

**DEVELOPING A BILINGUAL E-GUIDEBOOK FOR PURA PUSEH DESA BATUAN  
AS A TOURIST TRAVEL MEDIA**

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**Abstract**

Pura Puseh Desa Batuan is a cultural heritage site in Gianyar, Bali, that is frequently visited by both domestic and foreign tourist. However, the site of the temple lacks detailed information. In this research aimed to develop a bilingual e-guidebook as a travel media to assist the visitors in discovering the important spots, and increase the readers knowledge. The research used the Design and Development Research (DDR) method using the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). Data were collected through observation, interviews, and documentation. The e-guidebook was created using Canva Pro, consists of 100 pages presented in Indonesian and English. The content of e-guidebook included history, temple areas, cultural heritage, facilities, local arts, and accommodations. The product was validated by language, design, and content experts, and field-tested with 56 respondents filled by local and foreign respondents. Field testing also showed positive feedback, with an overall average score of 3.65. The findings demonstrate that the bilingual e-guidebook is informative, user-friendly, and supports tourism development in Pura Puseh Desa Batuan.

*Keywords: bilingual guidebook, tourist travel media, pura Batuan, Bali*

**Abstrak**

Pura Puseh Desa Batuan adalah situs cagar budaya di Gianyar, Bali yang sering dikunjungi wisatawan domestik dan mancanegara. Namun, situs pura ini tidak memiliki informasi terperinci. Dalam penelitian ini bertujuan untuk mengembangkan e-guide bilingual sebagai media untuk membantu pengunjung dalam menemukan spot-spot penting, dan meningkatkan pengetahuan pembaca. Penelitian menggunakan metode Penelitian Desain dan Pengembangan (DDR) menggunakan model ADDIE (Analisis, Perancangan, Pengembangan, Implementasi, dan Evaluasi). Data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Buku panduan elektronik dibuat menggunakan Canva Pro, terdiri dari 100 halaman yang disajikan dalam bahasa Indonesia dan Inggris. Isi e-guide bilingual ini meliputi sejarah, area kuil, warisan budaya, fasilitas, seni lokal, dan akomodasi. Produk ini divalidasi oleh pakar bahasa, desain, dan konten, dan diuji lapangan dengan 56 responden yang diisi oleh responden lokal dan asing. Evaluasi lapangan juga menunjukkan umpan balik positif, dengan skor rata-rata keseluruhan 3,65. Temuan tersebut menunjukkan bahwa e-guidebook bilingual ini informatif, ramah-pengguna, dan mendukung pengembangan pariwisata di Pura Puseh Desa Batuan.

*Kata kunci: buku panduan bilingual, media perjalanan wisatawan, pura Batuan, Bali*

## I. INTRODUCTION

Indonesia is a country that has great tourism potential. One of the regions in Indonesia that has various uniqueness in attractive tourism, diversity of arts, and culture as tourism potential is Bali Island. Based on data from the Central Statistics Agency (BPS, Central Statistical Agency, 2024). Bali is divided into the capital city and eight regencies. Gianyar is one of the regencies that is frequently visited by tourists. Gianyar known as a "City of Arts" has evolved as a cultural tourism destination due to its rich history, which includes archaeological sites as tourist attractions (Suryaningsih & Nugroho, 2018).

In 2009, one of the temples that was designated by Bali Archaeological Heritage Conservation Center as cultural heritage site is Pura Puseh Desa Batuan. The use of Pura Puseh Desa Batuan has become a part of cultural tourism. The daily life, traditional ceremonies, and cultural heritage are presented to the tourists. Pura Desa and Puseh Batuan have a high number of tourist visits, around 1,000–1,500 people per day. (Mahastuti, Utami, & Wijaatmaja, 2019).

The information about Pura Puseh Desa Batuan is available on the website. The government website contains information about the village, population, tourist attractions, and so on. Additionally, there is also a social media account in the form of Instagram managed by the Batuan Village government, which contains information about events that organized by Batuan Village. Unfortunately, most of the information is only in Indonesian and is incomplete. In addition to the website and Instagram account, the temple also has a guide but only based on visitor requests and for large groups.

Based on the interview with Mr. Komang Susana, one of the management staff of Pura Puseh Desa Batuan, it was found that the visitors suggested the management of the temple provide more information for visitors who want to explore the temple thoroughly. Many visitors need easy access to comprehensive information, not just separate information found online. Currently, the village

government's website and social media accounts focus more on general information about the village rather than details about Pura Puseh Desa Batuan. In addition, guides are only available for certain groups of visitors. If these limitations continue, they may lead to visitors' dissatisfaction.

After conducting interviews with Mr. Komang Susana and discussing various considerations based on the current conditions, the researcher decided to create a bilingual e-guidebook. This decision was based on the fact that the existing website and social media accounts mainly provide information about the village in general, not specifically about Pura Puseh Desa Batuan. There were solo travelers who needed information when visiting the temple. Therefore, the researcher chose to develop a bilingual e-guidebook for easier and more flexible implementation. The QR-code of the bilingual e-guidebook is available in the locket of temple to be scanned by the visitor and Instagram account of Batuan Village that can be accessed by potential visitors.

The bilingual guidebook was written in both Indonesian and English since Indonesian is the national language of Indonesia and English is the international language of the world. Furthermore, based on the interview there were foreign visitors frequently asked about detailed information. The intention was to provide information for both local and foreign tourists. The benefit of bilingual e-guidebook provides detailed information related to historical and cultural aspects of the temple. Additionally, the bilingual e-guidebook helps some visitors who want to explore the temple without tour guide and to understanding the historical and cultural. The e-guidebook would be easily accessible to all visitors and would serve as an alternative to hiring a guide. It is also more cost-effective to produce in digital form. This e-guidebook is expected to help the visitors to find detailed information, discover points of interest, and increase their knowledge about the history and culture in Pura Puseh Desa Batuan.

## II. LITERATURE REVIEW

### Guidebook

A guidebook is a book that provides information or instructions to help someone do or understand something. Guidebooks are information sources that provide the information needed by tourists to plan and navigate tourist destinations. The types of guidebooks to provide information of tourist destinations are travel guidebooks. Based on Mieli & Zilinger (2020) travel guidebooks are chosen above other online travel information sources due to their well-curated content and reputation.

The eligibility of a guidebook is determined by four key aspects: quality, effectiveness, graphics, and presentation. First, the quality of the guidebook is reflected in its typographic design, images, and background layout. Second, the effectiveness aspect refers to how well the guidebook aligns with its intended purpose. Third, graphics serve as a supporting element that enhances the content. Finally, the presentation must be well organized and easy to understand by the audience (Andira et al, 2021).

Bilingual guidebook is an effective tool to overcome language obstacles in international tourism destinations, providing information in two languages. These guidebook support tourism development in places with multilingual people and make it easier for travelers to communicate with service providers (Choi & Murray, 2019). The use of bilingual guidebooks serves to help promote local culture to foreign tourists, enrich their experience, and increase appreciation of Indonesia's cultural diversity. The function of a bilingual for e-guidebook aims to reduce language obstacles and provide a more inclusive and well-rounded experience for international travelers, allowing them to access information about tourist attractions, local culture, and facilities more easily (Liu & Zhang, 2022)

### Travel Media

Travel media is a platform that provides travel information to give experiences. The travel media is a field activity that produces travel information, promotes travel, and explores

different cultures, politics, architecture, history, and literature (Shevchenko et al., 2021). The travel media has some important function for visitors of tourist attractions. The use of travel media can influence tourists' impressions and image of the locations. High quality of engaging information can increase a destination's appeal and influence potential visitor intents and behaviors (Xueyi Wang et al., 2023). A travel media in the form of e-guidebook can be used as a facilitator at tourism attractions. Creating e-guidebooks as a travel media aims to improve the quality of tourist attractions by providing detailed and communicative information to tourists.

## III. METHOD

The research design used in this study is Design and Development Research (DDR). It is the systematic study of design, development, and evaluation procedures that provides an empirical foundation for producing instructional and non-instructional tools and products, as well as developing new or enhanced models to direct their development.

In the development process, the researcher used the one cycle ADDIE model which consists of the following stages: Analysis, Design, Development, Implementation, and Evaluation.

### 1. Analysis

The researcher focusing on identifying the temple's conditions, challenges, and needs. Data were collected through observation, documentation, and both online and direct interviews with Pura Puseh Desa Batuan staff. The interviews aimed the temple's challenges, visitor needs, and the necessity of a bilingual e-guidebook. Discussions with temple management concluded with the decision to develop the guidebook.

### 2. Design

In this stage the researcher created the product based on data from the previous stage, including information and documentation of Pura Puseh Desa Batuan's attractions. The bilingual e-guidebook was created in electronic format, featuring Indonesian and English

descriptions, images, and an appealing layout. Canva Pro was used to enhance the design and visual presentation.

### 3. Development

The researcher created a bilingual e-guidebook containing detailed information about tourism spots, accessibility, cultural arts, and facilities of Pura Puseh Desa Batuan. The content was first written in Indonesian and then translated into English assisted by Matecat.com to translating difficult sentences and divided paragraph into the sentences. The layout and design were developed using Canva Pro for better visual appeal. The expert validations were conducted to ensure quality, involving a content validator, a language validator, and a design validator. Finally, the researcher gathered feedback and reviews from the experts to refine and ensure the reliability of the e-guidebook.

### 4. Implementation

In this stage, the bilingual e-guidebook was field-tested to the potential visitors who might visit Pura Puseh Desa Batuan in the future. The respondents were selected based on specific criteria which are teens (15–20 years old), young adults (21–30 years old), and adults (31–40 years old). The prior respondent was in young adult age group, ranging from 20–30 years old. Lastly, adult age group ranging from 30–40 years old.

### 5. Evaluation

This stage began by distributing online questionnaires via Google Forms to the respondents participating in the implementation stage. The questionnaires assessed various aspects of the e-guidebook, including the quality of information, layout and design, image quality, and overall ease of understanding. The purpose of this stage was to improve the product to make it more understandable, engaging, and acceptable to users. The evaluation process also aimed to directly address any issues identified through the questionnaire responses.

This research was conducted in Pura Puseh Desa Batuan. Pura Puseh Desa Batuan is one of the oldest temples in Bali, built in 944 Çaka or 1022 AD. Located in Dusun Tengah,

Desa Pekraman Batuan, Sukawati District, Gianyar Regency, Bali.

## IV. FINDINGS AND DISCUSSION

### FINDINGS

#### Analysis

In this stage, the researcher carried out analysis to identify the aspects that required improvement in Pura Puseh Desa Batuan for the purpose of designing and developing the product. To achieve this, data was collected through observations, interviews, and documentation. The researcher conducted observations of the tourist attractions at Pura Puseh Desa Batuan accordance to the experience while visiting the temple in October 2023. In January 2025, the researcher contacted the secretary of Batuan Village regarding the permit to conduct research at Pura Puseh Desa Batuan. After obtaining permission and contact from the management of Pura Puseh Desa Batuan, the researcher conducted an online interview with Mr. Komang Susana. The interview was conducted to confirm the research permission and to explore the reasons and needs.

The next activity was a second interview which was carried out directly on April 30, 2025, with Mr. Made Redha. The interview was conducted at Pura Puseh Desa Batuan. At that time, Mr. Made Redha guided the researcher on a tour around the temple complex to explain the function of each building and its significance as part of the cultural heritage. The interview session also discussed the history of Pura Puseh Desa Batuan and visiting etiquette. In addition, he also added about the special events held at Pura Puseh Desa Batuan namely Rejang Sutri Tradition, Gocekan Tradition, and Melasti Tradition.

The last activity was documentation by taking pictures in entire area of the temple. At this activity, the researcher used Canon eos600D camera. The pictures were taken in portrait and landscape positions to support the content in making e-guidebook.

### **Design**

The researcher designed a bilingual e-guidebook based on the data collection that had been carried out. The researcher used Canva Pro software as a tool for designing. The entire contents of the guidebook were discussed with the representative of Pura Puseh Desa Batuan, and consisted of the cover, initial and main parts. The guidebook begins with a cover, book title, and table of contents. The initial content of the e-guidebook contained general information namely location, route to the location, ticket price, and visiting etiquette. The main parts of the e-guidebook were history, temple areas, cultural heritage areas, ancient relics, supporting facilities, cultural arts, accommodation, and local products. The last part was the references and the biography of the author.

The researcher determined the e-guidebook size to be 1748 x 2480 pixels with a vertical design. The guidebook was created in two languages, Indonesian and English. Indonesian text was placed on the left or above, while the English translation was positioned on the right or below. This arrangement emphasized Indonesian as the primary language since the temple is in Indonesia. The layout top to bottom or left to right. For typography, the researcher selected two serif fonts and one signature font. Specifically, Sergio Trendy size 35 was used for Indonesian subtitles, Brittany Signature size 30 for English subtitles, and Inria Serif size 9 for the content.

The researcher selected colors that reflected the ambience of Pura Puseh Desa Batuan. Brown was used in carving patterns to represent the temple's hall buildings, while cream was chosen as a neutral background based on discussions with temple representatives. Gold was applied to certain elements as a symbol of glory and success, reflecting its significance in Balinese religious ceremonies. The font colors were influenced by Balinese Hindu culture, specifically black and red. Black symbolized the god Vishnu and Pura Puseh itself, while red represented the god Brahma and its frequent use in traditional ceremonies.

### **Development**

The development stage was divided into two steps: developing the bilingual e-guidebook and the validation steps. The researcher combined the materials from interviews and the website of Bali Jadesta about cultural arts and specialty products. For the content of the temple area, the researcher collected data from interviews and the website of Batuan Village Government. After combining and summarizing the information, the researcher typed in both Indonesian and English using Microsoft Word. For difficult vocabulary and to identify suitable synonyms, the researcher used the Merriam-Webster dictionary. When translating the content into English, the researcher might become confused when selecting words for sentences.

After completing the design and content of the bilingual e-guidebook, the researcher submitted it to validators to obtain feedback for product improvement. In this research, the validators consisted of experts in three areas: language, design, and content. After completing the design and content of the bilingual e-guidebook, the researcher submitted it to validators to obtain feedback for product improvement. In this research, the validators consisted of experts in three areas: language, design, and content.

### **Implementation**

In this stage, the researcher distributed to the public for field-testing. The researcher used social media, including WhatsApp and Instagram, to engage the field-testing respondents. The field-testing activity was conducted from June 30 to July 5, 2025. The researcher distributed the questionnaire that consisted of eight statements and a column for optional comments.

There were a total of 56 respondents participating in the field test. The gender of respondents 64.3% were female and 35.7% were male. Regarding the age, most respondents were between 21-25 years old, followed by 15-20 years old and 26-30 years old. Respondents came from various Indonesian cities such as Jakarta, Medan, Malang, and Bali. In addition, there were four foreign respondents, each from different

countries, including Sudan, Pakistan, and Netherland.

### Evaluation

The researcher distributed Google Form questionnaires to respondents who were involved in the field-testing. The questionnaire consisted of eight statements and a column for optional comments. The comments from respondents were expected for improvement regarding the product.

### DISCUSSION

This research aimed to develop a bilingual e-guidebook for Pura Puseh Desa Batuan as a media to assist the visitors when exploring the temple. To create the product, the researcher used Richey & Klein's (2014) Design and Development Research (DDR) method.

The main purpose of this bilingual e-guidebook was to serve as travel media for visitors, describing tourist attractions, as discussed by Cocking (2020).

The bilingual e-guidebook of Pura Puseh Desa Batuan has some strengths including expert validation for design and language aspects, a structured development process based on the ADDIE model, and field testing with both local and foreign tourists. These steps ensure positive and constructive feedback for improvement. The guidebook was designed in an electronic format so that tourists can quickly and easily access it.

### V. CONCLUSION

This research developed a bilingual e-guidebook for Pura Puseh Desa Batuan as a tourist travel medium using the ADDIE model, which includes analysis, design, development, implementation, and evaluation stages. Through observations, interviews, and documentation, the analysis stage identified key areas for improvement, while the design stage produced a culturally inspired guidebook featuring balanced typography, meaningful color symbolism, and supportive images that enhance readability and reflect the temple's spiritual values. The validation and evaluation results showed that the guidebook is effective, informative, and appropriate for its purpose,

offering valuable insights for further refinement.

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