

CHAPTER IV

RESULT AND DISCUSSION

4.1. Result

4.1.1. The Importance of Pop-up Interactive Book

Tourism is one of the key sectors in economic development and cultural preservation of a region. To increase interest among both domestic and international tourists, attractive and educational promotional strategies are needed. One form of promotional media that has begun to gain attention is the interactive pop-up book.

An interactive pop-up book is a type of three-dimensional book that presents spatial visualization more vividly through folding, pulling, rotating, and simple animation elements. This medium not only provides textual information but also engages readers in direct interaction with the presented content. Such interactivity is believed to enhance both the appeal and the reader's understanding of the information conveyed, particularly in the context of introducing tourist destinations.

Research in the fields of visual literacy and educational media has shown that visually and kinesthetically based media can improve information retention and learning interest, especially among children and adolescents (R. E. Mayer, 2011). In the context of tourism promotion, interactive pop-up books can serve as a bridge between education and entertainment (edutainment), where readers not only gain knowledge about tourist attractions but also experience an enjoyable process of exploration.

Another advantage of interactive pop-up books is their ability to evoke emotions and stimulate the reader's imagination. For example, representations of historical buildings in pop-up form can provide a more tangible and engaging depiction compared to ordinary two-dimensional images. This makes pop-up books highly potential tools for introducing tourism, particularly to students and family travelers.

In today's digital era, pop-up books can also be developed in digital or hybrid formats (a combination of print and digital technology), such as the use of QR codes linking to Google Maps to access the tourist destinations. This enriches the reader's interactive experience. Such innovations expand the reach and effectiveness of the medium in delivering tourism information in a more dynamic and in-depth manner.

Therefore, interactive pop-up books hold strong relevance as a medium for introducing tourism. In addition to offering a creative and educational approach, this medium can also reach a wide audience through its visual and participatory features. This potential should be further explored through the development of contextually relevant designs and testing its effectiveness in increasing understanding and interest in the featured tourist attractions.

4.1.2. The Process in Creating Pop-up Interactive Book

1. Problems and Potential

Problem of Aizuwakamatsu City in general is that about population decline and aging. Every year, the city's population declines by about 1,000 people, mainly among the productive age group. Many young graduates, including those from Aizu University, choose to work in big cities such as Tokyo, accelerating depopulation and aging. If this trend continues, the population is projected to drop to around 65,000 by 2060, which could threaten the sustainability of government functions and public services

The potential of tourism destinations the city of Aizuwakamatsu is known as the "samurai city" with many historical sites such as Tsuruga Castle, samurai houses, and traditional gardens. This historical and cultural tourism potential continues to be developed to attract domestic and international tourists who will be in the smart city development and digital innovation stages.

- a. Pioneer of Smart Cities in Japan: Aizuwakamatsu has become one of Japan's model smart cities, leveraging information and communication technology (ICT), artificial intelligence (AI), and the Internet of Things (IoT) to enhance public services, energy efficiency, transportation, healthcare, education, and environmental management.
- b. Multi-Sector Collaboration: The development of the smart city in Aizuwakamatsu involves collaboration between the government, universities (such as the University of Aizu), industry, and the community. This fosters innovation, the creation of new jobs, and the development of technology-based human resources.
- c. Focus on Sustainability: The city aims for sustainable development, energy efficiency, and carbon emission reduction through the integration of renewable energy and smart energy management systems.

The potential for rural tourism lies in the town of Aizuwakamatsu, a small town or rural area with few visitors, despite some challenges due to population density in popular areas. The survey also revealed the untapped potential of rural areas in Japan. While 97 percent of respondents expressed interest in visiting regional areas of Japan, less than 10 percent actually did so. This suggests that many tourists want to explore areas beyond well-known destinations but may not know how to access or navigate these regions. Rural tourism has been identified as a key growth area in Japan, offering a way to reduce pressure on urban tourist hubs. By promoting lesser-known destinations like Aizuwakamatsu to create more accessible travel options, Japan can reduce congestion in major cities and provide visitors with a more enjoyable and less crowded experience. In the coming years, regional tourism could play a more prominent role in balancing Japan's tourism

burden, helping to distribute the economic benefits of travel more evenly across the country.

A Historic City with a Strong Samurai Identity: Aizuwakamatsu is known as the “samurai city” and served as the last stronghold of samurai defense during the late Edo period, particularly during the Boshin War (1868–1869). Many well-preserved historical sites can be found here, including Tsuruga Castle (Tsuruga-jo), the Aizu Bukeyashiki samurai residence, and the Ouchijuku district, which retains the atmosphere of the Edo period. Due to historical reasons, Aizuwakamatsu has been a city significantly influenced by a lot of foreign cultures, especially in Samurai Culture during edo period. Therefore, apart from all of those things, Aizuwakamatsu holds many historical messages conveyed through its various cultural and historical tourist destinations. The wide range of historical tourist destination makes the city of Aizuwakamatsu great potential for tourism development.

Therefore, it is important to improve the provision of information in the form of books, websites, or social media access using foreign languages, especially Japanese and English, so that all tourists can enjoy the maximum experience. One solution or advantage of the author's pop-up book that can be implemented to address the above issue is the creation of an interactive pop-up book as a tool to enhance information about access and facilities available in Aizuwakamatsu City, with the aim of attracting local tourists who are the target group of our research. The book will include translations in Japanese, English, and Indonesian.

2. Data Collection

In order to initiate the development of the product, researchers must gather relevant data, which can be categorized into two types: data collection prior to product development and data collection during the

product development phase. The data collection before product development involves both observation and survey.

The first data collection technique is observation. The first stage of observation is the collection of primary data conducted when the author carried out fieldwork at Marumine Kankou Hotel Aizuwakamatsu. The author directly observed various aspects of the city of Aizuwakamatsu, especially those related to historical and cultural tourist destinations in the city. Starting from access to historical buildings or museums, ticket information for castles, samurai houses, and several parks with historical architecture. The most prominent historical destination in Aizuwakamatsu is Tsuruga Castle, along with access to historical information related to Tsuruga Castle. In addition to primary data collection, secondary data collection was also conducted, where the author obtained research data from other supporting media such as the official website:

[\(https://www.city.aizuwakamatsu.fukushima.jp/docs/2011080200035/\)](https://www.city.aizuwakamatsu.fukushima.jp/docs/2011080200035/) Japan Travel website, and social media such as the YouTube account [@ninjamonkey](#). Of course, the author sought information related to the topic of historical information access available in the city of Aizuwakamatsu.

The next data collection technique used was a questionnaire. The questionnaire was conducted to obtain and verify the validity of the data collected during the observation. The questionnaire was administered to several vocational school friends, including those who had never been to Japan, those who had been to Japan, and those currently interning in Japan.

The last but not certainly least is for the next data collection technique that author used in this study was interviews. Interviews were conducted to reinforce and ensure the accuracy of the data obtained through field observations. In this case, interviews were conducted directly with staff from Hotel Marumine Kankou, where the author

conducted their Field Work Practice (PKL). The interviewees were selected based on their direct involvement in the local tourism sector, particularly in serving tourists visiting Aizuwakamatsu during the cultural festival period. Through these interviews, the author obtained information about the local community's views on the role of cultural festivals in attracting tourists, as well as their responses to visual promotional media that can introduce the richness of the local culture. The data collected served as a reference in designing the content and visual approach of the interactive pop-up book, so that this medium could depict the cultural experience in an immersive and contextual manner.

3. Design Product

The next stage is the product design stage, where producing a video involves several processes, starting from pre-production, production, and post-production. These three stages are explained as follows:

a. Pre-production

During the author's Field Work Practice at Marumine Kankou Hotel Aizuwakamatsu, the author was interested in the potential and issues present at historical tourist destinations that are overlooked by many tourists, both local and international. The author observed several aspects that have the potential to be further maximized, such as providing access to information about historical and cultural tourist destinations in the city of Aizuwakamatsu using interactive pop-up books. The author also confirmed the relevance and accuracy of the information obtained. This was done by cross-checking information on several Aizuwakamatsu websites and directly asking hotel staff or younger peers still conducting internships in Japan, particularly in Aizuwakamatsu. From there, the idea and theme

for the final project emerged: creating an informative pop-up book as a tool to enhance historical information about Aizuwakamatsu's tourist destinations. After that, the idea was then discussed with the supervisor during the first guidance session on March 13, 2025. The supervisor then decided to approve the idea and theme.

The information is presented in an easy-to-understand manner while remaining focused on the main objective: introducing up-to-date historical and cultural tourist destinations in the city of Aizuwakamatsu to facilitate tourism through the promotional pop-up book created by the writing group and presented to tourists.

After obtaining the necessary information, the author began drafting the content of the book. The draft is a framework consisting of summary points or general content in the form of explanations of information with a focus on the overall development of the book's content. The author considers the content of the book to be created so that the produced book can attract the audience's attention with a concise summary that is still easy to understand. At this stage, the key to attracting the audience's attention lies in the selection of book colors, the book cover, and the choice of words for the book's content to serve as a hook for the overall book production. Since the book will be accompanied by translations in Japanese, English, and Indonesian, at this stage, the group members divided tasks: the Japanese translation will be assisted by Sekar and Dimas, Japanese Studies students who will act as proofreaders to ensure the accuracy and appropriateness of the Japanese language used in the book's content, while Faisal will be responsible for creating the book's content in English and Indonesian. The

following is the draft created by the author and co-authors, which was then corrected via Google Docs:

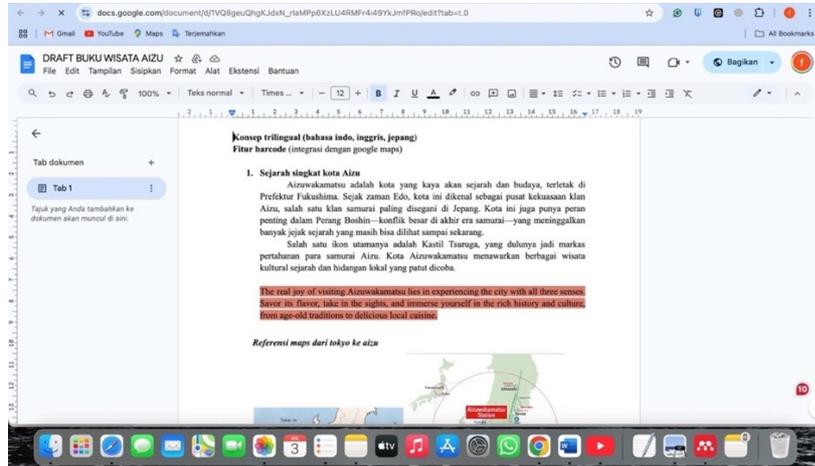


Figure 4. 1 Translation Correction Process Via Google Docs

b. Production

The next process is production, the stage where the book begins to be executed from the plan that was prepared in the pre-production stage. The author and group members used Adobe Illustrator and Canva to design the book and fill it with content. Compiling the content and design of the interactive pop-up book.

In this compilation stage, the interactive pop-up book will contain the following material:

- a. Cover with an image of Tsuruga Jo as an icon of a famous tourist attraction in Aizuwakamatsu City.
- b. A brief description of the history and general information about Aizuwakamatsu City.
- c. Pop-up photos of tourist attraction icons as visualizations to provide readers with an overview and brief information.
- d. Explanations of each tourist attraction, including operating hours, ticket prices, or menu prices.

- e. Addresses and QR codes to support readers' understanding of the tourist locations.

The tourist categories in Aizuwakamatsu City included in this book are divided into 3 categories:

- a. **Historical and Cultural Tourism**

- 1) Trusuga Castle
- 2) Sazae Shrine
- 3) Aizu Bukeyashiki
- 4) Ouchi Juku

- b. **Cultural Events or Festivals**

- 1) Ouchi Juku Winter Festival
- 2) Tsuruga Jo Cherry Blossom Festival in Spring
- 3) Bon Odori Summer Festival
- 4) 3-Day Festival Commemorating the Boshin War in Aizu

- c. **Aizu-Wakamatsu City Specialty Foods**

- 1) Aizu Katsudon
- 2) Horse Sashimi
- 3) Kozuyu
- 4) Wappa Meshi

To discuss the content of the book, the author collected data and information about the history of cultural tourist destinations in Aizuwakamatsu City. The following is information about the history of cultural tourist destinations that the author has curated in accordance with the content of the book.

- a. **Tsuruga Castle (鶴ヶ城 tsurugajo)**

Tsuruga Castle, also known as Aizu Castle, is a

symbol of pride for the city of Aizuwakamatsu. The castle was first built in the late 14th century and underwent several renovations, particularly during the reign of the Aizu clan in the Edo period. The castle is known for its strong defenses and was once the center of resistance during the Boshin War, when the Aizu clan fought against the new Meiji government.

Although it was destroyed during the war, the castle was reconstructed and now stands majestically with its distinctive red roof. The white walls and red roof represent the crane (tsuru), which is the origin of the castle's name.

b. Sazae Temple (さざえ堂)

Sazae-dō is a unique temple on Mount Imori in Aizuwakamatsu, built in 1796. Its spiral shape resembles a sazae shell. Visitors can ascend and descend via different paths without encountering each other, thanks to its double spiral design.

In the past, the temple housed 33 statues of Kannon and served as an important pilgrimage site. Today, Sazae-dō is one of the most popular tourist spots due to its unique architecture and its proximity to other historical areas, such as Bukeyashiki.

c. Aizu Bukeyashiki (会津武家屋敷)

Aizu Bukeyashiki is a samurai residence that was once the home of the chief advisor to the Aizu clan. The spacious building includes a living room, kitchen, study, and even a torture chamber, all designed to give a complete picture of the life of a samurai in ancient times.

Today, it is an open museum where visitors can walk around and see firsthand what life was like for samurai and their families during the Edo period.

d. Ōuchi-juku (大内宿)

Ōuchi-juku is a historic village that was once a rest stop on the Aizu Nishi Kaidō, an important route connecting Aizu and Nikko during the Edo period. In the past, travelers, merchants, and samurai would stop here to rest before continuing their long journeys. What makes Ōuchi-juku special is that the atmosphere of the village remains unchanged from hundreds of years ago. Rows of thatched-roof houses (like those seen in samurai movies) still stand neatly along the main street, creating a nostalgic atmosphere reminiscent of old Japan. This village really makes you feel like you've stepped back in time!

In addition to the stunning scenery, there are also many local snacks here, such as negi soba—noodles eaten with long green onions instead of chopsticks. It's truly unique! There are also shops selling handmade crafts and local souvenirs.

c. Post-Production

The pop-up book design process began with the selection of a color palette that reflects the unique atmosphere of Aizu City, such as the colors of the mountains, historic buildings, and traditional Japanese culture. Colors such as red, yellow, and white were chosen to harmonize with the visual content while also appealing to readers. Next, photos of Aizu City's top tourist attractions, such as Tsuruga Castle, Sazae Shrine, and Ouchijuku, were collected and selected. These photos were chosen based on their visual quality and relevance to the book's theme, then

graphically processed to fit the 3D pop-up format. To add an interactive element, each page of the book is also equipped with a QR code that directs readers to Google Maps for the respective tourist attraction. The QR codes were designed and tested to be easy to scan and visually integrated into the page design without compromising the overall aesthetic of the book.



Figure 4. 2 Color Palette

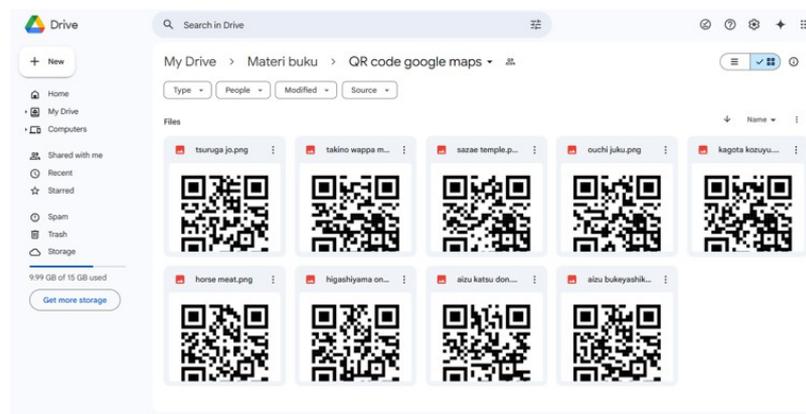


Figure 4. 3 Destination QR Code Google Maps



Figure 4. 4 Book Material Design Process 1



Figure 4. 5 Book Material Design Process 2

4.1.3. Design Validation

After the pop-up book was completed, the author conducted a trial with his supervisor from the Department of Applied Foreign Languages, Mr. Althaf Gauhar Auliawan, S.Hum., M.Si., who is an expert in media and learning materials. This trial was conducted to evaluate the feasibility and suitability of the pop-up book that had been developed.

The validation form consists of two parts: an assessment of the content and media in the interactive pop-up book introducing tourism in Aizuwakamatsu City. Content validation includes 6 questions with four answer options, while design validation consists of 7 questions with a similar answer format. Additionally, both validation forms are supplemented with two open-ended questions, allowing validators to provide feedback, suggestions, and critiques to enhance the quality of the pop-up book.

Form Validasi Produk
Buku Pop Up Interaktif Pengenalan Wisata Kota Aizuwakamatsu

Validator : *Alshaf Gauthar Aulowun, S.Hum., M.Si*
Tanggal : *8-5-2025*

Validasi Materi

Silakan centang salah satu jawaban yang tersedia.

- Apakah materi ini memberikan informasi yang lengkap tentang pengenalan wisata di Kota Aizuwakamatsu?
 Tidak Lengkap Cukup Lengkap Lengkap Sangat Lengkap
- Apakah informasi dalam buku ini bermanfaat bagi pengguna?
 Tidak Bermanfaat Cukup Bermanfaat Bermanfaat Sangat Bermanfaat
- Apakah bahasa yang digunakan di dalam buku ini mudah dipahami?
 Tidak Mudah Cukup Mudah Mudah Sangat Mudah
- Apakah QR code dapat diakses?
 Tidak Dapat Diakses Cukup Dapat Diakses Dapat Diakses Sangat Dapat Diakses
- Apakah ada informasi tambahan yang perlu ditambahkan ke buku ini? Jika iya, harap jelaskan
Dipastikan untuk lebih singkat lagi dalam hal informasi, mengingat buku pop up.
- Saran
Paragraf yang terlalu banyak kalimat supaya bisa untuk dirangsang / singkat tanpa mengurangi poin penting

Figure 4. 6 Form Design Validation 1

Form Validasi Produk
Buku Pop Up Interaktif Pengenalan Wisata Kota Aizuwakamatsu

Validator : *Alkhaf Fauher Aulianon, STUm, M.Si*
Tanggal : *8-5-2025*

Validasi Desain

Silakan centang salah satu jawaban yang tersedia.

- Apakah desain cover dan elemen dalam buku terlihat menarik?
 Tidak Menarik Cukup Menarik Menarik Sangat Menarik
- Apakah pemilihan ukuran font serta layout penulisan sudah sesuai?
 Tidak Sesuai Cukup Sesuai Sesuai Sangat Sesuai
- Apakah tema dan pemilihan warna sudah sesuai?
 Tidak Sesuai Cukup Sesuai Sesuai Sangat Sesuai
- Apakah foto pop up terlihat jelas ketika dibuka?
 Tidak Jelas Cukup Jelas Jelas Sangat Jelas
- Apakah ukuran buku pop up ini praktis untuk dipegang?
 Tidak Praktis Cukup Praktis Praktis Sangat Praktis
- Apakah ada informasi tambahan yang perlu ditambahkan ke buku ini? Jika iya, harap jelaskan
pop up desainnya supaya disempurnakan lagi
- Saran
Sudah memadai

Figure 4. 7 Form Design Validation 2

Based on the analysis of two validation sheets conducted by the validator, it can be concluded that the interactive pop-up book meets the standards of eligibility in terms of both content and design. The validator assessed that the content provided in this book is very comprehensive and easy to understand, ensuring readers can easily grasp each page of the book. The validator also suggested that paragraphs be condensed without compromising the key points conveyed, as the book we created is a pop-up book, so it should be concise and easy to understand when read.

In terms of design, the validator assessed that the design of this interactive pop-up book is good and very attractive. Additionally, the font and color selection are clear and appropriate. The validator also suggested that the pop-up elements be further refined and developed.

4.1.4. Design Revision

Design revision holds significant importance in the creative process, as it involves meticulous evaluation and improvement of the initial product design draft. At this phase, it becomes essential to gather feedback from the team and experts, carefully considering their valuable insights and suggestions. Through iterative revisions, we aim to create a seamless and coherent end product that perfectly aligns with our vision and objectives. This collaborative approach guarantees that necessary improvements are incorporated, resulting in visually appealing and top-notch designs that effectively convey our intended message to the audience. Several revisions were implemented, including:

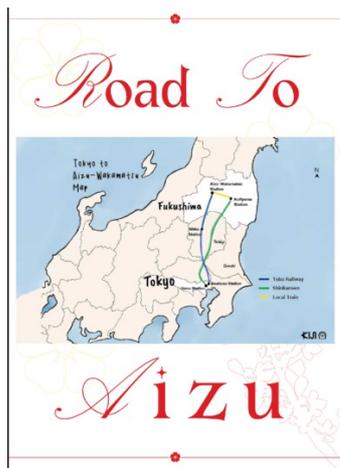


Figure 4.8 Design Road to Aizu before revision



Figure 4.9 Design Access to Aizu after revision

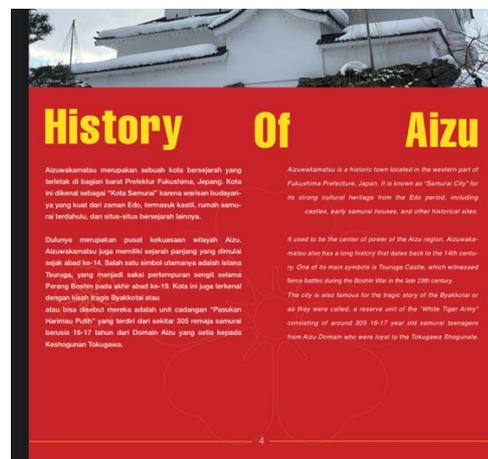


Figure 4.10 Design History of Aizu before revision



Figure 4.12 Design Hanami Matsuri in Tsurugajo Castle Before Revision Removing the Sentences

Figure 4.11 Design History of Aizu after revision removing the sentences

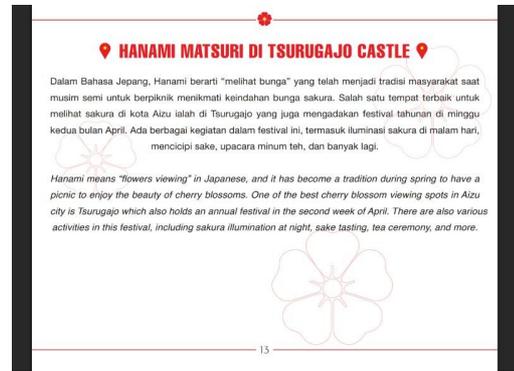


Figure 4.13 Design Hanami Matsuri in Tsurugajo Castle After Revision Removing The Sentences

4.1.5. Product Testing

This testing phase was conducted both in person and online in the context of promoting tourism in the city of Aizuwakamatsu. The trial involved respondents consisting of tourists or students who have never been to Japan, tourists who have been to Japan but have never been to Aizuwakamatsu, tourists who have been to both Japan and Aizuwakamatsu, and also international tourists who have and have not been to Japan or Aizuwakamatsu.

Table 4.1 Number of Product Trial Respondents

| Respondents | Number |
|--|--------|
| Tourists or students who have never been to Japan | 20 |
| Tourists or students who have been to Japan but have never been to Aizuwakamatsu | 13 |
| Tourists or students who have been to Japan and Aizuwakamatsu | 6 |

| | |
|---|-----------|
| Foreign tourists who have visited Japan and Aizuwakamatsu | 3 |
| Foreign tourists who have never been to Aizuwakamatsu | 4 |
| TOTAL | 46 |

Next, to measure respondents' responses to the product, a questionnaire containing a number of structured questions was developed. The questions covered visual aspects, information content, interactivity, media appeal, and comprehensibility of the material presented. This questionnaire was designed as an instrument to assess the extent to which the product had fulfilled its intended educational and tourism promotion objectives.

Respondents were given the opportunity to evaluate the products that had been produced. These products were distributed to both local and international respondents. Some of the respondents were international audiences, who are our target audience for the author's book, whether they have never been to Japan or have been to Japan, and whether they have or have not been to the city of Aizuwakamatsu. This testing process was conducted to determine how effective the produced book is and whether it can provide relevant information. The testing began by giving respondents the opportunity to view the soft copy of the produced book through the shared link.

Table 4.2 Questionnaire Results on a Likert Scale

| Aspect | List questions | Scale | | | | Total | Average interval of points aspect points |
|------------------|----------------|-------|---|----|----|-------|--|
| | | 1 | 2 | 3 | 4 | | |
| Material Aspects | 1 | 0 | 0 | 20 | 26 | 3,56 | 3,53 |
| | 2 | 0 | 2 | 21 | 23 | 3,45 | |
| | 3 | 0 | 0 | 18 | 28 | 3,60 | |

| | | | | | | | |
|----------------------|---|---|---|----|----|------|------|
| Design | 4 | 0 | 2 | 18 | 26 | 3,52 | |
| Aspects | 5 | 0 | 1 | 21 | 24 | 3,5 | 3,55 |
| | 6 | 0 | 0 | 17 | 29 | 3,63 | |
| Beneficial | 7 | 0 | 0 | 15 | 31 | 3,67 | 3,67 |
| Aspects | | | | | | | |
| Average Total | | | | | | | 3,58 |

The table above shows the results of the evaluation or observation of various aspects of the pop-up book that has been produced. Based on the responses from the respondents, this pop-up book received an overall average score of 3.58 out of a maximum scale of 4.0, which falls into the “Very Good” category. The average scores for each evaluated aspect are as follows: content (3.53), design (3.55), and utility (3.67). These figures indicate that the produced pop-up book has achieved a fairly high level of satisfaction among respondents. This demonstrates that the interactive pop-up book created by the author can serve as a reference for tourists seeking information about historical tourist destinations, local cuisine, and the locations of festivals held during each season in the city of Aizuwakamatsu.

4.1.6. Product Revision

The questionnaire distributed contained several open-ended questions regarding feedback, criticism, and suggestions from local tourists, foreign tourists, and students who had visited Japan or had never been to Japan, as well as some foreign tourists who had or had not visited the city of Aizuwakamatsu. The purpose of this is to identify aspects that need to be improved or revised in the pop-up book produced by the author and the author's team. The feedback received from respondents who completed the questionnaire is an important aspect to maximize the production of the pop-up book. Based on the feedback, criticism, and suggestions from the questionnaire, several revisions are needed in certain aspects. The following are the feedback, criticism, and suggestions received:

Table 4.3 Results of Criticism and Suggestions

| | |
|------------|--|
| R2 | besar kecil font diperhatikan lagi |
| R4 | barcodenya tidak bisa di pakai |
| R6 | Sudah bagus tapi font nya kekecilan |
| R8 | Hanya tulisannya saja yang kurang kecil kalau dari pdf nya, sisanya bagus dan keren |
| R17 | Beberapa font di halaman ada yang kurang konsisten dari segi ukuran fontnya |
| R21 | Nomor halaman 4 & 5 terbalik |
| R25 | Ukuran font harus konsisten, selebihnya isi kontennya sudah bagus dan sangat menarik |
| R37 | Ada nomor halaman yang acak, selebihnya sudah bagus |
| R46 | Ada nomor halaman yang acak, selebihnya sudah bagus |

From the feedback, criticism, and suggestions received, the author summarized several suggestions from respondents. There were several prominent suggestions for improvements to the font used for the content, which appeared too small and inconsistent, as suggested by respondents R2, R6, R8, R17, R25, and R46. Additionally, there were suggestions from respondents R37 and R21 that some pages were upside down, so the author revised the document by increasing the font size for better visibility and correcting the page numbering sequence.



Figure 4.14 Before Revision Fonts



Figure 4.15 After Revision Fonts

Suggestions from respondent R4 regarding barcodes or QR codes that could not be used has been followed up by replacing the QR code photo with a new one and ensuring that the QR code works and is easily accessible. The author then added an English version to the overview section to support accessibility for foreign readers based on feedback from respondent R26.

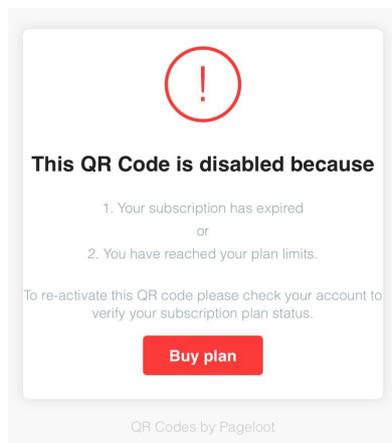


Figure 4.16 QR Code Before Cannot Be Scanned

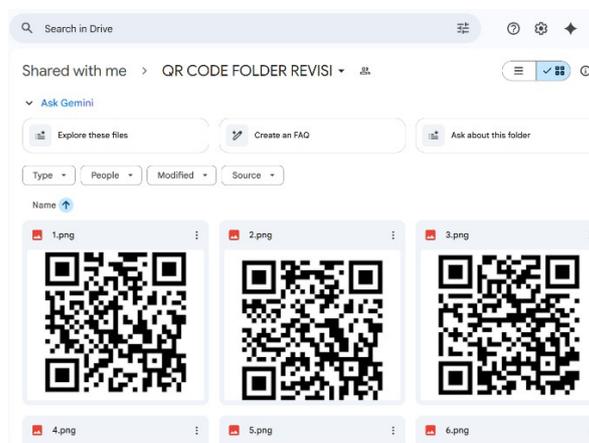


Figure 4.17 New QR Code After Revision

Respondent R3 suggested increasing the amount of content in the culinary section. However, this suggestion could not be accommodated because each category in this book is designed to contain four materials to maintain overall balance. Adding content to only one section would create disharmony in the structure of the book. Meanwhile, respondent R26 suggested that the overview section be supplemented with an English

translation. The author has added an English translation of the overview section in accordance with the respondent's suggestion.



Figure 4.18 Overview Before Revision

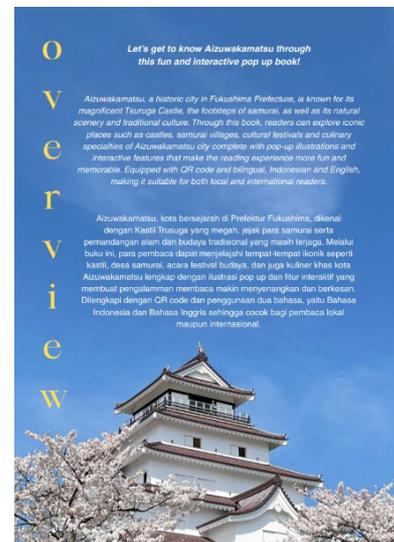


Figure 4.19 Overview After Revision

4.1.7. Final Product Revision

The final product revision stage is essential to make the finished product better. After completing the final product revision stage, the next step is for the author to register the copyright for the pop-up book that has been designed. The purpose of this copyright registration is primarily to provide legal protection and prevent plagiarism or misuse of the pop-up book product. In addition to serving as a form of protection, this process also functions as official recognition of the originality, creativity, and effort put forth by the author in the book development process. The appearance of the final pop-up book product is not much different from the product trial stage. The inside of the book has several adjustments regarding font size, changes to the Google Maps QR Code, and several additions of overview explanations in English, as well as adjustments to the volume of material in each sub-chapter. The use of each pop-up element divided into each category of the book's content has also been refined and improved.

4.1.8. Disseminating and Implementing

The final stage is disseminating and implementing after operational field trials and revisions to the interactive pop-up book. Researchers conducted direct observations among the general public, students, and international tourists. The interactive pop-up book about introducing Aizuwakamatsu City is expected to be easily understood in an informative manner, tailored to the conditions of Aizuwakamatsu City, to enhance the promotion of Aizuwakamatsu City as a destination for future visits when tourists travel to Japan. Additionally, this interactive pop-up book is also expected to encourage the general public, local tourists, and international tourists to learn more about other cities or small towns that also have natural beauty that is worth visiting. The researcher will also attach an Intellectual Property Rights (IPR) certificate and register the Aizuwakamatsu City interactive pop-up book as a work protected by IPR.

4.2. Discussion

This interactive pop-up book about Aizuwakamatsu is an introductory book designed in an interactive pop-up visual style that is attractive and easy to understand for general readers, including local tourists, students, and foreign tourists, whether they have visited Aizuwakamatsu before or not. The book contains general information about the city of Aizuwakamatsu, its history, festivals, and local cuisine, all presented in an interactive pop-up format, complete with illustrations and explanations for each section related to the city of Aizuwakamatsu.

Based on the results of a pilot test of the interactive pop-up book produced, it was found that the product achieved an average score of 3.58 out of a maximum scale of 4.00. This score falls into the “Very Good” category, indicating that the interactive pop-up book created by the writing group is considered capable of meeting the information needs of local and international tourists, whether they have visited Aizuwakamatsu or not, regarding access to information about historical buildings, seasonal festivals,

and local specialty foods. Feedback from respondents, consisting of local and international tourists, also contributed to strengthening the effectiveness of the interactive pop-up book as a relevant and easy-to-understand information medium. The creation of this product also demonstrates that presenting information in two main languages Indonesian and English and using Japanese for some information components greatly assists tourists in obtaining relevant information before visiting the city of Aizuwakamatsu.

The idea for this book originated from the author's experience participating in an internship in the hospitality industry in Japan, specifically at a hotel located in the city of Aizuwakamatsu. The topics presented are based on the author's experiences and knowledge, as well as their time living in Aizuwakamatsu. The author aims to develop an educational, informative, and visually appealing information medium. By focusing on engaging visuals and images, the author hopes readers will more easily understand the general history of Aizuwakamatsu, the cultural significance of its festivals, and the traditional foods unique to the city. According to Andrianto (2019), as a medium for promoting tourist destinations, pop-up books have three disadvantages and three advantages. The three disadvantages are affordability, limited reach, and insufficient content and also based on the previous work of the author's senior, Wulansari (2023), on promoting culinary tourism through pop-up books, there were several shortcomings in their previous work, namely that it focused only on promoting culinary tourism and did not cover the history of the culinary tourism destinations themselves. Based on the research findings or previous products of their group, this has motivated us to create or improve upon the product outcomes that the author has examined. From the explanation of the disadvantages of the product, it can be concluded that there is a lack of explanation of the history behind the local specialties of Semarang itself, as well as a lack of navigation access in some of the places or restaurants mentioned in their pop-up book product.

The development process of this pop-up book began with the research and data collection stage, which the author carried out during his internship. At this stage, the author conducted direct observations regarding the information that needed to be exposed in introducing and promoting tourism in Aizuwakamatsu City. After obtaining the data and material, the author decided to create an interactive pop-up book as an innovative tourism promotion medium that could highlight visual elements. After presenting the design concept and consulting with the supervisor, the author proceeded with the material collection process for inclusion in the book, sourcing information from various sources with the primary source being the official website of Aizuwakamatsu. The design process followed, including font selection, color palette, and other elements such as QR codes. After the pop-up book was designed, the content and design were validated by experts. The product then underwent a testing phase with target respondents, who provided feedback, suggestions, and critiques to implement improvements and refinements to make the pop-up book a more effective promotional tool. After the product was revised, the final stage of the process was registering the copyright as a form of protection for the work and to prevent plagiarism.

The product feasibility test in this product development was conducted in two stages: expert validation of the content and product testing with potential users using a questionnaire via Google Forms. The aim is for this interactive pop-up book to develop into an informative, engaging, and relevant resource for the general public and international tourists. During the expert material validation stage, the author sought advice from one staff member at the Marumine Hotel, where the author conducted an internship program and where they lived and worked. Additionally, the author also sought advice from the academic advisor to assist in correcting the content deemed important and informative.

However, during the creation process, the author faced several challenges, one of which was the main challenge of brainstorming ideas for the creation or assembly of innovative and functional pop-up assets that

accurately represent tourist attractions. Each pop-up element must be designed carefully and as efficiently as possible so that it can be placed smoothly and create a stunning visual effect when the page is opened. For the final solutions, the outcome of making this project is an interactive pop-up book that author's presents interesting visualizations of tourist destinations in Aizuwakamatsu City. This book contains information about tourist attractions, with several historic buildings featured on the cover of our book, cultural festival activities from various seasons, accompanied by photos and brief descriptions of each tourist attraction, as well as recommendations for restaurants serving Aizuwakamatsu's local cuisine.

To ensure that everything runs smoothly and according to plan during the book assembly process, it is crucial for authors to carefully evaluate the readiness of the available equipment, so that the book assembly process can be carried out smoothly and efficiently. Researchers suggest that further research should focus on how the pop-up book can be used as a key component in visual works as a promotional medium for the city of Aizuwamakamatsu and on improving the quantity and quality of book materials to maximize the potential or durability of pop-up books intended for promotional purposes.