

ABSTRACT

This study aims to develop a bilingual tourism information medium in the form of a QR Code-integrated hybrid booklet for Kampung Kapitan, a historical tourism destination in Palembang. The research is motivated by the limited availability of informative, interactive, and bilingual media at the site, which affects tourists' understanding of its historical and cultural values. This study employs a Research and Development (R&D) method using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation stages. The developed product combines a printed booklet and a digital flipbook accessed through QR Codes. The printed version provides concise information, images, and QR Codes, while the digital version offers more comprehensive and interactive content, including detailed historical explanations and multimedia elements. The booklet is presented bilingually (Indonesian and English) to accommodate both domestic and international tourists. The results of this study are expected to produce a valid, practical, and effective tourism information medium that enhances accessibility and improves tourists' understanding of Kampung Kapitan. Furthermore, this product is anticipated to support destination managers in promoting historical tourism through innovative and interactive media.

keywords: *addie model, bilingual, historical tourism, hybrid booklet, information media, qr code, tourism*