DEVELOPING A BILINGUAL PROMOTIONAL BOOKLET AND WEBSITE FOR WISATA AGRO WONOSARI IN MALANG

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ABSTRACT

Wisata Agro Wonosari is one of the agro-tourism places with tea gardens located in one of the districts in Malang, namely Lawang. Wisata Agro Wonosari has very superior potential with the tea. The tea garden, under at the foot of Mount Arjuna, has become one of the icons for Wisata Agro Wonosari, which is attractive for both foreign and local tourists to come and feel the cool air that does not exist in the hustle and bustle of the city. The promotion of Wisata Agro Wonosari is quite lacking because there is still lack of information about Wisata Agro Wonosari, so people's interest in visiting to Wisata Agro Wonosari is decreased. Therefore, the writer developed bilingual promotional booklets and websites to attract public interest and appeal again. This research aims to at creating a bilingual promotional booklet and website about Wisata Agro Wonosari. This final project uses the DDR (Design and Development Research) method. The writer adopted Richey and Kelin's model, i.e. DDR (Design and Development Research), which consist of several steps namely: analysis, design, development, implementation, and evaluation. Respondents of this study were visitors from Wisata Agro Wonosari. The two products that have been made, namely booklets and websites, have received positive responses from visitors.

Keywords: *design and development research, bilingual, promotion, booklet, website, Wisata Agro Wonosari*

INTRODUCTION
Background
Indonesia, a country comprising 34 provinces, boasts numerous breathtaking islands and is renowned for its extraordinary tourism destinations. Among these, Bali stands out as one of the most famous with over 3.7 million visitors. The United Nations World Tourism Organization (1995) categorizes tourists into three groups: domestic tourists (residents of a country), inbound tourists (non-residents visiting a specific country), and outbound tourists (residents traveling to another country).

In 2021, Indonesia's travel and tourism industry experienced a growth rate of 6.04% (Ministry of Tourism and Creative Economy, 2021). Almost every part of Indonesia offers its own main tourism attractions, and Malang in East Java is no exception. Situated at an altitude between 440 and 667 meters above sea level, Malang is a favored destination due to its natural beauty and favorable climate. The city is surrounded by majestic mountains: Arjuna to the north, Semeru to the east, Kawi and Panderman to the west, and Kelud to the south. Among the diverse tourism spots in Malang, agrotourism holds a prominent place, with examples like Kusuma Agrowisata, Wisata Agro Wonosari, Agro Krisan Poncokusumo, The Highland Pujon Strawberry, and Kebon Nogo Bululawah.

Wisata Agro Wonosari, for instance, offers a stunning tea garden view and unique features. Tourists can enjoy tea walks and factory tours, making it the first destination in

East Java to provide such experiences. Situated in Bodean Putuk, Toyomarto, Singosari, Malang, Wisata Agro Wonosari is a production unit under PT. Perkebunan Nusantara XII, which is owned by the state. Originally established during the Dutch era by NV. Culture Maatschappy, it transformed into agro-tourism in 1993. Today, Wisata Agro Wonosari has expanded its product range from black tea to include green, white, red, and orange teas.

Despite its uniqueness, Wisata Agro Wonosari faced a lack of promotional materials. To address this issue, the writer conducted a study involving 63 respondents, and the findings emphasized the need for a bilingual promotional booklet and website to sustain visitors' interest. Bilingualism, defined as the use of two languages, particularly English and Indonesian in this case, can have a positive impact on attracting both local and foreign tourists. English, being the most widely spoken language globally, can facilitate communication with foreign visitors, while the native Indonesian language remains essential for engaging local tourists. Consequently, developing a bilingual website and booklet became a crucial step in enhancing Wisata Agro Wonosari's presence in the tourism market. Previously, the attraction lacked a dedicated website, relying instead on the PT. Perkebunan Nusantara XII head office website. Now, with a specific website and booklet managed by Wisata Agro Wonosari, the attraction aims to captivate visitors with its distinctive offerings and ensure a memorable experience for all who visit.

Development Purpose
This study aims to develop a bilingual promotional booklet for Wisata Agro Wonosari and develop a bilingual promotional website for Wisata Agro Wonosari.

Review of Related Literature
Bilingual Promotional Website
The concept of bilingualism has been defined by various experts to support the writer's perspective. Hamers and Blanc (1989) distinguish between "bilinguality" and "bilingualism," representing different levels of

language analysis. Bilingualism, as discussed by Hoffman (2014), refers to individuals proficient in two languages. Webster's dictionary (1961) defines bilingual as someone who uses two languages fluently, resembling a native speaker. Macnamara (1967) adds that a bilingual possesses minimal competence in at least one of the four language skills: listening, speaking, reading, and writing, in a language other than their mother tongue.

In summary, based on the insights from these experts, bilingual individuals possess skills in the four language skills: listening, speaking, reading, and writing. Bilingualism refers to an individual's capacity to effectively speak, listen, write, and read a second language while adhering to the language's unique concepts and structures, rather than merely translating from their native tongue.

Promotion, as explained by various experts, plays a vital role in a company's marketing mix. Stanton (2007) emphasizes that promotion informs, persuades, and reminds consumers about a company's products, aiming to influence their confidence. Kotler and Keller (2010) view promotion as a means to communicate with consumers directly or indirectly about products and brands. The American Marketing Association, as cited in Poerwanto (2006), defines marketing as a process involving planning and implementing concepts, pricing, promotion, and distribution of ideas, goods, or services to achieve individual and organizational goals. According to Kotler & Armstrong (2008), the marketing mix, also known as marketing communication mix, encompasses tools such as advertising, personal selling, sales promotion, public relations, and direct marketing.

Promotion serves three primary purposes: informing the market about new products or changes, persuading customers to choose a specific brand or make a purchase, and reminding customers about the product's relevance. Various experts, including Rangkuti (2009), Tjiptono (2007), and Fakhru (2014), elaborate on these promotional objectives, highlighting the significance of attracting attention, generating interest, creating desire,

and informing the market about the product or service offered.

A booklet is a printed medium that delivers specific information to its readers. Gemilang & Christiana (2015) describe booklets as promotional communication in printed form, aiming to convey messages effectively to the intended audience. Simamora (2009) defines a booklet as a small book containing five to forty-eight pages beyond the cover. The structure of a booklet is similar to a book, with an introduction, contents, and conclusion, but it presents information more succinctly.

Booklets offer several advantages, including independence for self-study, easy comprehension of content, serving as a reliable information source, simple production process, durability, and the ability to target specific audience segments. Fitri (2012) adds that booklets can effectively attract productive consumers. Overall, a well-structured and visually appealing booklet can effectively deliver clear and persuasive messages to its readers.

Websites, as explained by Gregorius, Simarmata, and others, are collections of linked web pages and related files accessible through internet servers. With the widespread use of computers, websites have become essential for information dissemination across various fields. They provide a flexible and accessible platform for people to seek information conveniently. The availability of web browsers such as Internet Explorer, Mozilla Firefox, Opera, and Safari enhances the user experience, making the process of searching for information on the web more efficient.

In conclusion, bilingualism is a valuable skill encompassing proficiency in the four language skills for individuals who can effectively communicate in two languages. Promotion plays a crucial role in a company's marketing strategy, aiming to inform, persuade, and remind consumers about products and brands. Booklets serve as printed media to deliver concise and clear information, while websites offer convenient and accessible platforms for information dissemination in today's digital era.

Review of Previous Research Project

Anastasya (2020), a student of the English Department at the State Polytechnic of Malang, conducted a research project titled "Developing a Bilingual Website for 'Hotel Pelangi' in Malang." The existing website for Hotel Pelangi was not interactive, prompting the writer to develop a more interactive version. The research aimed to provide comprehensive information to foreign tourists who visit Hotel Pelangi but are unaware of its facilities. Additionally, the research focused on promoting the uniqueness of the destination. The outcome of this research is a bilingual website that includes an attractive map and allows guests to book rooms directly through the site. The data collection method used was qualitative, involving interviews and observations.

Lifianto (2020), another student from the English Department at the State Polytechnic of Malang, conducted a research project titled "Developing Bilingual Descriptions of Tourism Objects at Mount Bromo Integrated in a QR-Code Supported Website." The research aimed to assist visitors, especially foreign tourists, in obtaining historical and tourism information about Mount Bromo. The result was a website that uses QR codes to provide free access to Mount Bromo visitors, with QR codes installed at six spots around the area. The data collection method employed was a questionnaire.

Rohmah (2021), also a student of the English Department at the State Polytechnic of Malang, conducted a research project titled "Developing a Bilingual Booklet about Sengkaling UMM Recreational Park in Malang." The research focused on providing comprehensive information about Sengkaling UMM Recreational Park, which was previously lacking in existing materials. The bilingual booklet (Indonesia-English) enables tourists to easily understand the presented information about the park. The data collection methods used included qualitative data from interviews and observations, as well as quantitative data on visitors and income over the past five years.

The previous research conducted by Lutfi and Yunus (2021) was titled "Booklet and

Leaflet as Promotional Media for Talaga Bodas Nature Tourism Area in Garut Regency." This research aimed to promote Talaga Bodas to foreign tourists as the dissemination of information had not been optimally managed by tourism managers. The focus was on using booklets and leaflets as media to prioritize information dissemination to increase awareness among foreign tourists. The data collection methods included observations and interviews.

Prihatsyah (2021), another student from the English Department at the State Polytechnic of Malang, conducted a research project titled "Developing the English Translation of Istana Gebang Booklet and Leaflets Integrated into QR-Code." The research focused on providing English translations of the existing Indonesian booklet and leaflets for Istana Gebang, as there were limited copies available, and many foreign visitors came to Istana Gebang. The data collection methods included qualitative data from interviews, observations, and the distribution of questionnaires.

The research above emphasizes the importance of catering to foreign tourists, creating interactive and informative websites, and using effective promotional materials to enhance the tourism experience and promote local attractions. The use of bilingual approaches and diverse data collection methods showcases the students' efforts to address the needs of international visitors and improve overall tourism promotion strategies.

RESEARCH METHOD
Design of the Research

The design of this study is Design and Development Research (DDR). Moreover, this research is also known as Research and Development (R&D). The research and development method is defined as a research method used for procedure-specific products and to test the effectiveness of these products (Sugiyono,2011).

The writer used Richey and Klein"s (2013) research design to develop a promotional booklet and website for Wisata Agro Wonosari. According to Richey and Klei"s (2008) definition of DDR was aimed at the systematic study of design, development, and evaluation. The process aims to establish an empirical basis for creating instructional and non-instructional products and tools and new or enhanced models that govern their development.

Object of the Research

This research was conducted at Wisata Agro Wonosari located in Bodean Putuk, Toyomarto, Singosari, Malang for six months, starting from January 2022 until June 2022. The writer also engaged the respondent in creating the products. The respondents were Wisata Agro Wonosari visitors.

RESULT AND DISCUSSION
Analysis

The writer conducted multiple visits to Wisata Agro Wonosari to make observations, the first of which took place in February 2022. During this observation, the writer focused on assessing the facilities provided, identifying hidden spots less frequented by visitors, and exploring the various activities available at Wisata Agro Wonosari. The site plan of the location was available near the hotel, but clear instructions were lacking in other areas, particularly close to the parking lot.

The second step in the research process involved interviewing Mrs. Alifa, one of the marketing staff members at Wisata Agro Wonosari. The interview, conducted in April 2022, allowed the writer to gain valuable insights.

The final step in this stage involved distributing a questionnaire through Google Form. From April 6 to April 10, 2022, the writer collected responses from 61 respondents. The questionnaire covered topics such as respondents' awareness and previous visits to Wisata Agro Wonosari, their interest in learning more about the destination, and their satisfaction with the social media services provided. Additionally, the questionnaire sought feedback on the effectiveness of the promotional materials, including the bilingual website and booklet, in reaching international tourists and whether they would serve as effective promotional tools for Wisata Agro Wonosari.

Based on the initial feedback, a majority of the respondents (around 83%) are interested in learning more about Wisata Agro Wonosari. Additionally, the feedback demonstrates overwhelming agreement (98% or sixty people) among respondents that booklets and websites serve as effective promotional tools for Wisata Agro Wonosari. This level of agreement indicates strong support for the writer's efforts in creating promotional materials to introduce Wisata Agro Wonosari to tourists and attract more visitors to the destination.

Design of the product

The researcher started this stage by designing the cover and table of contents of the guidebook. Once the cover and table of contents were completed, the writer proceeded with the website creation process. This involved designing a display frame and deciding which menus to include, encompassing information about lodging, facilities, and photo spots. Additionally, the writer gathered relevant photos to be incorporated into the website. To ensure comprehensive content, all the data obtained from observations and interviews during the analysis stage were carefully summarized. Seeking guidance and inspiration, the writer examined various travel-themed websites to find references for the design.
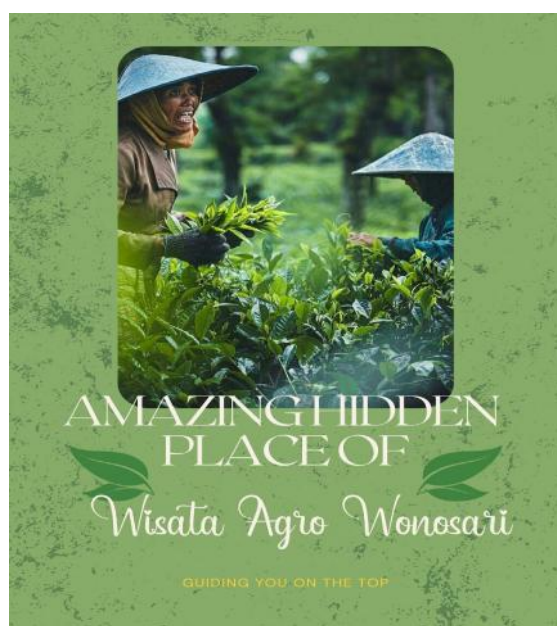

Figure 1. The Cover

Development

The development process begins by consolidating all the information gathered from interviews, observations, and the slayang pandang (overview) of WAW (Wisata Agro Wonosari), which is a compilation of information provided by Wisata Agro Wonosari. Once the information is combined and summarized, the writer proceeds to create explanations of the content in Indonesian. These explanations are then translated into English before commencing with the design phase. See examples of the content in Table 1. See the finished page on Appendix 1.

Table 1. Sample of contents

Source Text (Indonesian)	Target Text (English)
Sejarah Singkat Wisata Agro Wonosari	A Brief History Wisata Agro Wonosari
Wisata Agro Wonosari atau lebih akrab disebut dengan Kebun Teh Wonosari didirikan pada zaman Belanda pada tahun 1875 dan dibuka oleh NV. budaya Maatschappy. Kemudian dari tahun 1910 hingga 1942, tanaman yang ditanam adalah teh dan kina. Namun, Jepang mulai datang ke Indonesia pada tahun 1942 dan mengambil alih Kebun Teh, sebagian tehnya digantikan oleh tanaman pangan. Tidak berlangsung lama sejak Jepang datang ke Indonesia. Bertepatan dengan kemerdekaan Indonesia pada tahun 1945, Kebun Teh Wonosari diambil alih oleh Negara Indonesia di bawah Pusat Perkebunan Negara (PPN). Lima tahun kemudian, mereka mengganti tanaman kina dengan tanaman teh.	Wisata Agro Wonosari, more familiarly known as the Kebun Teh Wonosari, was established in the Dutch era in 1875 and opened by NV. Maatschappy culture. Then from 1910-to 1942, tea and quinine were planted. However, the Japanese began to come to Indonesia in 1942 and took over Kebun Teh, and some of the tea was replaced by the Japanese food crops. It did not last long since the Japanese came to Indonesia. Coinciding with Indonesia's independence in 1945, Kebun Teh Wonosari was taken over by the Indonesian State under the Pusat Perkebunan Negara (PPN). Five years later, they returned the quinine plant with a tea plant.
Pada tahun 1957 Kebun Teh Wonosari bergabung dengan Pusat Perkebunan Negara (PPN) kesatuan Jawa Timur. Perlahan tapi pasti, hubungan itu mulai bertambah enam tahun kemudian dengan bergabung …….	In 1957 Kebun Teh Wonosari joined the State Plantation Center (PPN) of the East Java unit. Slowly but surely, it began to add to its relationship six years later by entering the ……

Validation

The writer submitted the validation form on June 21, 2022, and got feedback on June 24, 2022. This validation is based on the score set in each criterion in the questionnaire.

The validation process for the booklet and website design involved feedback from Mrs. Arviyanti, the marketing head of Wisata Agro Wonosari, who found the designs to be appealing and interactive without requiring any revisions. She specifically praised the attractive cover design and user-friendly interface of the website. Additionally, the validator agreed that the A5 size (14.8 x 21) of the booklet was appropriate and that the color scheme matched Wisata Agro Wonosari's theme.

Regarding the content and layout, both validators expressed approval for the well-combined colors and the suitable font size and style. The images, photos, and illustrations were deemed supportive, attractive, and relevant in enhancing the overall appeal. The arrangement of the Indonesian and English descriptions was considered precise and easily understandable. Mrs. Arviyanti further complimented the design, describing it as incredible and up-to-date. After receiving comments and suggestions from both validators, the writer proceeded to make revisions according to their guidance.

Evaluation

The writer gathered data from 35 respondents, including 3 foreigners from Malaysia, South Korea, and Japan, and 32 others from various locations such as Malang, Sidoarjo, Balikpapan, Lamongan, Tuban, Kediri, Lombok, Probolinggo, and Gresik.

Based on the field testing results, valuable feedback was received from the respondents regarding the booklet and website products. Many of them praised the excellent and exciting features of both the booklet and website, expressing their desire to visit Wisata Agro Wonosari. Some respondents suggested changes to the booklet design, proposing earth-tone colors like light green and soft brown, clearer title text, and improved photo layout. The respondents also showed great interest in the website, describing it as good, easy to read and understand, with favorable color combinations.

Discussion

This bilingual booklet is designed in both English and Indonesian languages, aiming to facilitate foreign tourists in accessing information about Wisata Agro Wonosari. It features descriptive text accompanied by pictures to enhance the readers' understanding. A notable contrast with a previous study conducted by Prihatsyah (2021) is that the writer's booklet is in printed form, enabling visitors to read it directly at Wisata Agro Wonosari, while Prihatsyah's research focused on developing the English translation of the Istana Gebang booklet and leaflets integrated into QR codes.

Moving on to the website, it bears the title "Get To Know More About Wisata Agro Wonosari" and offers four main menus: About, Staycation, Facilities, and The Greatest View. Similar to the booklet, the website is bilingual, presenting information in both Indonesian and English languages and accompanied by relevant pictures. The website differs from Lifianto's (2020) study, where the focus was on creating a QR-code-supported website to help foreign tourists obtain historical and tourism information about Mount Bromo. Instead, the writer's website does not involve QR codes, but visitors can access it easily through links displayed on all of Wisata Agro Wonosari's social media platforms.

Throughout the development of the website, the writer adhered to Simarmata's (2010) theory, which defines the web as an information system presented in various forms, including pictures, voice, and text, and stored in an internet web server as hypertext. The interaction with the website is structured into three steps: desire, processing, and response, aligning with the principles of web design and user experience.

CONCLUSION

This final project aimed to develop a bilingual promotional booklet and website for Wisata Agro Wonosari, with the purpose of promoting the destination to local and foreign visitors.

The products, bilingual booklets, and websites in English and Indonesian languages, were completed over a six-month period from January to June 2022. The writer followed five stages in the development process, starting from analysis, design, development, implementation, to evaluation. During the implementation stage, feedback from validators was received, and field testing garnered positive responses from many respondents who expressed interest in visiting Wisata Agro Wonosari after seeing the products. This project provided the writer with valuable experience in creating websites and booklets for the first time. It is hoped that these bilingual materials will continue to benefit Wisata Agro Wonosari in the future.

Suggestions

After completing the final project titled "Developing a Bilingual Promotional Booklet and Website for Wisata Agro Wonosari in Malang," the writer offers several suggestions to English Department students, future researchers, and Wisata Agro Wonosari. English Department students in the 5th semester are advised to seek information about final projects before starting the research methodology course to gain a better understanding and overview. Future researchers should learn extensively about research methodologies and choose their final projects based on their abilities. It is also crucial for them to explore design and editing techniques for product creation and avoid delaying project work to achieve better final results. As for Wisata Agro Wonosari, they are encouraged to seek additional suitable media for promotion, in addition to the booklets and websites created by the writer, and utilize these materials to introduce the destination more effectively to visitors. Lastly, providing excellent visitor services will leave a positive impression on guests.

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Appendix 1