

Development of A Bilingual Digital Booklet for Tourism in Malang City

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Abstract

This research and development aimed to produce a bilingual digital booklet (Indonesia-Mandarin language) as a media for tourism information in Malang City aimed at tourists from China. This booklet is designed in the form of an e-book with an attractive appearance and equipped with images of tourist destinations, making it easier to convey information visually and interactively. The advantages of digital booklets compared to printed media are their durability, environmental friendliness, and ease of access via digital devices. The development process follows the five steps of the ADDIE model: analysis, design, development, implementation, and evaluation. Implementation was carried out by involving Chinese students from Guangxi Normal University and Chinese tourists through online testing. Validation was carried out by material and media experts, and for the results showed about product was suitable for use after revision. This digital booklet not only helps Chinese tourists get to know tourist destinations in Malang City, but can also be used by local tourists thanks to the presentation of information in two languages.

Keywords: *Digital Booklet Development, Bilingual Digital Booklet, Malang City Tourism*

Introduction

Indonesia has several cities with a lot of tourism, one of which is Malang. Malang is a big city in Indonesia. Malang itself has various nicknames because of its uniqueness and different characteristics to help create the identity of Malang. These nicknames reflect the history, culture, and natural conditions of Malang. According to Kondo, et al. (2024), Malang is the second largest city in East Java and has various nicknames such as 'Flower City, Education City, to Tourism City'. These nicknames are not without reason. Malang is nicknamed the flower city because it has many parks. Malang is known as one of the centers of education in Indonesia because it has various educational institutions ranging from high schools to universities. When compared to many other provinces, the number and diversity of universities in Malang is relatively high, making it the main destination for students from various regions to continue their education. In line with this, Muslim, et al. (2023) stated that Malang was nicknamed the city of education thanks to the existence of various schools and universities in its area, as well as realizing the choice for many students to continue their education. As a tourism city, Malang city is a tourist destination. In addition, Muslim, et al. (2023) also explained that Malang city is called a tourism city because it has many tourist destinations such as beaches, waterfalls, mountains, places of worship, museums, squares, and so on.

Tourist attractions in Malang city also consist of various classifications according to their types, namely religious tourism, park tourism, trade tourism, historical tourism, and others. These tourist attractions have their own characteristics, so that they become icons that can cause foreign tourists to be interested in visiting Malang city. The uniqueness of Malang city makes Malang city need media that functions as a means of information regarding explanations of tourist attractions in Malang city. The presence of information media clearly provides convenience for tourists who are visiting Malang city.

Malang City has many tourist destinations, so many tourists want to visit Malang City. The increasing number of visitors from China who come to this city can affect the economic aspects of the local community of Malang City. The visible influence is a positive influence, namely helping to support the local economy by increasing tourist visits. Reported from radarmalang.jawapos.com, during January to August 2024, 48,309 foreign tourists were recorded as visiting Malang City. This figure has increased compared to 2023 which was only 37 thousand foreign tourists. Chinese tourists are able to have a positive influence through business activities carried out by the local community of Malang City. According to Deanova, et al. (2023) some of these visible economic improvements can be done in various ways, for example, an increase in the economy from the tourism sector, this is also evidenced by the large number of Chinese tourists who come to Malang City and contribute to the tourism sector such as tourism agents, hotels, restaurants, and tourist attractions, so that their arrival can create jobs.

The economic resources of the local community of Malang city are obtained from various sales of products from business actors in the community of Malang city. The variety of products offered includes handicraft souvenirs that represent the cultural identity of the city of Malang, as well as products from the food and beverage industry sector that reflect the richness of the creative economy and local culinary heritage. Sinha, et al. (2020) explained that culture and handicrafts as a field of employment have the advantage of economic empowerment, namely a source of income for local communities, especially in rural areas. This will certainly encourage local business actors to further promote their products so that the sales and popularity of their goods and products. Furthermore, in terms of investment in infrastructure due to the increasing number of tourists including Chinese tourists, it encourages the government and private sector to invest in infrastructure, in the form of transportation and public facilities such as the 'MACITO' bus or Malang City Tour which can benefit the local community. There is also the promotion of Malang city as a tourist destination that makes Chinese tourists feel satisfied with their experience when visiting Malang city, then they share the experiences they have gained and tell others, both online through social media and offline directly, so that they can attract more tourists in the future. Every corner of Malang city has its own uniqueness that can attract the attention of Chinese tourists to come and visit. In other words, tourist attractions are the main factor that encourages tourists to choose Malang city as a destination. Therefore, these attractions need to be managed optimally so that they remain sustainable and continue to grow.

Of the many tourist attractions owned by the city of Malang, it is rare to find a guide regarding tourist attractions in the city of Malang. Reza, et al. (2020) stated that the cause of the increasing number of Chinese tourists coming to the city of Malang certainly triggered the development of media. The development of media in the form of digital books is very relevant to current technological developments. This can be very helpful for Chinese tourists when visiting the city of Malang. Based on these problems, researchers aim to develop information media related to tourist attractions in the city of Malang. The information media

is in the form of a digital booklet. A digital booklet containing an explanation of the location or tourist attraction is one of the important media for tourists who will visit. According to Hakim & Fatmaryani 2018 (in Indriani 2023) basically, a booklet is a teaching material that is included in printed media and a booklet is also known as a small book containing information on a certain topic that is explained in a dense and concise manner. According to Rustan 2009 (in Kadiyono 2025) booklets are a form of publication media consisting of a number of pages, but are thinner than books. E-booklets or digital booklets are book media that can be accessed with mobile devices (Amalia et al., 2020). According to Harris 2011 (in Azizah 2023) defines digital booklets as interactive documents that use digital technology to convey information with visual, text, and multimedia elements, and enable faster and wider distribution than traditional print media. Pringgawati, et al. (2021) stated that although there are many tourist attractions in the city of Malang, in fact there are still few parties who are able to provide Malang city tourism booklets.

The development of this booklet is expected to be a means of information about tourist attractions in the city of Malang to Chinese tourists. This digital booklet was created and produced in the form of an E-Booklet which can be used as a form of visual communication so that tourists, or prospective Chinese tourists, are able to easily understand the content presented. The advantage of this digital booklet itself is that the content presented is more adequate compared to other digital or physical media. This digital booklet has other advantages such as: its digital form makes it more durable, environmentally friendly because it does not require paper, and practical because it can be accessed via smartphones or other portable devices.

This research and development activity is focused on producing a booklet or book as the main output containing information such as text, images, and graphics in digital or online virtual form. This digital booklet contains various kinds of information about tourist attractions in the city of Malang. This development is based on logical factors, including the development of the 4.0 era. The relevant factors from the results of the research and development activities of this digital booklet are very useful for Chinese tourists who come to the city of Malang, because it is presented in bilingual, namely Indonesian and Mandarin.

The product produced is a digital book as a means of information to facilitate Chinese tourists regarding the delivery of data on tourist destinations in the city of Malang along with their explanations. This digital booklet product not only helps Chinese tourists but also local tourists, because this digital booklet is also presented in bilingual or two languages, namely Chinese and Indonesian.

Method

The Research and Development (R&D) method is a systematic, structured approach to designing, testing, and refining a product, model, or procedure in order to provide maximum benefits to its users. The Research and Development method is a research method that aims to develop a specific product and evaluate the level of effectiveness of the product (Sugiono, 2013: 297). When conducting research and development, it is necessary to select a development model that is adjusted to the characteristics of the product being developed. This research and development adapts the 'ADDIE' development model. According to McGriff 2000 (in Firmala 2019) the 'ADDIE' model designed by Dick and Carey in 1996 includes five main stages. In accordance with the name of this development model, it consists of; analysis, design, development, implementation, and evaluation. The research and development

procedure for this bilingual digital booklet for Malang city tourism applies a research and development procedure based on the 'ADDIE' model, then adjusted to the characteristics and needs of the resulting product. The selection of the 'ADDIE' model is based on considering the 'ADDIE' model is arranged systematically and more simply with a structured sequence of activities and in accordance with the needs of the characteristics of the selected implementation and development subjects. In this development model there are also evaluation activities at each step, so as to minimize errors in the development of digital booklet products. The following is a diagram of the 'ADDIE' development model.



Figure 2.1 'ADDIE' Development Model

As previously stated, this development model consists of five stages. The analysis stage includes identifying the purpose of the booklet, the information needs of local and Chinese tourists, the publication platform in the form of interactive PDFs via Canva, and resource limitations. Furthermore, the design stage involves designing the structure and format of the booklet, interactive elements, and adjusting the language and writing style. In the development stage, content such as text, images, and graphic elements are arranged in an attractive and informative way using Canva and then validated by media experts, namely Mr. Robby Yunia Irawan, S.Pd., M.Pd., a lecturer at the German Literature Department, Faculty of Letters, State University of Malang who is an expert and has experience in the field of media development and material experts, namely Mrs. Galuh Bunga Usadani, S.Pd., MTCSOL., a lecturer at the Mandarin Language Education Study Program, Faculty of Letters, State University of Malang. After receiving feedback from the validator, the developer revised the booklet before the implementation stage. Implementation was carried out by testing the booklet on Chinese students from Guangxi Normal University and several Chinese tourists online. Finally, the evaluation stage aims to review the implementation results to make improvements and updates to improve the quality of the digital booklet.

The form of data used by developers in research and development activities is qualitative data that is described descriptively. The data was obtained during the research and development process, namely from the validation results of this digital booklet from the media validator and the material validator. The validation results of this digital booklet describe the feasibility and accuracy of the material in the digital booklet. In addition, the data also contains suggestions for improving the quality and accuracy of the material in the bilingual digital booklet of Malang city tourism. Information collection is carried out through established methods, so that developers are able to obtain precise and relevant data using the selected instruments. According to Arikunto 2010 (in Nasution 2016) a research instrument is a tool that facilitates the process of collecting data systematically, while Sugiyono (2014) states that the instrument functions to test elements in the research and development process. In the development of digital booklets, the instrument used is a

questionnaire. The questionnaire consists of three types: a media expert questionnaire that assesses the appearance and design, a material expert questionnaire that assesses the accuracy and completeness of the content, and a reader questionnaire that assesses the relevance and clarity of delivery.

Daruhadi & Sopiati 2024 (in Rosantika 2025) explained that data collection techniques include procedures applied by developers in obtaining data, facts and explanations needed during the research process, and are strategic steps in research methodology. Data collection techniques in this development activity are filling out questionnaires from material experts, media experts and implementation. Data analysis techniques in this development are carried out on all data obtained and then analyzed using a qualitative descriptive approach through three stages, namely data reduction, data presentation, and drawing conclusions. (Miles & Huberman, 1992). Data reduction involves simplifying, classifying, and selecting important data to facilitate analysis. Data presentation is done in narrative form so that information can be arranged systematically and easily understood. Conclusions are made continuously throughout the research activity, with verification through reviewing records and comparing data. The purpose of this analysis is to evaluate the quality, feasibility, and impact of the development of a bilingual digital booklet for Malang city tourism. The analysis process includes processing qualitative data from questionnaires and applying data triangulation to validate the development results.

Results

Before being implemented, the bilingual digital booklet product has been validated by material experts and media experts. The results of this research and development show that the validation process for material validators and media validators was carried out by applying a checklist questionnaire. The validation activity carried out on material experts aims to determine the suitability of the material with the theme taken and also the suitability of the Mandarin language used in this bilingual digital booklet product for Malang city tourism. The validation process for media experts aims to assess the level of feasibility of the bilingual digital booklet product for Malang city tourism before moving on to the implementation stage.

The validation of this material aims to find out several assessments from material experts in this development, namely (1) the suitability of the contents of the digital booklet for Malang city tourism as an information media, (2) the suitability of the theme taken with Malang city tourism, (3) the accuracy of the selection of bilingual vocabulary, (4) the suitability of the translation from Indonesian to Mandarin, (5) the ease of the contents of the explanation of the digital booklet for tourists to know various tourist attractions, (6) the suitability of the hanzi with the contents of the explanation of the booklet. The results of the material validator are arranged in the following table:

Table 3.1 Statements (1) to (6) of Material Experts

No	Statement	Very Agree	Agree	Little Disagree	Disagree	Very Disagree
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1	The contents of the digital booklet are in accordance with the product specifications for developing digital booklets as a medium for conveying information about tourist attractions in the city of Malang	□
2	The theme chosen is in accordance with the tourist attractions in the city of Malang	□
3	The selection of Indonesian and Mandarin vocabulary in the digital booklet is appropriate and easy to understand	□
4	The Indonesian translation into Mandarin is appropriate	□
5	The contents of the explanation can make it easier for tourists to find out about tourist attractions in the city of Malang	□
6	The writing of the Chinese characters is in accordance with the contents of the explanation of tourism in Malang City	□

In statement number (1) the material expert stated that he strongly agreed that the contents of the digital booklet were in accordance with the product specifications for developing a digital booklet as a medium for conveying information about tourist attractions in the city of Malang, in line with the assumption of Aziza (2021) who explained that the digital booklet functions as a medium for conveying information or material. Faradilla (2024)

explained that the theme of the digital booklet was arranged according to the title on the cover of the digital booklet which was in line with the assumption of statement number (2) the material expert stated that he agreed that the theme taken was in accordance with the tourist attractions in the city of Malang. In statement number (3) it was explained that the material expert agreed that the selection of Indonesian and Mandarin vocabulary in the digital booklet was appropriate and easy to understand, comparable to the assumption of Abdillah (2022) who said that the selection of vocabulary for the digital booklet was designed using the right language to make it easier for readers to understand. Swantoro's opinion (2016) explains that language translations for bilingual digital booklets must be in accordance with each other. Swantoro's opinion (2016) explains that language translations for bilingual digital booklets must be in accordance with each other supporting statement number (4) material experts agree that the translation from Indonesian to Mandarin is appropriate. Statement number (5) material experts agree that the content of the explanation can make it easier for tourism actors to find out about tourist attractions in the city of Malang which is reinforced by Zulfadli (2021) explaining that the content of the explanation of a digital tourism booklet must be able to make it easier for tourists to understand a place or tourist destination. Asri (2016) shows a positive direction towards statement number (6), namely, material experts agree that the writing of hanzi is in accordance with the content of the explanation of Malang city tourism by explaining that the writing of hanzi for a bilingual digital tourism booklet must be in accordance with the content of the explanation of the tourist attraction.

Based on validation conducted by material experts, this digital booklet has a specification content that is very appropriate as a medium for delivering information about tourist attractions in Malang. The theme in the digital booklet is in accordance with tourist attractions in Malang. The selection of vocabulary in two languages (Indonesian and Mandarin) in the digital booklet is appropriate and easy to understand. The translation from Indonesian to Mandarin is appropriate. The explanation in the digital booklet can make it easier for Chinese tourists to find out about tourist attractions in Malang. The Hanzi in the digital booklet is in accordance with the content of the explanation of tourism in Malang. The material validator also provided suggestions regarding improvements or revisions to the booklet. The suggestions were the need to shorten the explanations of the tourist attractions that had been presented, arrange some explanations so that they were made into points and not too long per paragraph, and provide Chinese pronunciation in brackets. The following are the results of several inputs from material experts regarding the revision of the bilingual digital booklet product for Malang city tourism:

Jami' Masjid Agung terletak di depan alun-alun kota. Masjid ini sudah berdiri sejak tahun 1890. Masjid ini merupakan salah satu pusat kota yang memiliki nilai sejarah yang tinggi. Masjid ini merupakan simbol ketertarikan masyarakat Malang kepada Yang Mahabesut. Masjid Agung Jami' dibangun dalam dua tahap. Tahap pertama dibangun tahun 1890 Masehi, kemudian tahap kedua dimulai pada 15 Maret 1903 dan selesai pada 13 September 1903.



Figure 3.1 before revision

Figure 3.2 after revision

Hok Lay 餐厅位于玛琅市 Kyai Haji Ahmad Dahlan 街十号。Hok Lay 餐厅每天上午 9 点至晚上 7 点开放，周二除外。拥挤的访客时间通常在午餐时间，从中午 12 点到下午 2 点。Hok Lay 餐厅是玛琅市历史悠久的美食狩猎地，成立于 1946 年，由一个华裔家庭管理。“Hok Lay”这个名字在闽南语中意为“寄托来了”，是该仓库的创始人 Tjoa Tjong Hoan 先生选择的，作为对家人繁荣的祈祷和希望。

Hok Lay 餐厅拥有古典的氛围，简单的装饰散发着怀旧的感觉。车辆段建筑仍然保留着古老的建筑风格，呈现出诱人的 1940 年代经典感觉。墙壁上装饰着复古照片和一排排结实的木桌椅，让游客仿佛回到了过去。Hok Lay 餐厅出售各种美味佳肴，提供三大主打菜单，即玛琅 Cwie 面条、春卷三宝羹和 Fosco 冰饮，外观与以往相同，即使用玻璃瓶装可口可乐。

Figure 3.3 before revision

Cwie Mie Malang, Lumpia Semarang, dan Es Fosco dengan penyajian yang masih sama dengan dulu yakni menggunakan botol kaca coca cola.

Hok Lay 餐厅位于 玛琅市 Kyai Haji Ahmad Dahlan 大街 10 号，是玛琅市历史悠久的美食圣地之一。餐厅 每天上午 9 点至晚上 7 点开放（周二休息），其中 中午 12 点至下午 2 点是访客最为拥挤的时段。

Hok Lay 餐厅创立于 1946 年，由 华裔家庭 经营，至今仍保持着传统风味和复古氛围。“Hok Lay”这一名称源自 闽南语，意为“寄托来了”，由创始人 Tjoa Tjong Hoan 先生 取名，寓意着对家庭繁荣的祈愿。

这家餐厅的建筑仍保留着 1940 年代的古典风格，墙壁上装饰着 复古照片，木质桌椅排列整齐，整体氛围充满怀旧感，让人仿佛穿越回过去。

Hok Lay 餐厅主打 三款经典美食：

- ✔ 玛琅 Cwie 面 —— 口感细腻、风味独特的鸡丝面；
- ✔ 三宝羹春卷 —— 外皮酥脆，内馅饱满，甜咸交融；
- ✔ Fosco 冰饮 —— 以玻璃瓶可口可乐的形式呈现，带来经典复古体验。

凭借其悠久的历史、地道的美食和独特的复古氛围，Hok Lay 餐厅 成为了 玛琅市的美食地标，深受当地人和游客喜爱。

~ Burung Malang Cwie

Figure 3.4 after revision

~ Pasar Burung

<https://tugumalang.id/4-pasar-khas-di-kota-malang-mulai-pasar-burung-hingga-roma/>

<https://malangraya.pikiran-rakyat.com/kota-malang/pr-3628097749/pasar-manuk-splendid-surganya-pecinta-burung-di-kota-malang?page=all>

<https://download.garuda.kemdikbud.go.id/article.php?article=285803&val=6487&title=STUDY%20BIRDS%20ARE%20TRADE%20IN%20SPLENDID%20BIRD%20MARKET%20MALANG>

Berada di jalan Kauman, Kota Malang. Awalnya merupakan tempat orang-orang menjual burung hias pada tahun 1960-an. Dikenal dengan pasar burung, tetapi tidak hanya burung yang dijual di kawasan ini. Tetapi juga hewan peliharaan lainnya, seperti kucing, ayam, bebek dan juga banyak hewan lain yang pastinya bukan hewan yang dilindungi. Pasar burung ini juga menyediakan banyak pilihan bagi pengunjung pecinta ikan dan hewan air lainnya.

Pasar Burung Splendid buka setiap hari mulai pukul 7 pagi hingga 5 sore. Burung yang diperdagangkan di Pasar Burung Splendid pada umumnya adalah burung yang berasal dari kawasan Sumatera, Jawa, Bali, dan Kalimantan.

Splendid 鸟市位于玛琅市的 Kauman 大街，最初于 1960 年代作为人们交易观赏鸟的场所。由于当时居民对观赏鸟的兴趣日益增长，该市场逐渐发展成为专门销售鸟类的市场，因此得名 鸟类特别市场。尽管以鸟类交易闻名，但这里售卖的动物种类远不止鸟类，还有猫、鸡、鸭 等其他非保护动物。此外，该市场也为喜爱水生动物的游客提供了多种选择，如各类观赏鱼及水族设备。 Splendid 鸟市每天 07:00 至 17:00 开放，市场上交易的鸟类主要来自 苏门答腊、爪哇、巴厘岛和加里曼丹 等地，吸引了众多鸟类爱好者前来选购。

Figure 3.5 before revision



Figure 3.6 after revision

This bilingual digital booklet product for Malang city tourism has gone through a validation stage by media experts. This media validation stage aims to determine several assessments from media experts in this development, namely (1) the suitability of the booklet size, (2) the attractiveness of the booklet cover design, (3) the quality of the booklet

display, (4) the suitability of the color selection in the booklet, (5) the suitability of the selection of fonts, font colors, and font sizes in the booklet, (6) the suitability of the use of image illustrations with the specifications of the tourist attraction, and (7) the accuracy and suitability of the arrangement between the explanation and image illustrations. The results of the media validator are arranged in the following table:

Table 3.2 Statements (1) to (7) of Media Experts

No	Statement	Very Agree	Agree	Little Disagree	Disagree	Very Disagree
1	The size of the booklet is in accordance with the size of the digital booklet		√			
2	The cover design of the digital booklet is attractive			√		
3	The quality of the display of the contents of the digital booklet is attractive			√		
4	The selection of colors in the digital booklet is appropriate		√			
5	The selection of types, colors, and sizes of letters in the digital booklet is appropriate and easy to read		√			
6	The use of image illustrations is in accordance with the specifications of tourist attractions		√			
7	The arrangement of explanations of tourist attractions in the city of Malang and image illustrations is accordance and appropriate		√			

The opinion of Syaifulloh, et al. (2021) in the journal *Development of Thematic Digital Booklets Based on Local Culture* which explains that the size of digital media must consider user comfort in reading and navigating content on various devices supports the statement in number (1) namely that media experts agree that the size of the booklet is in accordance with the size of the digital booklet. Statement number (2) media experts disagree that the digital booklet cover design is attractive and this is in line with the opinion of Lestari and Subekti (2020) in their research on digital media design, that an attractive cover appearance can increase the user's initial interest in the content presented. The opinion of Maryani, et al. (2019) in the journal *Visual Media Design for Education* which states that the quality of the content display affects the user's level of attention and increases the absorption of

information and is related to statement number (3) from media experts who choose to disagree that the quality of the digital booklet content display is attractive. In statement number (4) media experts agree that the choice of colors in digital booklets is appropriate, in line with the opinion of Prasetya and Santosa (2018) who said that choosing the right color in digital media can create a pleasant visual impression and make it easier for users to read information. The statement of support from Kurniawan and Kuswandi (2021) explains that the type, size, and color of letters are important elements for digital media to ensure readability and user comfort, in this questionnaire media experts assess statement number (5) agrees if the choice of type, color, and size of letters in digital booklets is appropriate and easy to read. Statement number (6) media experts agree that the use of image illustrations is in accordance with the specifications of tourist attractions and has been correlated with the opinion of Widodo (2022) who explains that image illustrations that are relevant to the content strengthen the visual message and facilitate understanding of the information conveyed. Yuliana, et al (2020) stated that the arrangement between text and images must consider the balance of layout so that the media is informative and does not confuse users. This can support the statement of media experts in number (7) who agree that the arrangement of explanations of tourist attractions in the city of Malang and image illustrations is appropriate and correct.

Based on the results of media expert validation, the size of the digital booklet is in accordance with the size of digital booklets in general. The cover design of the digital booklet before the product revision process was considered less attractive because it was considered to have two covers so that one of the covers was removed. The quality of the digital booklet display before the product revision process was considered less attractive because each classification of tourist attractions should be separated and given supporting images as a background. The colors in the digital booklet are in accordance with each classification. The type, color and size of the letters are appropriate so that they are easy to read. The image illustrations are in accordance with each specification of the tourist attractions. The arrangement of the explanations and illustrations of the images used is appropriate and in accordance with each tourist attraction.

The media validator also provided suggestions regarding improvements or revisions to the booklet. The suggestions were that the media expert stated that the presentation structure needed to be made more coherent, it was necessary to add tourism identity in the title section or exchange between the first and second page covers, and it was also necessary to improve the layout in several parts of the booklet. The following are the results of several inputs from media experts regarding the revision of the bilingual digital booklet product for Malang city tourism:

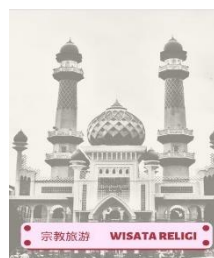


Figure 3.7 before revision Figure 3.8 after revision

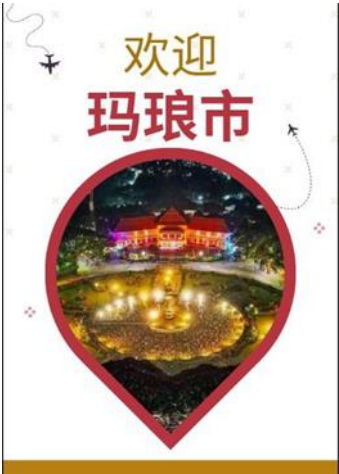


Figure 3.9 before revision

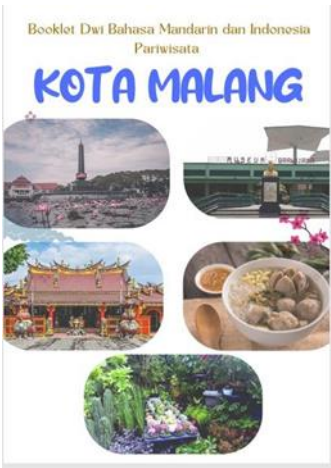


Figure 3.10 after revision



Figure 3.11 before revision



Figure 3.12 after revision

The total number of respondents in the implementation phase was 11 respondents, namely 6 Chinese exchange students from Guangxi Normal University outside the courses that already exist in the exchange student curriculum in the even semester of 2024/2025 and 5 Chinese tourists online. The contents of this implementation questionnaire contain 6 statements related to the bilingual digital booklet of Malang city tourism. The six statements studied in this implementation phase include the following:

Table 3.3 Statements (1) to (6) of the Implementation Questionnaire

No	Statement	Very Agree	Agree	Little Disagree	Disagree	Very Disagree
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- | | | | | |
|---|---|---|---|---|
| 1 | I feel that with the existence of a bilingual digital booklet on Malang city tourism, I can obtain information about tourist attractions in Malang city just by reading this digital booklet. | 4 | 6 | 1 |
|---|---|---|---|---|

我觉得有了玛琅市旅游景点双语说明电子手册，我就能了解玛琅市的旅游景点。

-
- | | | | | |
|---|---|---|---|--|
| 2 | This bilingual digital booklet on Malang city tourism was able to increase my knowledge about tourist attractions in Malang city. | 5 | 6 | |
|---|---|---|---|--|

这本关于玛琅市旅游景点双语说明电子手册能够增加我对玛琅市旅游景点的了解。

3	The bilingual digital booklet of Malang city tourism made me interested in traveling to tourist attractions in Malang city.	5	4	2
	玛琅市旅游景点双语说明电子手册让我对玛琅市的旅游景点产生了浓厚的兴趣。			
4	The bilingual digital booklet on Malang city tourism was able to help me with my Indonesian reading skills.	6	5	
	玛琅市旅游景点双语说明电子手册帮助我提高了阅读印尼语的能力。			
5	I find this bilingual digital booklet on Malang city tourism easy to access.	5	4	2
	我觉得这本关于玛琅市旅游景点双语说明电子手册很易用。			
6	This bilingual digital booklet on Malang city tourism is interesting to read.	5	6	
	这本介绍玛琅市旅游景点双语说明电子手册子读起来很有趣。			

In number (1) as many as 4 respondents chose strongly agree, 6 respondents chose agree, and 1 respondent chose less agree with the existence of a digital bilingual booklet for Malang city tourism, they can find out about tourist attractions in Malang city just by reading this digital booklet. This shows that the majority of respondents feel that this digital booklet is effective in conveying tourism information. In line with the assumption of Astuti and Maulana (2022) who stated that informative digital booklet media can increase tourist

literacy regarding destinations. Wahyuni's assumption (2021) describes that learning media in the form of booklets can expand readers' knowledge with a simple but informative presentation, as shown in statement number (2) as many as 5 respondents chose strongly agree and 6 respondents chose agree that this digital bilingual booklet for Malang city tourism can increase knowledge about tourist attractions in Malang city. This means that this

booklet has a fairly strong educational value. Regarding statement number (3), 5 respondents chose to strongly agree, 4 respondents chose to agree, and 2 respondents chose to disagree that the bilingual digital booklet for Malang city tourism made respondents interested in traveling to tourist attractions in Malang city. These results show that this digital media is also able to generate interest in tourism. This statement is combined with Rachmawati's (2020) assumption that interactive visual media is able to create triggers for tourists' interest in visiting the destinations introduced. In the explanation by Yuanita, et al. (2023) that bilingual media has a dual function as an information tool and a means of language education for foreign users in line with statement number (4) as many as 6 respondents chose to strongly agree and 5 respondents chose to agree that the Malang city tourism bilingual digital booklet can help respondents in their ability to read Indonesian. This shows that booklets play a role in supporting Indonesian language learning for Chinese respondents. To statement number (5) it is presented that as many as 5 respondents chose to strongly agree, 4 respondents chose to agree, and 2 respondents chose to disagree that respondents felt that the Malang city tourism bilingual digital booklet was easy to access. The majority of respondents considered this booklet easy to access. This correlates with the assumption of Handayani and Fikri (2020), PDF-based digital media has a high level of accessibility because it is compatible with many devices. Fitria and Putra (2019) stated that interesting visual design and narrative content in tourism media increase user engagement and in statement number (6), as many as 5 respondents chose to strongly agree and 6 respondents chose to agree that the Malang city tourism bilingual digital booklet is interesting to read. This shows that this digital booklet is not only informative but also interesting to read.

Conclusion

The research product produced in this development is a bilingual digital pocket book, namely Mandarin and Indonesian, about tourism in the city of Malang. The digital pocket book product or better known as a digital booklet was developed to help Chinese tourists find information about tourism in the city of Malang when they visit the city of Malang. This digital booklet was developed by taking five criteria of tourism themes and the number of different tourist attractions in each of them. The development of this digital booklet has gone through a validation process by material experts and media experts.

After the product revision, this digital booklet became suitable for use as an information media for Chinese tourists when they carry out tourism activities in the city of Malang. The development of this digital booklet has also passed the subject implementation stage towards several Chinese students who are currently conducting student exchange activities at the State University of Malang and also several native Chinese tourists. So that this research and development activity has produced a digital booklet for Malang city tourism which contains information in the form of text, images, and graphics in the form of online virtual.

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