

**DESIGNING AN INTERACTIVE TRAVEL GUIDEBOOK TO
SEMARANG'S HISTORICAL SITES VIA TRANS SEMARANG
CORRIDOR V ACCESS**



FINAL ASSIGNMENT

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

By:

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**BACHELOR OF APPLIED FOREIGN LANGUAGES
VOCATIONAL COLLEGE
DIPONEGORO UNIVERSITY
2025**

STATEMENT OF ORIGINALITY

This is to certify that this thesis is definitely my original work. I am completely responsible for the content of this thesis. Other writers' opinions or findings included in this project are quoted or cited in accordance with ethical standards. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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APPROVAL SHEET

A FINAL PROJECT

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SEMARANG'S HISTORICAL SITES VIA TRANS
SEMARANG CORRIDOR V ACCESS**

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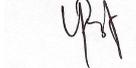
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ABSTRACT

This study aims to design an interactive travel guidebook that functions as a tourism promotion tool for Semarang City, focusing on four historical destinations accessible via Trans Semarang Corridor V. The lack of creative promotional media that integrates tourist destination information with effective public transportation access. Using Sugiyono's (2013) research and development (R&D) method, the guidebook development process includes identifying potential and problems, collecting data through observation, interviews, and documentation, product design, expert validation, product trials, and revisions. The product trial involved 40 respondents who completed a Google Form questionnaire, where the results showed a very positive response. The majority of respondents considered the guidebook very helpful, the information was accurate, and the Trans Semarang route guide was very effective. Based on direct feedback, the product was revised, including changes to the color scheme, removal of wayang elements, and improvements to the interactive mechanism. The results of this study indicate that the resulting interactive guidebook is effective, relevant, and has great potential as a tourism promotion tool. These findings also support previous studies on the effectiveness of interactive media, while expanding the scope of the research by applying the physical pop-up book format to the context of urban historical tourism integrated with public transportation.

Keywords: Interactive Guidebook, Tourism Promotion, Semarang, Trans Semarang, Research and Development (R&D) Sugiyono (2013).

ABSTRAK

Penelitian ini bertujuan untuk merancang sebuah buku panduan perjalanan interaktif yang berfungsi sebagai alat promosi wisata Kota Semarang, dengan fokus pada empat destinasi sejarah yang dapat diakses melalui Trans Semarang Koridor V. Minimnya media promosi kreatif yang mengintegrasikan informasi destinasi wisata dengan akses transportasi publik yang efektif. Menggunakan metode penelitian dan pengembangan (R&D) Sugiyono (2013), proses pengembangan buku panduan ini meliputi identifikasi potensi dan masalah, pengumpulan data melalui observasi, wawancara, dan dokumentasi, perancangan produk, validasi oleh ahli, uji coba produk, dan revisi. Uji coba produk melibatkan 40 responden yang mengisi kuesioner Google Form, di mana hasilnya menunjukkan respons yang sangat positif. Mayoritas responden menganggap buku panduan ini sangat membantu, informasinya akurat, dan panduan rute Trans Semarang sangat efektif. Berdasarkan umpan balik langsung, produk direvisi, termasuk perubahan skema warna, penghapusan elemen wayang, dan perbaikan mekanisme interaktif. Hasil penelitian ini menunjukkan bahwa buku panduan interaktif yang dihasilkan terbukti efektif, relevan, dan memiliki potensi besar sebagai alat promosi pariwisata. Temuan ini juga mendukung studi terdahulu tentang efektivitas media interaktif, sambil memperluas cakupan penelitian dengan menerapkan format buku fisik pop-up pada konteks wisata sejarah perkotaan yang terintegrasi dengan transportasi publik.

Kata kunci: Buku Panduan Interaktif, Promosi Pariwisata, Semarang, Trans Semarang, Penelitian dan Pengembangan (R&D) Sugiyono (2013).

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