

**CREATING COMIC BOOK TITLED  
"MYSTERY OF DUNGEON: SEMARANG"  
BASED ON HISTORICAL SITES IN SEMARANG CITY**



**FINAL ASSIGNMENT**

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

by

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2025**

## STATEMENT OF ORIGINALITY

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**APPROVAL SHEET  
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SEMARANG” BASED ON HISTORICAL SITES IN SEMARANG  
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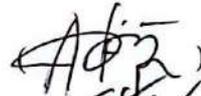
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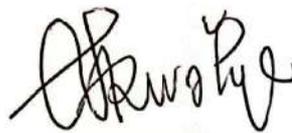
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Semarang, January 23<sup>rd</sup> 2025



Muhammad Ilham

## ABSTRACT

Tourism serves as a vital driver of economic and cultural development for a region. Semarang City, with its abundant historical and cultural heritage, possesses immense potential to be developed as a premier tourist destination. However, innovative and engaging media are essential to effectively promote these attractions to a broader audience, both domestically and internationally. This study focuses on creating a comic book as a promotional medium for Semarang's historical tourism. The comic combines captivating visuals and engaging narratives, showcasing iconic landmarks such as the Marba Building, Lawang Sewu, Blenduk Church, Tugu Muda, Simpang Lima, and Sam Poo Kong. Presented in English, the comic aims to address language barriers, ensuring accessibility for global audiences while promoting the city's rich heritage. The storyline integrates historical facts with fictional adventures, providing a unique and interactive experience for readers. The Research and Development (R&D) method by Borg and Gall was employed, accompanied by a Likert scale assessment with 10 international respondents, to evaluate the comic's media, material, and usability aspects. Feedback from respondents led to significant improvements in visual elements, transitions, and character design. Based on the evaluation results, all respondents rated the aspects mentioned as "very good." Demonstrating its effectiveness as a tourism promotional tool. This study concludes that the comic is not only visually appealing but also effective in promoting historical tourism. It is anticipated that this innovative approach would contribute to raising awareness and interest in Semarang's historical sites, boosting its appeal on both national and international platforms.

**Keywords: Comic, Promotional Media, Tourism, Semarang City**

## ABSTRAK

Pariwisata berperan sebagai penggerak penting dalam perkembangan ekonomi dan budaya suatu daerah. Kota Semarang, dengan warisan sejarah dan budayanya yang melimpah, memiliki potensi besar untuk dikembangkan sebagai destinasi wisata unggulan. Namun, media yang inovatif dan menarik sangat diperlukan untuk mempromosikan daya tarik ini secara efektif kepada audiens yang lebih luas, baik domestik maupun internasional. Penelitian ini berfokus pada pembuatan buku komik sebagai media promosi untuk wisata sejarah di Semarang. Komik ini menggabungkan visual yang memikat dan narasi yang menarik, menampilkan landmark ikonik seperti Gedung Marba, Lawang Sewu, Gereja Blenduk, Tugu Muda, Simpang Lima, dan Sam Poo Kong. Disajikan dalam bahasa Inggris, komik ini bertujuan untuk mengatasi kendala bahasa, memastikan aksesibilitas bagi audiens global sekaligus mempromosikan kekayaan warisan kota. Alur ceritanya mengintegrasikan fakta sejarah dengan petualangan fiksi, memberikan pengalaman yang unik dan interaktif bagi pembaca. Metode Penelitian dan Pengembangan (R&D) oleh Borg dan Gall digunakan dalam penelitian ini, dilengkapi dengan penilaian menggunakan skala Likert yang melibatkan 10 responden internasional untuk mengevaluasi aspek media, materi, dan kegunaan dari komik tersebut. Umpan balik dari responden menghasilkan perbaikan signifikan pada elemen visual, transisi, dan desain karakter. Berdasarkan hasil evaluasi, seluruh responden memberikan penilaian "sangat bagus" untuk aspek-aspek yang disebutkan, menunjukkan efektivitasnya sebagai alat promosi pariwisata. Penelitian ini menyimpulkan bahwa komik ini tidak hanya menarik secara visual tetapi juga efektif dalam mempromosikan wisata sejarah. Pendekatan inovatif ini diharapkan dapat meningkatkan kesadaran dan minat terhadap situs-situs sejarah di Semarang, sehingga meningkatkan daya tariknya di tingkat nasional dan internasional.

**Kata Kunci: Komik, Media Promosi, Pariwisata, Kota Semarang**

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