

BAB V

CONCLUSION

5.1 Conclusion

Based on the entire series of research and development conducted, it can be concluded that the design of this interactive travel guidebook has succeeded in creating a promotional medium that is not only unique but also highly functional and relevant. This product is not just a guidebook, but a concrete solution proven effective and relevant in addressing tourists' needs. This finding is supported by the positive response from the majority of respondents, who considered the guidebook very helpful in overcoming their confusion when searching for information. The integration of tourist destinations with Trans Semarang Corridor V transportation access was appreciated as a highly successful core concept, making it a tool that facilitates tourists' independent exploration of the city.

The success of this product is inseparable from a systematic and iterative development process. Validation stages by supervisors and direct trials with 40 respondents provided valuable feedback that drove significant improvements. Revisions implemented, such as enhancing the interactive mechanism for greater sturdiness, changing from a softcover to a hardcover for greater durability, and adjusting the color scheme based on user feedback, demonstrate that this final product is the result of careful, user-oriented evaluation.

Furthermore, this research finding aligns with previous studies that underscore the effectiveness of interactive media and the pop-up book format. However, this research goes further by applying these principles to a less explored context: an urban history guide integrated with public transportation. As such, this guidebook serves as a concrete example of how well designed visual communication can not only enhance the user experience but also hold significant potential for effectiveness as an effective tourism promotion tool.

5.2 Suggestions

Based on the findings and conclusions obtained, here are some suggestions for future development. For future researchers, it is recommended to expand the research scope by exploring other tourist destinations connected by different Trans Semarang corridors. Developing the product into a digital format, such as a mobile app, could also be a focus of further research to reach a wider audience and integrate more advanced features, such as real-time navigation. Furthermore, it is important to explore broader marketing strategies to ensure widespread adoption of this product by tourists.

Meanwhile, the Semarang City Tourism Office is recommended to adopt this guidebook as an official tourism promotion medium. Publishing the guidebook in e-book format on the official website will facilitate access for tourists. Closer collaboration with Trans Semarang management is also needed to integrate more in-depth tourism information, such as through promotional materials at bus stops or on buses. These steps will ensure that this guidebook is not simply an academic product, but also an effective and sustainable promotional tool.

By considering these suggestions, it is hoped that further product development and research can be more optimal in supporting tourism promotion and providing broader benefits to the community and tourists.