

**CREATING BILINGUAL POP-UP COMIC TO
PROMOTE TOURISM IN SEMARANG CITY**



FINAL ASSIGNMENT

A Partial Fulfillment of the Requirements for the Applied Foreign
Language Bachelor Degree

by

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2024

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TOURISM IN SEMARANG CITY

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ACKNOWLEDGEMENT

All praise and gratitude are extended to Allah SWT, the Almighty God, for His grace and blessings, enabling the researcher to complete this Final Project titled "Creating Bilingual Pop-Up Comic to Promote Tourism in Semarang City". This final project is part of the researcher's responsibility in completing the Applied Bachelor's degree.

This final project would not have been possible without the support and assistance from many parties. Therefore, with the utmost respect, the researcher would like to express deep gratitude to:

1. Lenggahing Asri D.E.S., S.Pd., M.Pd., as the supervisor who has provided valuable guidance, direction, and motivation during the process of creating the product and writing this final project report.
2. Sriwahyu Istana Trahutami, S.S., M.Hum., as the Head of the Applied Foreign Language Study Program, who has provided the opportunity and convenience for the researcher to complete this thesis.
3. Prof. Dr. Ir. Budiyo, M.Si., as the Dean of the Vocational School of Diponegoro University.
4. All lecturers of the Applied Foreign Language Program, who have guided the researcher throughout the study, as well as the faculty staff, program staff, and librarians who have assisted and provided all the necessary materials.
5. My beloved family, Father, Mother, and Hafizh, who have always provided prayers, moral, and material support, and have been a source of inspiration and motivation for the researcher.
6. Patrick Rendy Imantaka, who has always provided encouragement, advice, been a confidant, and supported the researcher throughout the process of completing this final project. The researcher hopes that communication and this relationship will remain strong in the future and that God will reward all your kindness.

7. Alvin Rusli, as a partner who greatly assisted in completing this final project. The researcher hopes that the good relationship established during the study will continue to be maintained.
8. Cogi's Black friends: Dita, Ilham, Elang, Choggi, Ray, Agung, Joan, Tian, Anya, and Zulham, who have always provided encouragement, assistance, and camaraderie during the writing process of this final project. The researcher hopes this friendship will remain strong and supportive in the future.
9. Best friend, Faiza, who has always supported and encouraged the researcher from Solo.
10. High school friends, Yopi and Awe, who have always provided support and assistance to the researcher in completing this final project.
11. All Applied Foreign Language batch 2020 students who have struggled together to complete this final project.

The researcher realizes that this final project still has shortcomings. Therefore, the researcher sincerely hopes for constructive criticism and suggestions from readers for future improvement. May this final project be beneficial to readers and contribute positively to the development of knowledge, particularly in the field of tourism promotion.

In conclusion, the researcher expresses gratitude and hopes that all the efforts and hard work invested will yield beneficial results.

Semarang, August 23th 2024

A handwritten signature in black ink, appearing to read 'Alif', with a stylized flourish at the end.

Alifia Farah Azzahra

ABSTRACT

Tourism plays a significant role in the economic and cultural development of a region. Semarang City, with its rich cultural and historical heritage, has great potential to be developed as a tourist destination. However, innovative and engaging media are needed to promote these tourist destinations to a broader audience, both domestic and international. This study aims to create a bilingual pop-up comic that can serve as a tourism promotional media for Semarang City. The book is designed with an appealing visual approach by incorporating pop-up elements and presents stories in two languages: Indonesian and English. This pop-up comic will feature iconic tourist destinations, complete with QR code features containing voice-over information and location maps for each destination in Semarang City, with the aim of increasing tourists' interest in visiting the city. The research method used is Research and Development (R&D), along with the Likert scale involving 30 respondents to assess the media, material, and usability of the pop-up comic. Based on the evaluation results, all respondents rated the aspects mentioned as "very good." From this research, it can be concluded that the bilingual pop-up comic is not only visually appealing but also effective as an interactive tourism promotional media. It is hoped that this pop-up comic can play a role in enhancing the attractiveness of Semarang City's tourism on both national and international levels.

Keywords: Pop-Up Comic, Promotional Media, Tourism, Semarang City

ABSTRAK

Pariwisata memiliki peran penting dalam perkembangan ekonomi dan kebudayaan suatu daerah. Kota Semarang, dengan berbagai kekayaan budaya dan sejarahnya, memiliki potensi besar untuk dikembangkan sebagai tujuan wisata. Namun, diperlukan media yang inovatif dan menarik untuk mempromosikan destinasi wisata ini kepada khalayak yang lebih luas, baik domestik maupun internasional. Penelitian ini bertujuan untuk menciptakan sebuah *pop-up* komik bilingual yang dapat menjadi media promosi pariwisata Kota Semarang. Buku ini dirancang dengan pendekatan visual yang menarik melalui penggunaan elemen *pop-up*, serta menyajikan cerita dalam dua bahasa, yaitu Bahasa Indonesia dan Bahasa Inggris. *Pop-up* komik ini akan menampilkan destinasi wisata ikonik lengkap dengan fitur *QR code* yang berisi *voice-over* informasi serta peta lokasi untuk setiap destinasi wisata di Kota Semarang, dengan tujuan untuk meningkatkan minat wisatawan untuk mengunjungi kota tersebut. Metode penelitian yang digunakan adalah *Research and Development (R&D)*, serta menggunakan skala *Likert* dengan melibatkan 30 responden untuk menilai aspek media, materi, dan kegunaan buku. Berdasarkan hasil penilaian, seluruh responden memberikan skala “sangat bagus” terhadap pernyataan dalam aspek-aspek tersebut. Dari penelitian ini, dapat disimpulkan bahwa buku *pop-up* komik bilingual ini tidak hanya menarik secara visual, tetapi juga efektif sebagai media promosi pariwisata yang interaktif. Diharapkan *pop-up* komik ini dapat berperan dalam meningkatkan daya tarik pariwisata Kota Semarang baik di tingkat nasional maupun internasional.

Kata Kunci: Pop-Up Komik, Media Promosi, Pariwisata, Kota Semarang

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