the village's tourism goals.

## LITERATURE REVIEW

### Tourism Village

Tourism village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customs, daily life, has a typical village architecture and spatial structure, or unique and interesting economic activities and has potential for the development of various components of tourism, for example: attractions, accommodation, food-beverage, souvenirs, and others tourist need (Meirejeki, Suarta, Putra, Swabawa, & Salain, 2022). Recognizing this potential, the role of the local community is crucial. In addition, Neumeier as cited in Suwandari et al. (2022) stated that villagers or main actors in village development are individuals who take responsibility for the development process in their villages.

Sari and Batubara (2021) stated that the development of tourist villages can have a positive impact on the villagers themselves, such as new employment for the community, to lower the unemployment rate in the village. In addition, the tourism village that carries the concept of ecotourism will enable the village to maintain the sustainability of nature and the culture of the village. A tourist village can also become an independent village because it can provide alternative jobs that can be entered by the local community.

According to Arismayanti et al. (2019) explained that tourism village emphasizes: 1) a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that integrates with applicable procedures and traditions; 2) a rural area that has a unique attraction (both in the form of physical attraction or uniqueness of the rural natural environment and cultural social life), which is managed and packaged naturally and attractively by the development of tourism support facilities in a harmonious environment and planned management.

### **Bilingual Guidebook**

A bilingual guidebook is a book that gives information in two different languages. This is in line with Nuranisa (2019) who stated that bilingual books are books with two languages written either on the same page or on facing pages. In addition, bilingual books help readers build vocabulary in both languages and increase their understanding of different cultures and social contexts (Semingson, Pole, & Jodi, 2015). This indicates that bilingual guidebooks are not only useful for providing information, but also for helping travelers better understand the local culture.

Based on these advantages, bilingual guidebooks have become an important tool in Indonesian tourism promotion efforts. They are widely used to reach both local and international tourists, reflecting the broader application of bilingual text in promoting tourism. Budiharjo et al. (2022) stated that bilingual text is chosen as one of many approaches in promoting Indonesian tourism

destinations. This form of promotion involves producing materials advertising tourist attractions, packed in written form with both Indonesian and English text.

The strategy of using bilingual text in the guidebook is also reflected in other tourism promotional efforts, especially in the media. According to Fajriah and Mussadun as cited in Suryaningtyas et al. (2019) bilingual text also serves as the most important instrument in spreading news, advice, and guidance to international tourists regarding tourism in Indonesia. The media have also been used by the Ministry of Tourism and Creative Economy in its international-scale tourism promotion program called "Wonderful Indonesia". The use of the media is considered important because they play a vital part in supporting and sustaining the increasing number of international tourists visiting Indonesia.

### **Guidebook**

A guidebook is a book that contains specific information on tourist destinations, including background, local culture, attractions, maps, and practical travel tips to help tourists navigate and enjoy their trip. According to Intani and Janita (2021) a guidebook is the best media for independent tourists, specifically backpackers, and anything related to tourism information that is written in the guidebook is reliable information; therefore, a guidebook is appropriate. In addition, the guidebook may influence individual travel decisions either positively or negatively as they provide brief images of a destination and what is worth seeing and experiencing.

Guidebooks, which first appeared in the nineteenth century, emerged at the phase between the romantic journey and the advent of mass tourism and were primarily written for the wealthy middle-class travelers, since a journey outside Europe or the United States was far beyond the means of an average household. Over time, the content, form, and aim of guidebooks changed (Manai, 2020).

Malin and Micol (2020) explain that the use of guidebooks is a way to gather information about a travel destination. Guidebooks provide an overview of an area that someone wants to

visit. In general, this book is equipped with interesting places in an area, such as tourist attractions, hotel locations, restaurants, and vehicle routes (Ahmad & Kadek, Travel guide book "The Epic Journey of Sumenep", 2013). The guidebook aims to serve as a valuable source for tourists by providing information about the destination. It also helps tourists explore destinations and navigate more effectively.

A guidebook has several criteria. According to Greene and Petty as cited in Hartono (2021), there are ten criteria that a quality textbook and guidebook should have. The ten criteria are: 1. attracting the reader's attention, 2. serving as a motivating book for the reader, 3. containing attractive illustrations or pictures, 4. considering the linguistic aspects based on the reader's ability, 5. integrating with other presented material comprehensively, 6. stimulating the reader's activities, 7. using clear concepts and avoiding misunderstanding, 8. presenting a clear perspective, which is easy to understand for the readers, 9. emphasizing values to all ages, 10. respecting the reader's differences.

In addition, the guidebook also has an appropriate paper size, as explained by Maghfirah (2024) the choice of paper sizes in the printed guidebook must be compatible with its purpose, that is, a handy guidebook to help visitors easily. Each paper size has its own usage. The A5 (14.8 x 21 cm) format is also common in its usage for printing books since the size is smaller than that of A4, and it does not require a huge space in a bag.

Aside from size, another essential aspect of a guidebook is its visual design, which should include elements such as layout, color, typography, and pictures. These elements work together to improve the reader's experience. This is in line with Monica (2010) who explains that layout is the arrangement of design elements to support the message it carries. Another key element is color, as Solomon (2024) states that color is one of the most powerful elements in design. It can evoke emotions, convey messages, and create strong associations with brands and products.

Besides the color, typography is also crucial when designing a guidebook. Typography is the art of visually arranging and presenting text in design. Its accurate use significantly enhances the design's appeal. The impact of typography spans from conveying meaning to ensuring text readability. It serves as a tool to strengthen the meaning of text, with different fonts, colors, and layouts emphasizing emotions and messages (Gunay, 2024).

## RESEARCH METHOD

The researcher adopted the Design and Development Research (DDR) method by Richey and Klein (2014) to develop a bilingual guidebook for Desa Wisata Penglipuran Bali, which contains information for local and international tourists. This research used a one-cycle ADDIE model. This model consists of five stages: analysis, design, development, implementation, and evaluation (Moiso, 2024).

### 1. Analysis

The researcher visited Desa Wisata Penglipuran to collect information, as the village had not yet provided a bilingual guidebook to support its tourism promotion. In response, the guidebook was developed to introduce local products and cultural arts to both local and international tourists. The data was collected through observation, interviews, and documentation.

### 2. Design

At this stage, the researcher developed the design of the entire guidebook, including cover, title, table of contents, materials, and back cover. The researcher also searched the references to find a well-organized design, color themes, bilingual subtitle layout, font style, and font type of this guidebook.

### 3. Development

The researcher began writing the content in Microsoft Word. After that, the researcher used Canva Pro as a tool for designing the guidebook and inputting the information into the layout of each section. Then, the researcher sent the final draft to be validated by the language, design, and content experts. After receiving their feedback, the researcher started to revise the guidebook based on the suggestions.

### 4. Implementation

At this stage, the bilingual guidebook that had been validated by language, design, and content experts was distributed to 55 respondents for field testing. Most of the respondents were young adults aged 18–25 years. They were chosen for their interest in travel activities and represent the target audience of the bilingual guidebook. After that, the respondents were asked to complete the questionnaire via Google Forms.

#### 5. Evaluation

After receiving the field-testing results, the researcher needed to identify areas for improvement based on the feedback received from respondents. So, it would be suitable and easy to understand for local and international tourists.

#### Data collection

This research applied a qualitative approach with three data collection techniques: observation, interview, and documentation. Observation was conducted through direct visits to Penglipuran Village to examine its actual condition and identify essential elements for the guidebook. The interview was carried out with the marketing manager of Desa Wisata Penglipuran, to obtain information on the village's history, promotional strategies, tour packages, and tourist activities. Documentation serves as a complement to data through brochures, profile documents, photographs, and other written sources provided by the village staff.

#### Final product

The product developed was a bilingual guidebook for Desa Wisata Penglipuran Bali. This guidebook consists of 88 pages, which contain information about history, general information, travel tips, fun facts, tourist attractions, activities, facilities, cultural arts, accommodations, local products, tour packages, and references. The language used in this guidebook was Indonesian on the left and English on the right side. This guidebook is available in both electronic and printed versions. The printed edition is produced on art paper in A5 format (21 × 14.8 cm). The guidebook is dominated by the red, black, and white colors. The font used in the guidebook

was Playfair Display for the title, Times New Roman for the subtitle, and Poppins for the content.

## FINDINGS AND DISCUSSION

In the current research, the five procedures for developing a bilingual guidebook for Desa Wisata Penglipuran Bali were analysis, design, development, implementation, and evaluation.

#### Analysis

The analysis stage was the first stage of the development process, where the researcher obtained information on Desa Wisata Penglipuran through observations, interviews, and documentation. In April 2025, the researcher observed the village's current situation by asking residents and noted the areas for improvement. The researcher then interviewed Mr. I Made Ambarsika Abdi, as marketing manager, to identify aspects to be included in the bilingual guidebook. Last, documentation using a Canon camera and an iPhone 13 Pro captured traditional buildings, facilities, bamboo forests, and other spots, making the bilingual guidebook more attractive and educational for tourists.

#### Design

The next stage was the design process, where the researcher developed a bilingual guidebook based on information from the observation, interviews, and documentation, using Canva Pro as the editing tool. Before designing, the researcher searched for information on creating a good guidebook by selecting the size, layout, colors, fonts, and elements, and based on related theories, chose the A5 size as the most appropriate.

For typography, the researcher used three fonts: Playfair Display size 25 for Indonesian titles, Times New Roman size 20 for English subtitles, and Poppins size 8 for content, creating an elegant yet formal and modern impression. Chapter covers were added with different pictures and elements, placing the Indonesian title above the English one. The content was designed using a color theme of red, black, and white, each symbolizing Brahma, Vishnu, and Shiva in Hindu beliefs.

## Development

The third stage was development, which involved creating the bilingual guidebook and validating it with experts. The researcher designed the guidebook in Canva using content drafted in Microsoft Word, supported by the Merriam-Webster Dictionary and Matecat for translation accuracy.

After completion, three experts validated the product: the language validator emphasized clarity and minor corrections, the design validator confirmed its professional quality with suggestions to adjust fonts and titles, and the content validator verified accuracy, cultural values, and readability while suggesting photo updates. Overall, the guidebook earned high scores and constructive feedback, which the researcher used for revision.

## Implementation

After validation by language, design, and content experts, the bilingual guidebook was distributed for field testing through WhatsApp and Instagram from June 15 to June 20, 2025. A total of 55 people participated, consisting of 60% females and 40% males, mostly aged 18–25 years (67.3%). The majority were university students (45.5%), while others included private sector workers, housewives, teachers, and high school students. Respondents came from Jakarta, several other Indonesian cities, and five foreign countries: Ukraine, Germany, India, Malaysia, and Australia.

## Evaluation

The evaluation stage showed that the bilingual guidebook received positive responses, with an average score of 4.68 out of 5. Respondents agreed that the information was clear, the design attractive, and the bilingual presentation was easy to understand. Overall, the guidebook was considered effective, helpful, and suitable as a promotional tool for Desa Wisata Penglipuran.

## CONCLUSION

The bilingual guidebook for Desa Wisata Penglipuran was created by following the ADDIE model. The researcher gathered data through observation, interviews, and documentation, then used Canva Pro to create

an 88-page guidebook, reviewed by experts and tested by 55 users. The feedback showed it was clear, easy to understand, and useful in introducing the village. Its strengths include bilingual texts, visually appealing design, simple layout, and attractive content, while some respondents noted unclear photos and empty pages. The guidebook serves as an informative tool for promoting tourism and introducing Desa Wisata Penglipuran to local and international tourists.

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