CHAPTER IV
RESULTS AND DISCUSSION

4.1 Result

This chapter presents the research result and discussion obtained during the process of developing an interactive travel guidebook for Semaarang City. The results are organized based on the stages of Research & Development (R&D) method described in the research methodology, including the identification of potential and problems, the product design process, and the results of product testing and evaluation. The discussion will outline key findings relevant to the research objectives, including the process of creating an interactive guidebook and explaining its effectiveness and appeal as a promotional medium and comprehensive tourist guide. Specifically, the results of the product trial will focus on responses from the target audience, namely tourists planning a vacation to Semarang with a desire to save money and travel time.

4.1.1   The development of an interactive guidebook for travel using Trans Semarang

The development of an interactive guidebook in this study uses the Research and Development method according to Sugiyono (2013), which has been modified by the researchers for this study. Using 8 stages, they were potential and problems, data collection, product design, design validation, design revision, product testing, product revision, and final product. The following are details of the stages carried out and the results of each stage of this research.

4.1.1.1 Potential and Problems

The city of Semarang has great and promising tourism potential, both in terms of the number of visitors, the variety of destinations, and the support of transportation facilities. Based on Table 4.1 from the Central Java Statistics Agency (BPS) in 2024, the number of tourist visits in Semarang reached 7,345,373 people, consisting of 24,296 international tourists and 7,321,077 domestic tourists. This number puts Semarang in the highest position compared to other regencies and one of the main destinations with strong tourism attractions. According to a representative from the Semarang City Department of Culture and Tourism, some iconic tourist destinations are Lawang Sewu and Sam Poo Kong, which hold important historical value.

The city of Semarang has considerable and promising tourism potential in terms of visitor numbers, destination diversity, and transportation facilities. Based on Table 4.1 from BPS-

Statistics Central Java Province data for 2024, the number of tourist visits to Semarang City reached 7,345,373 people, consisting of 24,296 foreign tourists and 7,321,077 domestic tourists. This figure places Semarang City in the highest position compared to other regencies/cities in Central Java, while also showing that Semarang not only functions as a transit city, but also as one of the main destinations with strong tourist appeal. As stated by representatives of the Department of Culture and Tourism of the Government of Semarang, several iconic tourist destinations are Lawang Sewu and Sam Poo Kong, which offer considerable historical value.

Table 4. 1 BPS-Statistics Central Java Province

Regions and City	Number of Tourists at Tourist Attraction and Event by Regency/City in Central Java		
	Foreign Tourist	Domestic Tourist	Total
	2024	2024	2024
Semarang City	24,296	7,321,077	7,345,373
Klaten Regency	214,812	6,634,733	6,849,545
Semarang Regency	2,333	4,328,318	4,330,651
Magelang Regency	296,916	3,343,283	3,540,199
Kudus Regency	174	3,602,089	3,602,263

In addition to the potential of the destination, the existence of public transportation such as Trans Semarang is another advantage that supports tourism accessibility. The Trans Semarang corridor network reaches strategic areas, including historical destinations, with affordable pricing and relatively comfortable facilities. However, based on interviews with representatives of the Department of Culture and Tourism of the Government of Semarang, it is known that the use of Trans Semarang as a means of tourist transportation is still relatively low. Many tourists do not yet choose this public transportation as their primary option, mainly

because information about routes and connectivity to tourist attractions has not been widely disseminated.

4.1.1.2 Data Collection

In this stage, researchers need to collect data in order to begin creating this product. The first step is observation prior to product creation and documentation for product creation. Researchers conduct observation by observing real phenomena, meaning that researchers directly do what must be done to reach the destinations of Lawang Sewu, Mandala Bhakti Museum, Sam Poo Kong, and Ranggawarsita Museum. Using corridor V to reach Lawang Sewu and Mandala Bhakti, the researcher stops at the Cathedral bus stop; to reach Sam Poo Kong, the researcher stops at Sam Poo Kong 1 bus stop; and to reach Ranggawarsita Museum stops at SMA Kesatriaan 1 bus stop. The researcher also noted the lack of service provided by Trans Semarang staff, who often disagree on which corridor should be used. This makes it difficult for tourists to reach destinations in the city of Semarang.

As a complement to the results of the observations, the researcher also conducted interviews with resource persons who were considered relevant, namely representatives from the Department of Culture and Tourism of the Government of Semarang. This interview is designed with four main focuses that summarize views related to potential, design and content, the use of public transportation, and criticism and suggestions for guidebook products. The description of the results of the interview can be explained as follows:

1. Tourism Potential in Semarang

Semarang has many tourism destinations, both popular and less known. Famous places include Lawang Sewu, Sam Poo Kong, Kota Lama, and Kampung Pelangi. Visitors come from both domestic and international areas, but most of them still focus on destinations that are already well promoted on social media. In fact, there are still many interesting places to visit in the city center.

2. Trans Semarang Routes

Trans Semarang is the main public transportation system in the city. It has several corridors with different routes, and Corridor V (PRPP–Meteseh) is considered the most strategic because it passes by several tourist destinations. This corridor can be used to support tourism promotion more effectively.

3. Tourism Promotion Media

Tourism promotion in Semarang is usually done through brochures, pamphlets, leaflets, websites, and e-books. However, a physical guidebook that focuses on the Trans Semarang Corridor V has not been made yet.

4. Guidebook Design and Content

For the guidebook, it is suggested to keep the text short and provide more photos, since tourists prefer seeing the atmosphere of the destinations rather than reading long descriptions. A guidebook with an interactive concept is considered more attractive and unique, giving tourists a better experience.

The researchers also interviewed the Trans Semarang staff at the Simpang Lima bus stop regarding the route taken and finally decided to use corridor 5 as a one-way route. The route taken is Meteseh-PRPP, passing 16 stops that are Simpang Lima, Tentrem, Lombok Ijo, SMK Theresiana, Petempen, Gumaya Hotel, BCA Pemuda, Balaikota, Cathedral, Dr. Karyadi Hospital, Kaligarang 1, Sam Poo Kong 1, STIE Dharmaptra 1, Pamularsih 1, Kumudasmoro Utara, and SMA Kesatriaan 1. The researchers interviewed destination staff to collect information related to these destinations such as popular food around the destination, traditional food around the destinations, souvenir shops, and the official destination website, which is included in the product in the form of barcodes to facilitate respondents.

The last stage of data collection is documentation for product creation. In this documentation stage, researchers need photos of the Simpang Lima bus stop, the area around the destination, hotels, and souvenir shops. Researchers come directly to the destination to take the photos needed for the product.

Figure 4. 1 Lawang Sewu Bus Stop

The figure 4.1 shows the researcher traveling to Lawang Sewu, starting from the Simpang Lima bus stop using corridor V.

Figure 4. 2 Lawang Sewu

Based on observations made by researchers at Lawang Sewu, a photo was taken and used as Figure 4.2. This photo was then included in the product to be used as an interactive element.

4.1.1.3 Product Design

In order for the product to be designed effectively, there are several steps that need to be taken. This is to enable the necessary materials to be clear and avoid irrelevant information.

1. Planning

At this stage, the researchers designed the concept of making the guidebook, including the layout of interactive elements, the material to be included in the product, as well as the routes map that was complied by the researchers using Word Application.

Based on the research results, the book will be filled with content that is relevant to the needs of travelers when travelling. The includes the following:

a. Our Route Destinations
b. Welcome to Semarang
c. The Journey Begins
d. Lawang Sewu
e. Mandala Bhakti Museum
f. Sam Poo Kong
g. Ranggawarsita Museum
h. Culinary & Souvenirs
i. Hotel
j. Emergency Contact
k. Practical Tips

Information that is usually asked to the destination staff by tourists such as the nearest hotel from the destination and the nearest or famous traditional food or souvenir shop around the destinations will be included in the book so that tourists save more time. The following are the materials that will be included in the book:

a) Pictures

The images used in the book are real photos taken by the researchers using cell phones, showcasing the actual conditions and beauty of the destination. These photos also involve talents to give a more environment. In addition, the route pictures per destination were also made by the researcher.

b) Description

This travel guidebook is designed to make it easier for travelers to explore historical and cultural destinations in Semarang City using the Trans Semarang BRT, with Simpang Lima Bus Stop as the starting point. Inside, readers will find a complete guide to destinations such as Lawang Sewu, Mandala Bhakti Museum, Sam Poo Kong, and Ranggawarsita Museum. The book also provides practical information on each destination, including opening hours and ticket prices, as well as detailed instructions on using the Trans Semarang BRT, from specific routes and corridors to payment methods and travel tips. A specially created route map is also included to visualize the journey.

c) Interactive

Each page of the destination guide in this book is not just text, but comes with interactive features to create a more fun and immersive experience. There are pop-up elements that present three-dimensional visualizations of iconic buildings, as well as hidden object features that challenge readers. These hidden objects serve as information portals, where readers can find QR codes that link directly to Google Maps. With a total of 45 pages, this book will make it easier for travelers to accurately navigate routes to the nearest location or stop.

2. Drafting

The drafting process involves researchers collecting information gathered from interviews and photographing four destinations and the Simpang Lima bus stop. This is important in order to prepare before designing this guidebook. Drafting is carried out in broad terms before the design process begins. In Figure 4.3, the draft is created using Google Docs so that it is easily accessible to researchers. The draft includes information and photos of the destinations, hotels, culinary spots, and souvenir shops recommended by the staff of the tourist destinations.
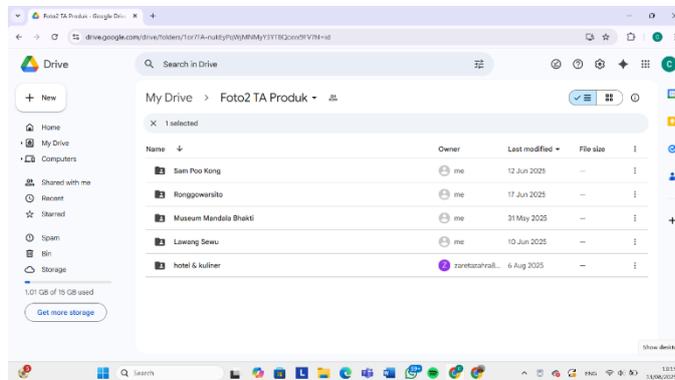
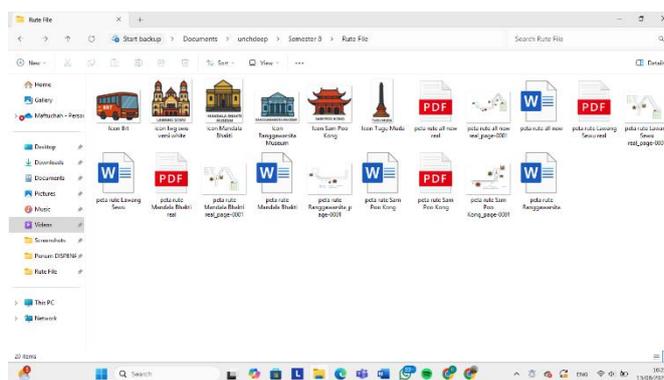Figure 4. 3 Archive of Tourist Attraction Photos

Figure 4. 4 Destinations Icons and Routes

Figure 4.4 is the drafting for the devolopment of the destination routes map. It strats in Word application, then scanned into a PDF file, and converted into a PNG file so that it can be inserted into the product.

The documentation that has been obtained is then combined into the book material with appropriate adjustments to the content to be conveyed. The presentation of material is carried out with an interesting and creative approach through the application of various interactive design techniques, such as pop-ups, pull tabs, and peek-a-boo, so as to improve the reading experience while adding visual appeal. In addition, the book is also equipped with an interactive barcode that serves as a link to additional digital-based information sources. Overall, the material in this book is systematically arranged and divided into six chapters, making it easier for readers to understand the content in a gradual and structured manner.

a. Chapter one

The first chapter contains a description of recommendations for leading tourist destinations in Semarang City, which include Lawang Sewu, Mandala Bhakti Museum, Sam Poo Kong Temple, and Ranggawarsita Museum. In addition, this chapter also explains information about tourist travel routes using Trans Semarang, especially by utilizing the Trans Semarang Corridor V service.

b. Chapter two

This chapter includes explanations of each recommended tourist destination. The descriptions cover the history of the destination, information about admission fees, and relevant fun facts to enrich the reader's knowledge. Each page containing information about tourist destinations is also accompanied by attractive visual illustrations to reinforce understanding and increase the reader's interest in the material presented.

c. Chapter three

This chapter contains information about culinary delights and souvenirs that tourists can find around the tourist destination area. Souvenir shops can be found within the destination area, and for culinary delights in the Lawang Sewu area, tourists can find a variety of culinary options such as Lunpia Pandanaran, Bandeng Juwana Pamularsih, and Soto Pamularsih. Around the Mandala Bhakti Museum, there are a variety of foods and drinks that can be easily found within the museum area. Meanwhile, the Sam Poo Kong Temple area also offers popular culinary delights, including Lunpia Pandanaran, Bandeng Juwana Pamularsih, and Soto Pamularsih. As for the area around the Ranggawarsita Museum, tourists have a more diverse selection of culinary options, such as Bandeng Juwana Pamularsih, Soto Pamularsih, Nasi Gandul, Tahu Gimbal, Bakmi Serangkai, and there is street food near the Kawuman Mosque starting at 3:00 PM.

d. Chapter four

This chapter provides information on recommended hotels in Semarang that are strategically located near tourist destinations and close to Trans Semarang bus stops on the Meteseh–PRPP route corridor.

e. Chapter five

Chapter five provides information on tips and tricks for traveling in Semarang City, presented to support the comfort and safety of tourists. The aspects discussed include dress codes, efficient use of transportation, financial management and payment systems, local ethics

and culture, health and hygiene, important documents to prepare, and the urgency of travel insurance.

f. Chapter six

The last chapter contains information about emergency contacts that can be reached in case of an emergency or undesirable situation. This information includes the telephone numbers for the police, ambulance service, and fire department, which are provided as a guide for tourists to obtain help quickly and appropriately.

The specific content of the main guidebook parts, developed from chapter one until chapter six, can be seen in detail in Table 4.2.

Table 4. 2 Guidebook Script

Chapter	Script
Chapter One (Welcome to Semarang)	Welcome to Semarang City! Did you know? Semarang is known as a transit city and has an abbreviation that serves as its motto: "ATLAS City." The word "ATLAS" itself stands for "Safe, Orderly, Smooth, Beautiful, and Healthy," which is the motto of the Semarang City Government (KOMPAS.com 03/26/2024). Choosing Semarang City for a vacation?! That's good choice!! Don't worry!! We'll guide you to explore Semarang using Trans Semarang, an affordable way to reach the city's top Destinations. With just one Trans Semarang Route, you can visit multiple attractions via Corridor V at Simpang Lima bus stop. One route connecting you several iconic destinations in Semarang: • Lawang Sewu • Mandala Bhakti Museum • Sam Poo Kong Temple • Ranggawarsita Museum
Chapter Two (The Journey Begins)	The journey begins at the Simpang Lima Trans Semarang bus stop using Corridor V with a bus going to Meteseh-PRPP. Don't worry, if you have difficulty finding Corridor V, you can ask the Trans Semarang staff near the entrance and exit of the Simpang Lima bus stop. Visitor Information: o Ticket Prices: Students IDR 1,000 and the general public IDR 3,000 o Payment: Cash, QRIS, and e-money Tips: Come early in the morning so it's less crowded and you can explore comfortably!!

Ready for a day of historical adventure?

Let's begin our journey from the Simpang Lima bus stop near the Ciputra department store. Make sure to pay the entry fee to the staff in order to receive your physical ticket.

The First destination is the icon of Semarang's CIty, Lawang Sewu

To reach our first destination, we will take Corridor V to the Katedral/Cathedral bus stop, which is located near the Mandala Bhakti Museum. Don't worry, it only takes about a five-minute walk from there to get to the museum.

From the Katedral/Cathedral bus stop, we can easily walk to Lawang Sewu. Just cross the street and continue for about five minutes to reach our first destination. Get ready to explore the architectural wonders and the stories behind them!

Fun facts:
- The doors aren't actually a thousand doors.
- Japan and the Netherlands once used this building as a private Dutch railway and the *Ryuku Sokyoku* Office.
- There are *Dewi Fortuna and Dewi Venus* carved in Patri glass, which symbolize good luck.

Visitor Information:
- Entry Fees:
  - Children & Students: IDR 10,000/person
  - Adults: IDR 20,000/person
  - Foreign Tourists: IDR 30,000/person
- Opening Hours: Monday - Sunday, 07.00 AM - 21.00 PM

Lawang Sewu was built in 1904 and completed in 1907. The building was designed by Prof. Jakob F. Klinkhamer and B.J. Ouëndag, two prominent Dutch architects, who combined distinctive European architectural touches with elegant and modern art and design styles.

The sturdy exterior of the building, along with the large doors and windows that allow natural light to flood in, enhance both the quality and aesthetics of this building. Every detail reflects a careful balance of strength and beauty, making Lawang Sewu an enduring landmark of architectural heritage.

Lawang Sewu's Short Story

In the late 19th century, the Dutch East Indies railways expanded rapidly and required a central office to oversee their growing operations. This led to the construction of Lawang Sewu. During the Japanese

occupation, however, the building was taken over and converted into the Ryuku Sokyoku (Japanese Transportation Agency) office, with some of its basements tragically used as dungeons to imprison and torture freedom fighters.

In 1994, Lawang Sewu was handed over to *PT Kereta Api Indonesia* (Indonesian Railway Company), and underwent major restorations. The walls were repainted, the rooms were cleaned, and several parts of the building were renovated, officially designating the building as a protected Indonesian cultural heritage site.

After learning about one of the icons of the city of Semarang, our next destination is the Mandala Bhakti Museum. It only takes about a three-minutes walks to reach the museum from Lawang Sewu.

Fun facts:

- Located in the center of Semarang and near Lawang Sewu.
- This building was built by the Dutch in 1906.
- Explanations of the exhibits in the museum are available in three languages (Indonesian, English, and Japanese).

The Mandala Bhakti Museum is a military history museum located in the heart of Semarang, dedicated to commemorating the struggles of the Indonesian National Army (*TNI*), particularly the Diponegoro Division.

As you enter the museum, you will find murals illustrating the life of Prince Diponegoro—from his birth, joyful moments, and closeness to the people, to his religious devotion, his leadership in the Java War, and finally, his death. The museum also displays replicas of keris and battle attire, along with modern weapons and communication equipment used in several important battles in Central Java.

Visitor Information:

- Opening: Monday - Sunday, 08:00 AM - 03:00 PM

The Mandala Bhakti Museum highlights the life of Prince Diponegoro and also the events of the 30 September Movement/PKI (G30S/PKI), a 1965 political crisis that led to the loss of several Indonesian army generals. We can see dioramas, photographs, and documents that help illustrate this important chapter of history.

With the explanations provided, we can learn about the background of the PKI's formation and the significant role of the Intelligence Service of the III

Diponegoro Military Command in uncovering and suppressing the movement in Central Java.

These collections highlight the crucial role of Indonesian heroes and soldiers in defending Pancasila and protecting the nation's integrity. Visitors can see how military tactics and the courage of soldiers became key factors in preserving Indonesia's sovereignty during a time of great crisis.

The Mandala Bhakti Museum not only preserves historical heritage, but also serves as a learning center that brings stories of struggle to life. Its diverse collections inspire a sense of nationalism and provide a deeper understanding of important historical events.

The historical stories inside the Mandala Bhakti Museum are sure to leave us impressed. As we exit, we can also find Japanese and local restaurants, along with coffee shops—perfect places to enjoy a meal or a drink.

Since the journey to the next destination takes around 20 minutes, let's make sure not to continue on an empty stomach after visiting both the Mandala Bhakti Museum and Lawang Sewu.

It's time to visit the famous place of worship in Semarang, namely the **Sam Poo Kong Temple.**

To get there by Trans Semarang, we have to return to the Katedral/Cathedral bus stop and take the BRT to Meteseh-PRPP (using the same bus). Since this is not a transit stop, we can pay for our ticket once we board the bus.

Visitor Information:

-
  - Entry Fees: Students IDR 1,000 and the general public IDR 3,000
  - Payment: Cash, QRIS, and e-money

Tips: Have money or a card ready to pay for the ticket before entering the bus.

Scan the barcode to explore the menu item options. By scanning, we will also find:
- Ticket information
- Entry tickets purchase
- Festivals schedules at Sam Poo Kong
- Admin and marketing contacts
- Official website and social media

This temple complex is not only a place of worship, but also a grand historical and cultural monument, admired for its beautiful architecture.

Before entering the main temple area, we will find the Wall of Hope, a special spot where people express their hopes for the future. Small wooden boards

containing hopes for love, success, and many other dreams are hung on the wall.

Near the south gate stands a statue of Zheng He. His figure is upright, his long robes billowing in the wind, and his hands clutch a scroll, as if holding a thousand secrets of his voyages.

An inscription nearby tells his life journey, from exploring 6 ports abroad his magnificent fleet to the final years of his life.

In 1405, the first goodwill voyage, under Zheng He's command, leading 62 magnificent ships that traveled through Suzhou, Lijiagang, Champa, Sumatra, Palembang, Java, Sri Lanka, and Calicut.

In 1435, during his return journey from Calicut, Zheng He passed away, an it is said that his remains were laid to rest into the sea.

Today, Sam Poo Kong stands proudly. It's not only a Chinese place of worship, but also as a cultural landmark that welcomes everyone. Both local and international tourists visit to admire its architecture, history, and spirit of tolerance. Every corner reflects stories of exploration, cultural exchange, and the peaceful spirit of Semarang.

What you should know before visiting Sam Poo Kong:
- The complex has five temples
- There is a Muslim cemetery
- You can rent traditional Chinese costumes
- Originally, the site was intended to be built as a mosque, not a temple.

Within the Sam Poo Kong temple grounds, we can also find a variety of amulets said to bring wealth, love, good fortune, protection against bad luck, and many other blessings.

After experiencing the architectural beauty and cultural richness of Sam Poo Kong Temple, our journey continues to explore more of Central Java's historical and cultural heritage.

It's time to visit our final destination, the Central Java Provincial State Museum, namely the Ronggowarsito Museum.

To get thre, we have to walk back to the Simongan B bus stop where we got off earlier. From there, we take the BRT heading towards Ngaliyan. After a few stops, we get off at the SMA Kesatrian 1 bus stop. From here, it's only about a 6-minute walk to the museum.

Visitor Information:
- Entry Fees: Students IDR 1,000 | General public: IDR 3,000
- Payment: cash, QRIS, and e-money

Tips: Have money or a card ready to pay for the ticket before entering the bus.

The Ronggowarsito Museum is one of the most comprehensive museums in Central Java, home to a wide range of valuable collections spread across several exhibition halls. With its rich displays, the museum offers us a deep insight into the cultural and historical heritage of the region.

The museum has two floors. In the first room, we can watch a video about Raden Ngabehi Ronggowarsito, the literary expert after whom the museum is named. The first floor mainly showcases Indonesia's history, with exhibits ranging from geological and archaeological collections to prehistoric discoveries and artifacts from the Hindu-Buddhist kingdoms.

Ronggowarsito Museum Information:

- Entry Fees: Children IDR 6,000 | Adults IDR 10,000 | Foreign tourists IDR 15,000.
- Opening Hours: Monday - Thursday 8:00 AM - 3:00 PM | Friday - Sunday 8:00 AM - 2:00 PM

As we move into the next room, we step into a cave-like space that leads to the prehistoric collection. This section showcases ancient human fossils and artifacts discovered in Central Java. The highlight is the collection of fossils from Sangiran, one of the world's most important sites of early human civilization. We can also see artifacts found at the site, including stone tools and early forms of jewelry.

The museum has a historical collection showcasing the development of Javanese kingdoms, including fascinating exhibits such as statues and temples from the Buddhist and Hindu eras. It also features dioramas depicting important events in Central Java's history, including Dr. Kariadi being shot by the Japanese Army, the Battle of Ambarawa, the Five Days Battle in Semarang, and General Soedirman's Guerrilla War.

The museum also features an ethnographic collection that illustrates the daily life of Central Javanese people. Visitors can see traditional houses, clothing, wedding attire, and Gambang Semarang musical instruments, offering a rich insight into the region's cultural heritage.

In the final room, we can explore a variety of ethnographic collections. There are traditional clothes, gamelan instruments, weapons, ceramics, and works of fine art, all arranged neatly so we can appreciate them easily.

One room is dedicated entirely to batik from different parts of Central Java. Each piece tells a story through

	its unique patterns, showing the skill and care that went into making it, as well as the deep cultural meanings behind every design. As our visit to the Ronggowarsito Museum comes to an end, we reflect on the journey through Semarang's rich history and culture. We hope our time exploring the city leaves us with wonderful memories that will stay with us long after we leave.
Chapter Three (Culinary & Souvenirs)	Culinary Destinations and Souvenirs Around Semarang Culinary and Souvenir Mandala Bhakti Museum: - Food and Beverage: Within the Mandala Bhakti Museum area, you can find a variety of fast food options. There are also several cafes nearby for relaxing. - Souvenirs: You can find souvenirs inside the Mandala Bhakti Museum area near the exit or at the souvenir center on Jalan Pandanaran. Lawang Sewu: - Food/Beverage: While there aren't many dining options directly across from Lawang Sewu, most of the recommended eateries are located towards Simpang Lima. - Souvenirs: You can find souvenir shops within the Lawang Sewu area itself, so you don't have to look far. Sam Poo Kong: Food/Souvenirs: - Lunpia Pandanaran: Enjoy Semarang's legendary spring rolls. - Bandeng Juana Lampu Merah: Besides milkfish, this place also serves complete dishes such as Cakwe (fried dough), spring rolls, and Kopyok noodles. - Soto Pamurasih: A refreshing soto to warm your stomach. Museum Ranggawarsita: Food/Beverage: - Pamularsi (Bandeng Juana): Enjoy the famous presto milkfish dish. - Soto Semarang: Taste Semarang's signature soto. - Nasi Gandul: A rice dish with savory broth and meat. - Tahu Gimbal: A must-try Semarang specialty. - Kawuman Mosque (Evening): Discover a variety of interesting street food in this area in the afternoon.

	• Bakmi Serangakai: A choice for those who love ramen or noodles.
	Souvenirs
	• Lunpia Pandanaran: Just like at Sam Poo Kong, lunpia can be a favorite souvenir.
	• Although Pasar Semawis is a bit far away, it's known as a popular street food and souvenir center if you have more time.
Chapter Four (Hotel)	Hotels Near Semarang Tourist Destinations
	After exploring, you can stay at the best hotels in Semarang to pamper yourself with the beauty of Semarang City.
	1. Lawang Sewu & Mandala Bhakti Museum:
	Quest Prime Pemuda
	• Address: Jl. Pemuda No. 169, Sekayu, Central Semarang District, Semarang City, Central Java.
	Distance and Travel Time:
	From Lawang Sewu:
	• 80 meters, 1 minute on foot
	• 1.9 km, 4 minutes by car
	PO Hotel Semarang
	• Address: Jl. Pemuda No. 118, Sekayu, Central Semarang District, Semarang City
	• Distance and Travel Time:
	BLocated 140 m from Lawang Sewu, the journey takes:
	• 2 minutes on foot
	• 1 minute by car
	• 1 minute by public transportation
	2. Sam Poo Kong:
	S101 Hotel
	• Address: Jl. Pandanaran No. 18, Pekunden, Central Semarang District, Semarang City
	• Distance and Travel Time:
	400 m from Sam Poo Kong with travel time:
	• 5 minutes on foot
	• 1 minute by car
	• 5 minutes by public transportation
	3. Ranggawarsita Museum:
	Azana Hotel Semarang
	• Address: Jl. Jenderal Sudirman No. 386, Gisikdrono, West Semarang District, Semarang City.
	• Distance and Travel Time:
	2290 m from Ronggowarsito Museum and travel time:

	• 4 minutes by car • 4 minutes on foot and by public transportation
Chapter Five (Practical Tips)	Travel Tips & Tricks To ensure your adventure in Semarang runs smoothly, safely, and enjoyably, check out these handy tips and tricks: • Clothing & Weather Semarang has a tropical climate that tends to be hot and humid. Wear light, breathable, and comfortable clothing. Don't forget to bring a hat, sunglasses, and sunscreen to protect your skin from sunburn, especially when exploring open areas like Kota Lama or Sam Poo Kong. If visiting during the rainy season (around October to April), pack an umbrella or small raincoat. • Efficient Transportation Trans Semarang: This is the most efficient and affordable public transportation option. Its routes are quite extensive and cover many tourist areas. You can buy tickets directly at the bus stop or use a rechargeable electronic card. Online Transportation Apps (Gojek/Grab): Using BRT transportation is already quite convenient, but for even more convenience and flexibility, especially if traveling in a group or carrying a lot of luggage, apps like Gojek or Grab are very accessible and popular throughout Semarang. • Money & Payments The currency used is the Indonesian Rupiah (IDR). ATMs are readily available throughout the city. While some establishments accept cashless payments, prepare small cash for transactions at small food stalls, street vendors, or traditional markets. • Local Etiquette & Culture: • Dress: When visiting places of worship such as Chinese temples or mosques, wear modest clothing (covering your shoulders and knees) as a sign of respect. • Greetings: Semarang residents are known for their friendly nature. A smile and a greeting are welcome. To "Excuse me," you can say "Nuwun sewu." To "Thank you," you can use "Matur nuwun." This will be greatly appreciated and will make your interactions more pleasant. • Bargaining: In traditional markets, haggling over prices is commonplace. Try to bargain politely and with a smile.

	• Health & Hygiene Always wash your hands before eating. If you have allergies or certain health conditions, bring your personal medications. Bottled water is easily available everywhere. By preparing yourself with these tips, you'll be ready to enjoy every moment of your adventure in Semarang without worry!
Chapter Six (Emergency Contact)	Important Emergency Contacts For your safety and comfort during your adventures in Semarang, it's crucial to have this emergency contact list. Keep it somewhere easily accessible, either on your phone or printed out. Police: 110 *Call this number to report a crime, lost property, or need security assistance. Ambulance/Hospital: 118 or 119 *Use this number for medical emergencies requiring an ambulance. Fire Department: 113 *In case of fire or other emergency situation involving flames, immediately call the fire department. Additional Tips: Keep Copies of Important Documents Always carry copies of your passport, visa (if applicable), airline tickets, and other IDs in a separate place from your original documents. Also, keep digital copies in the cloud or in your email. Travel Insurance Consider getting travel insurance that covers health and other unforeseen incidents. Have a safe and smooth trip to Semarang!

The researchers also prepared a short description for the back of the book. This section works as a content summary by showing the four main destinations and the Trans Semarang Corridor V guide (see Table 4.3). The goal is to get the attention of potential readers by highlighting the unique interactive media and the benefits of cost-effective travel. Because of this, the short description becomes an effective promotion tool before the reader decides to open and use the guidebook.

Table 4. 3 Synopsis Script for the Back Cover

Synopsis Script
This interactive guidebook will be your exciting companion on your adventures to four iconic historical destinations: Sam Poo Kong, Lawang Sewu, Mandala Bhakti Museum, and Ranggawarsita Museum! With its pop-up design, you'll feel like you're right there, experiencing the stories behind them firsthand. All the information is accurate and easy to understand, making it a comfortable read. This book includes a guide to using the Trans Semarang and a QR code you can scan directly. It includes Trans Semarang information, detailed tourist attractions, and even the location of favorite hotels. In short, this book will make exploring Semarang's rich culture even more exciting and easy.

3. Design Process

At this stage, the first testing phase (see Figure 4.5) is carried out on the interactive media design that will be included in the guidebook. This stage not only examines the visual aspect and how the interactive media works, but also ensures the content so that the information can be delivered more effectively. Additionally, the researcher works with a supervisor to ensure that the interactive media design is appropriate, easy to use, and in line with the goals of the guidebook.
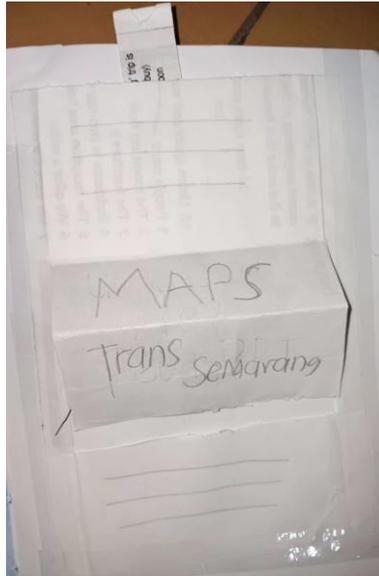
Figure 4. 5 Interactive media trial

After the interactive media trial phase, the next step is to design a preliminary draft as a reference for developing the interactive guidebook. This phase aims to obtain an initial overview of the expected product, namely an interactive, informative, unique, and visually appealing guidebook. The preliminary design is prepared using the Canva platform, which provides a variety of design components that allow writers to combine visual elements in a more structured manner.
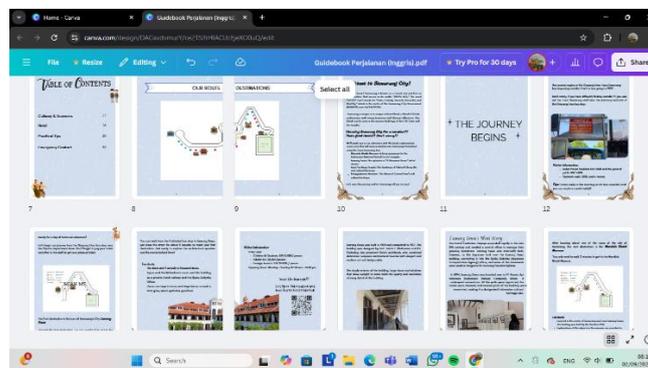
Figure 4. 6 Raw design using Canva

In accordance with the initial concept established by the researchers, the color selection for the book cover was designed with reference to the visual identity of Trans Semarang. The colors used are a combination of three main colors, namely red (#c1121f), dark blue (#003366), and white (#f8f5f5), which symbolically represent the characteristics of Trans Semarang buses. There are four types of fonts used to suit the function and context of the text, namely Charm for the book cover, Merriweather and Joshico for the subtitles, Raleway for additional

subheadings, and Glacial Indifference for the page content. These fonts were chosen to present a consistent, aesthetic look and to support the readability of the book's content.

4.1.4 Design Validation

After the guidebook design stage is complete, the next stage is design validation, which has been validated by a supervisor or professional expert, Naila Rohmah, S.Pd., M.Li. experienced in English and tourism promotion on August 7th, 2025. At this design validation stage, the supervisor fills out a validation form to ensure the suitability of the product that has been completed at the design stage. This validation form contains criticism and suggestions provided by the supervisor regarding the suitability of the product. Figure 4.5 shows the validation form that has been filled out by the supervisor.

Figure 4. 7 Validation form

To validate the interactive guidebook, the researcher divided the validation form into two categories, namely material validation and media validation. Material validation focused on the content of the book, particularly the accuracy, clarity, and relevance of the information presented. Meanwhile, media validation focuses on the interactive aspects included in the guidebook, such as the use of pop-ups, pull tabs, and peek-a-boo. This division is intended to make the validation process more focused and comprehensive, so that the quality of the product can be assessed both in terms of content and the interactive media aspects that are the main characteristics of this guidebook

Figure 4. 8 Form of Validation Material

Figure 4. 9 Form of Validation Media

Through this validation process, the supervisor provided a number of critiques and suggestions related to aspects of the book cover, interactive media such as pop-ups, pull tabs, and peek-a-boo, as well as the material compiled by the researcher. This input became an important basis for improving the product, so that the interactive guidebook could be more feasible, attractive, and in line with the expected objectives.

There are three main points of criticism and suggestions provided by the supervisor. First, the supervisor provided input to strengthen the interactive media contained in the product

so that the pop-up quality is stronger and neater, which will provide a more enjoyable experience for readers and strengthen the image of the tourist destinations featured in it.

Second, the supervisor suggested that the guidebook cover use a hard cover, because interactive guidebooks are physical products that will be frequently opened, held, and used by readers. Third, the supervisor provided criticism and suggestions regarding spelling errors still found in the guidebook content. Accuracy in writing is very important because guidebooks are usually used as a medium of information about tourist destinations. With correct spelling, readers can have more confidence in the content and messages conveyed.

With these three criticisms and suggestions, the design validation stage serves as an important step in improving product quality. The criticisms and suggestions provided are not weaknesses, but rather opportunities for improvement so that the interactive guidebook is truly usable and can leave a positive impression on readers. Through these improvements, the guidebook is expected to help introduce tourism potential more effectively.

The design validation stage not only serves to assess the feasibility of the product, but also provides the right direction for improving the interactive guidebook. Therefore, after validation is complete, the next stage is design revision. This revision includes adjustments to the aspects that have been criticized, namely strengthening interactive media, using hard covers, and improving spelling. The revision process is considered an important step, as this is where the product is truly polished to have better visual, functional, and informative qualities, as well as being able to optimally present the promotional value of tourism using Trans Semarang.

4.1.5 Design Revision

The design validation stage not only serves to assess the feasibility of the product, but also provides the right direction for improving the interactive guidebook. Therefore, after validation is complete, the next stage is design revision. This revision includes adjustments to the aspects that have been criticized, namely strengthening interactive media, using hard covers, and improving spelling. The revision process is considered an important step, as this is where the product is truly polished to have better visual, functional, and informative qualities, as well as being able to optimally present the promotional value of tourism using Trans Semarang.

1. Strengthening interactive media

One of the criticisms and suggestions given by the supervisor regarding the interactive media in the guidebook, particularly the pull-tab section, is that stronger glue should be used on the photos attached to the pull-tab paper. Figure 4.10 shows a photo that is not firmly attached to the pull-tab paper, while Figure 4.11 shows the revised interactive pull-tab media,

where the photo and pull-tab paper are more firmly attached. The reinforcement of the interactive media in the guidebook makes it more durable while remaining visually appealing, thereby enhancing the reader's experience.
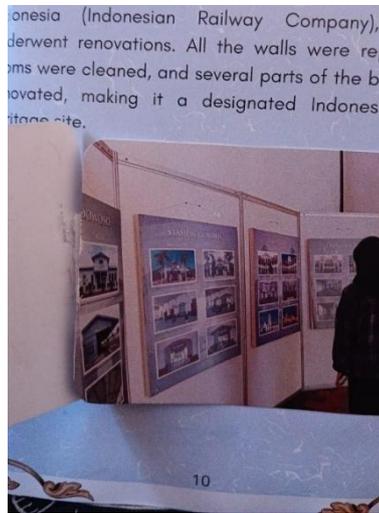

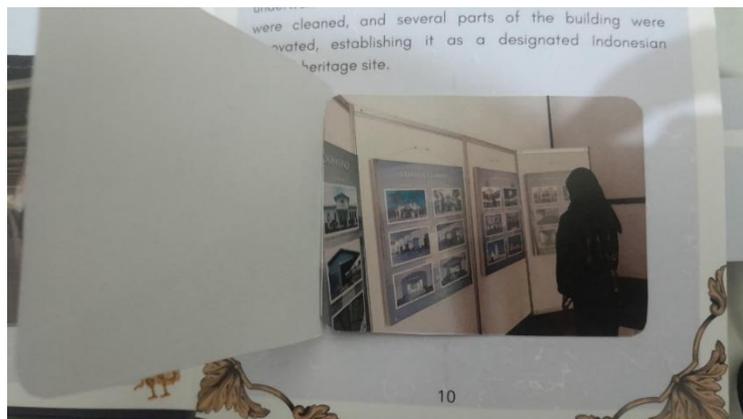Figure 4. 10 Pull tab before revision

Figure 4. 11 Pull tab after revision

2. Use of hard cover on book covers

Other criticisms and suggestions were related to the guidebook cover. It was suggested that the guidebook be more sturdy and give a more attractive impression. These changes were then implemented during the design revision stage. Figure 4.12 shows the initial cover using a soft cover, and the revised version can be seen in Figure 4.13. With these improvements, the interactive guidebook is expected to be more durable, especially since the product will be used frequently and opened and closed by readers.
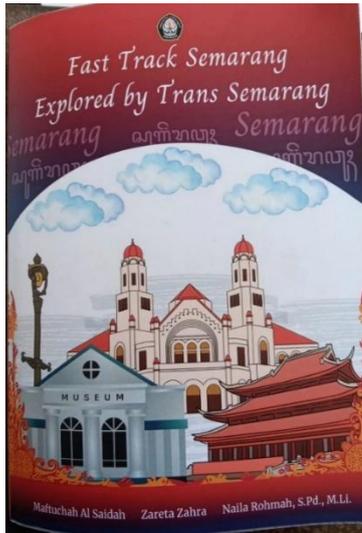
Figure 4. 13 Guidebook with soft cover
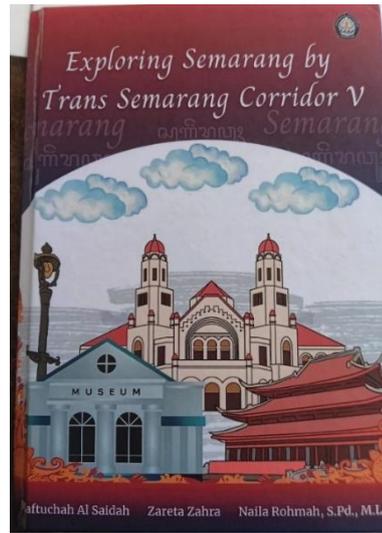
Figure 4. 12 Guidebook with hard cover

3. Spelling corrections

The final criticism and suggestion given by the supervisor was the need to improve the spelling in the guidebook. Spelling corrections are considered important because the guidebook serves as a promotional medium for tourism that will be read. Therefore, spelling corrections are one way to improve the quality of the guidebook.

More specifically, the supervisor found two spelling errors that needed to be revised. First, on the Lawang Sewu page, there was an error in the spelling of the word "reservasition" (see Figure 4.15). The word was still spelled incorrectly and needed to be corrected to the correct form, "reservation" (see Figure 4.16).
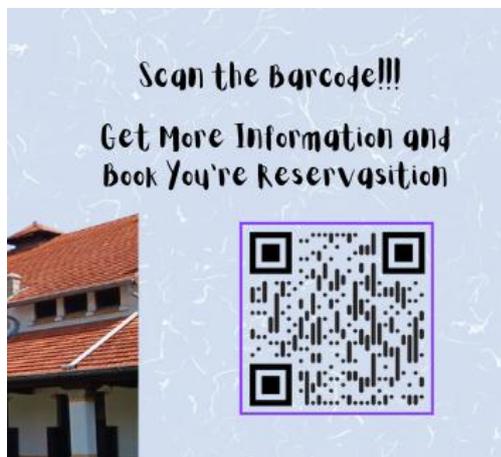
Figure 4. 15 Before spelling correction
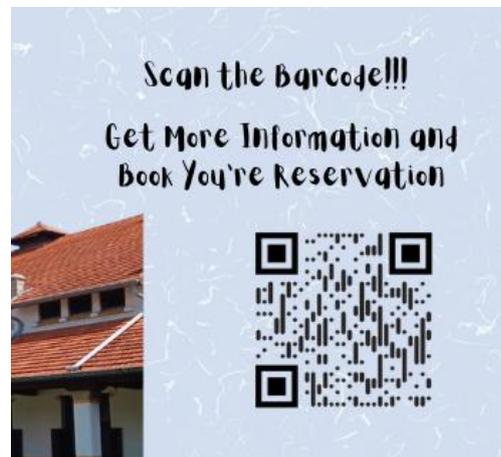
Figure 4. 14 After spelling correction

Second, an error was found in the writing of travel note (see Figure 4.16) used in the guidebook content. The supervisor emphasized that the correct term should be written in the plural form, namely travel notes (see Figure 4.17). This is important so that the use of terms is more in line with the general context and linguistic standards.
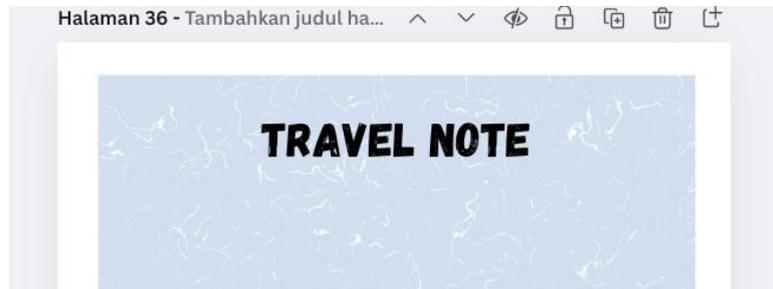

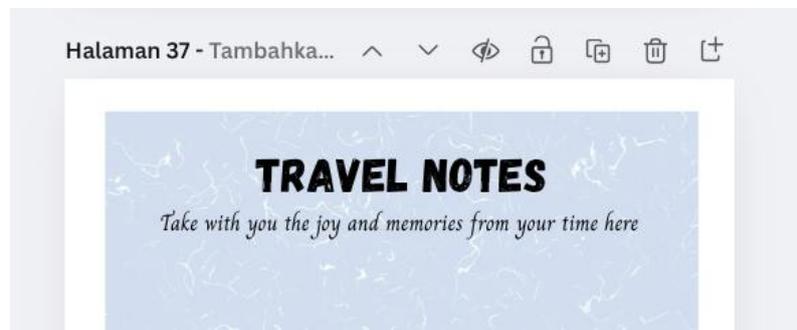Figure 4. 16 Before spelling coreection "Travel Note"

Figure 4. 17 After spelling correction "Travel Notes"

4. Sentence simplification

During the product revision stage, a sentence in the product was found to be too long and ineffective for reading (see Figure 4.18). This issue became a critical note from the supervisor during the design validation process.Therefore, the sentence was revised to be shorter and better organized to increase reading comprehension. The comparison of the revised sentence is then presented for review (see Figure 4.19).
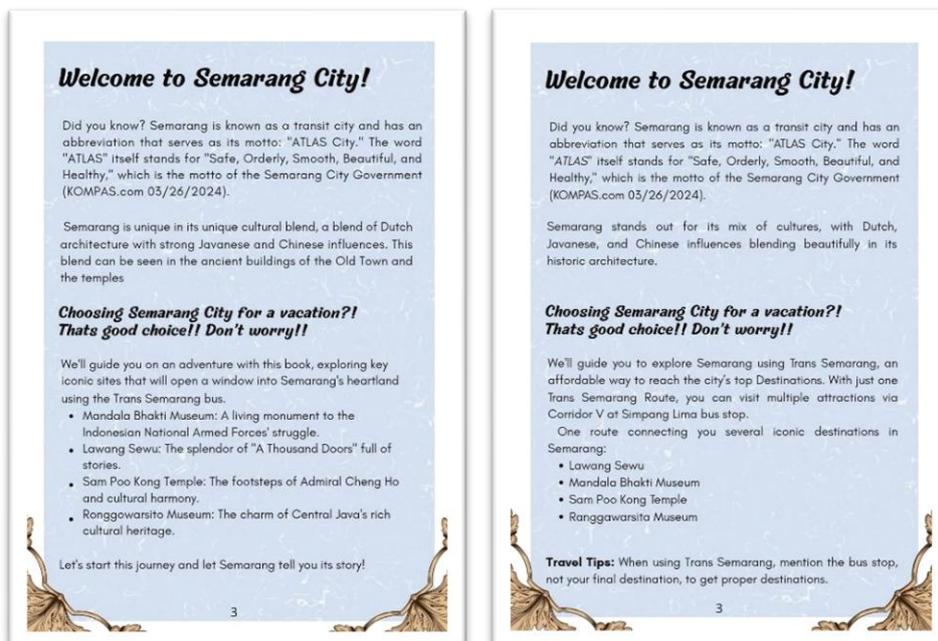
Figure 4. 19 Before Sentence
Simplification

Figure 4. 18 After Sentence
Simplification

4.1.6 Product Testing

After the design revision stage is complete, the next step is product testing. This stage aims to obtain direct feedback from readers from August 19th to 24th 2025, so that we can determine the extent to which the guidebook meets its objectives and serves as a useful resource for travelers in Semarang.

Through this product trial, the researchers wanted to get feedback from about 40 respondents. The respondents were strategically selected because they had a background knowledge of English, which was important for checking if the guidebook is useful. The respondents were Applied Foreign Languages students, international students who were fluent in English, and local tourists who could also under standing English. The test looked at several things, such as the content and quality of the information, the design, the interactive media used (pop-up, pull tab, and peek-a-boo), and how easy the guidebook was to use for tourism information.

1. Gender

Based on the results of the questionnaire distributed to 40 respondents, data was obtained on the distribution of respondents by gender. Figure 4.12 shows that there were more female respondents than male respondents, with 57.5% (23 respondents) being female and 42.5% (17 respondents) being male.

Gender
40 jawaban

● Male
● Female

57,5%

42,5%
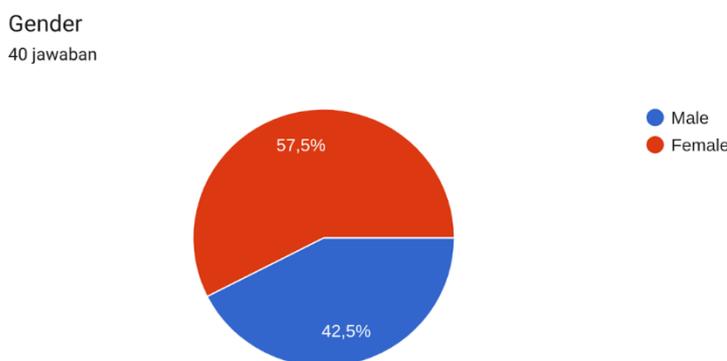
2. Age

Based on the age of the respondents, the majority were in the 17–25 age range with a percentage of 80%, followed by respondents aged 25–35 years at 15%, and respondents over 35 years of age at 5%. This data shows that the respondents were dominated by young people who tend to actively use public transportation and have a high interest in tourism promotion media.

Age
40 jawaban
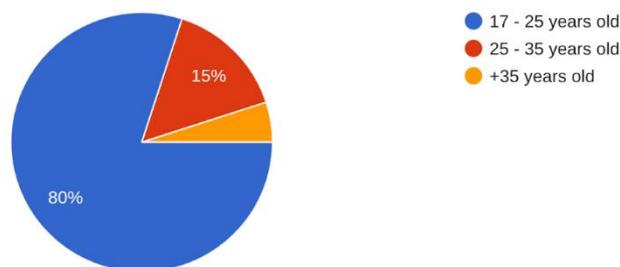
3. Place of Origin

Based on the respondents' origins, the total of 40 individuals interviewed comprised Applied Foreign Languages students, local tourists, and several international students from Diponegoro University and Semarang University. Out of the total, 37 individuals (92.5%) were local tourists originating from various regions across Indonesia, while 3 individuals (7.5%) were categorized as foreign tourists (1 respondent from the Philippines and 2 respondents from Pakistan). The distribution of local respondents was highly diverse and included large groups from Padang, Tangerang, Depok, Bogor, and Solo (10 individuals each), as well as significant numbers from Bekasi, Surabaya, and Magelang (9 individuals each), Semarang (6 individuals), and Jakarta (4 individuals). Smaller groups (6 individuals total) were also represented from Cirebon, Purwakarta, Sragen, Grogot, Karanganyar, and Madiun.

Place of Origin
40 jawaban

4. Have you ever felt confused when looking for information about interesting tourist attractions in Semarang?

The majority of respondents (75%) agreed that they had felt confused when searching for information about tourist destinations in Semarang. A small proportion of respondents (12.5%) strongly agreed with this statement, indicating that difficulty accessing information was a real experience for most users. Meanwhile, another 12.5% of respondents disagreed, indicating that this group found it fairly easy to find the information they needed.

Have you ever felt confused when looking for information about interesting tourist attractions in Semarang?
40 jawaban
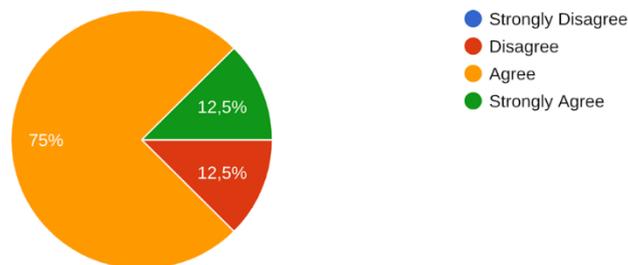
5. Do you often use Trans Semarang?

A total of 52.5% of respondents agreed and 22.5% strongly agreed, meaning that 75% of respondents indicated that they use this form of public transportation. Meanwhile, 17.5% of respondents disagreed and 7.5% strongly disagreed, meaning that only a small percentage rarely or never use Trans Semarang.

Do you often use Trans Semarang?
40 jawaban

- Strongly Disagree
- Disagree
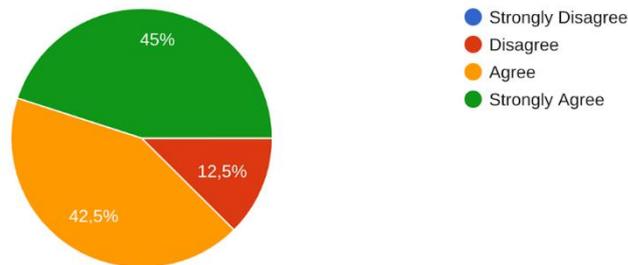- Agree
- Strongly Agree

22,5%
52,5%
7,5%
17,5%
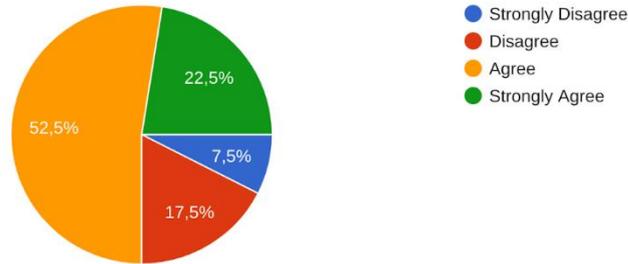
6. Are you interested in exploring historical and cultural attractions while traveling?

Most respondents expressed interest in historical and cultural destinations when traveling, with 42.5% agreeing and 45% strongly agreeing, while only 12.5% disagreed.

Are you interested in exploring historical and cultural attractions while traveling?
40 jawaban

- Strongly Disagree
- Disagree
- Agree
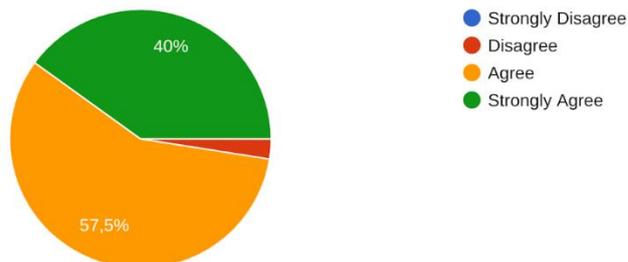- Strongly Agree

45%
12,5%
42,5%

7. Is the information presented in this guidebook accurate and reliable?

A total of 57.5% agreed that the information in the guidebook was accurate and reliable, 40% strongly agreed, while 2.5% disagreed, and no one strongly disagreed.

**Is the information presented in this guidebook accurate and reliable?**
40 jawaban

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

40%
57,5%

8. Is the guidebook easy to understand and clear?

The results of the questionnaire section "Is the guidebook easy to understand and clear?" showed that 60% agreed that the guidebook was easy to understand and clear, 37.5% strongly agreed, 2.5% disagreed, and no one strongly disagreed.

Is the guidebook easy to understand and clear?
40 jawaban
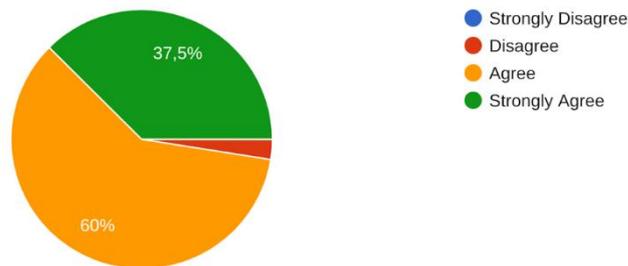
9. Are the color choices in this guidebook comfortable and pleasing to the eye?

Of the 40 respondents, 62.5% (25 respondents) agreed that the color choices in the guidebook were comfortable and pleasing to the eye, 35% (14 respondents) strongly agreed, while 2.5% (1 respondent) disagreed, and none strongly disagreed.

Are the color choices in this guidebook comfortable and pleasing to the eye?
40 jawaban
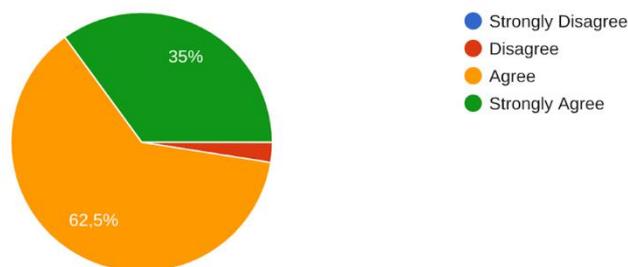
10. Is the type and size of the font in this manual easy to read?

The font size used in the guidebook is clear and easy to read for respondents. This can be seen from the data showing that 65% agree that the font type and size in the manual are easy to read, while 35% strongly agree. No respondents chose to disagree or strongly disagree.

Is the type and size of the font in this manual easy to read?
40 jawaban
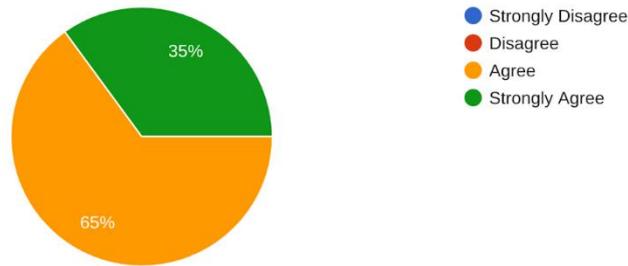
11. Are the pictures and elements in this guidebook properly arranged and organized?

A total of 65% agreed that the images and elements in the guidebook were well organized, while 30% strongly agreed. Only a small percentage disagreed (2.5%) and strongly disagreed (2.5%).

Are the pictures and elements in this guidebook properly arranged and organized?
40 jawaban
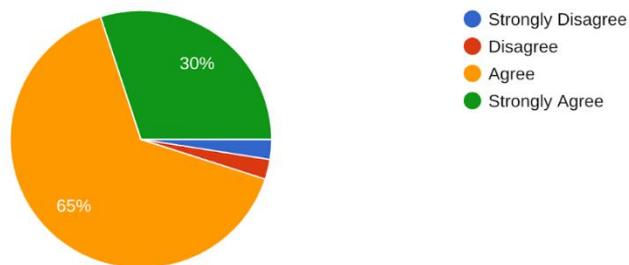
12. Is this interactive travel guidebook interesting?

Of the 40 respondents, 55% agreed that this interactive travel guidebook was interesting, while another 40% strongly agreed. Only 5% of respondents disagreed, and none strongly disagreed.

Is this interactive travel guidebook interesting?
40 jawaban

- Strongly Disagree
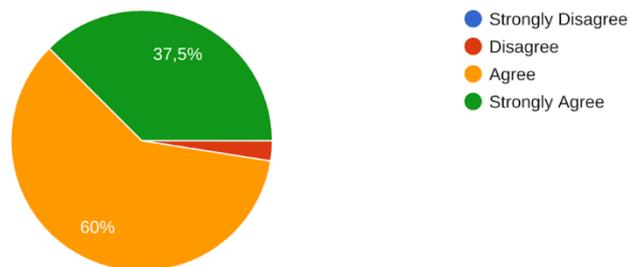- Disagree
- Agree
- Strongly Agree

40%

55%
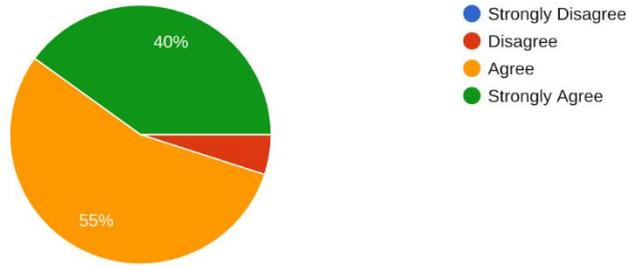
13. Does the interactive travel guidebook increase your interest in visiting the selected tourist destinations?

A total of 60% agreed that interactive travel guidebooks could increase their interest in visiting selected tourist destinations, while 37.5% strongly agreed. Only a small percentage, 2.5%, disagreed.

Does the interactive travel guidebook increase your interest in visiting the selected tourist destinations?
40 jawaban

- Strongly Disagree
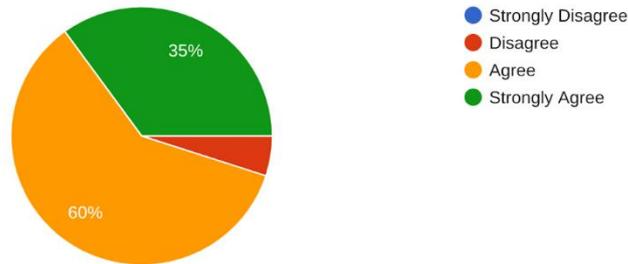- Disagree
- Agree
- Strongly Agree

37,5%

60%

14. Does the selected destinations help you travel more simply?

A total of 60% agreed that their chosen destination helped make their trip easier, while 35% strongly agreed. Only 5% of respondents disagreed, and none strongly disagreed. This shows that destination selection is highly effective in facilitating travel.

Does the selected destinations help you travel more simply?
40 jawaban

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

35%

60%

15. Does the QR code help you in your travels?

A total of 55% of respondents agreed that this interactive guidebook was interesting, and 40% strongly agreed. This means that a total of 95% of respondents found the book interesting. Only 5% of respondents disagreed, and none strongly disagreed.

Does the QR code help you in your travels?
40 jawaban

- Strongly Disagree
- Disagree
- Agree
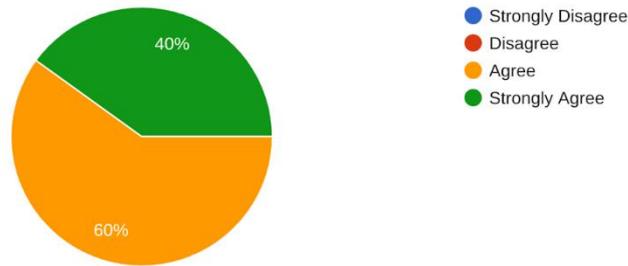- Strongly Agree

42,5%

55%
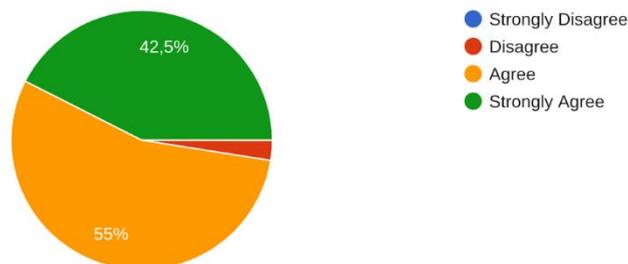
16. Does the information about Trans Semarang routes and access help you with your trip?

Based on the questionnaire results from 40 respondents, 60% agreed that information about Trans Semarang routes and access helped their trip, while 40% strongly agreed. Thus, 100% of respondents felt helped by this information. No respondents chose to disagree or strongly disagree.

Does the information about Trans Semarang routes and access help you with your trip?
40 jawaban

- Strongly Disagree
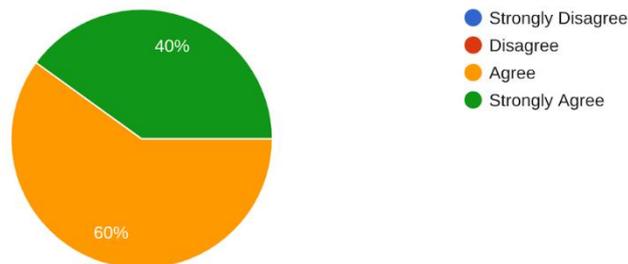- Disagree
- Agree
- Strongly Agree

40%

60%

17. Does the guide in the book make it easier for you to use Trans Semarang?

Based on the questionnaire results from 40 respondents, 60% agreed that information about Trans Semarang routes and access helped their trip, while 40% strongly agreed. Thus, 100% of respondents felt helped by this information. No respondents chose to disagree or strongly disagree.

Does the guide in the book make it easier for you to use Trans Semarang?
40 jawaban

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

40%

60%

18. Would you recommend this interactive guidebook to others who want to travel to Semarang using Trans Semarang?

Based on the results of a questionnaire involving 40 respondents, 50% of respondents agreed and 47.5% strongly agreed to recommend this interactive guidebook to others who want to travel to Semarang using Trans Semarang. Only about 2.5% of respondents disagreed, and no respondents strongly disagreed. These findings indicate that the majority of respondents have a positive perception of the interactive guidebook that has been developed.

Would you recommend this interactive guidebook to others who want to travel to Semarang using Trans Semarang?

40 jawaban

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

47,5%

50%
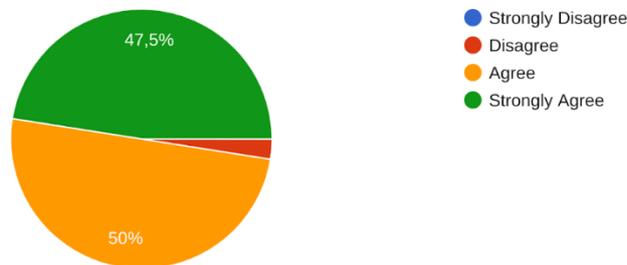
19. Respondents' Criticisms and Suggestions

In this section, respondents were asked to give their opinions about the guidebook and provide suggestions for improvement directly. Most of the suggestions related to Trans Semarang information. Respondents suggested that the guidebook should include an explanation that if users feel confused and ask Trans Semarang staff for help, they should mention the bus stop where they want to get off, rather than directly mentioning the name of the tourist destination. Apart from issues related to Trans Semarang information, respondents also stated that the book was well-made and provided information in a unique way.

4.1.7 Product Revision

At this stage, the researchers made revisions based on the product testing phase. The product testing was conducted via Google Forms and included direct criticism and suggestions from respondents. The first revision made by the researchers was to the color of the book's content pages. Figure 4.15 shows the page design before revision, which uses white (#fffff) on the outer part of the page and blue (#6881a2) in the middle of the page. Meanwhile, Figure 4.16 shows the results of the revision, where the page color has been changed to blue #bfc8d8 on the outer part of the page and white #ffffff in the middle of the page.
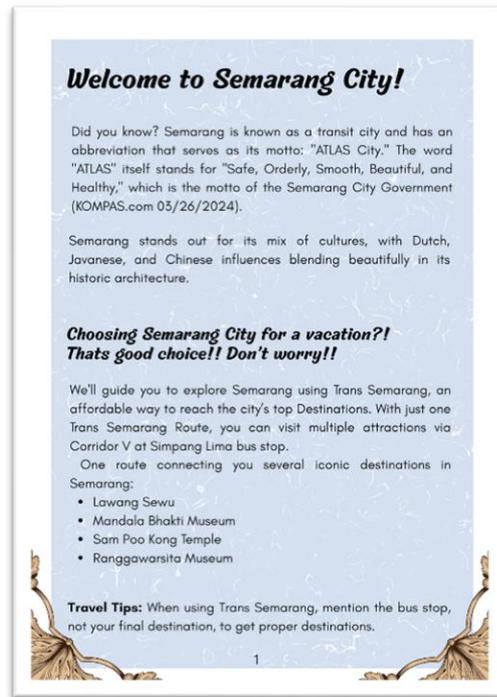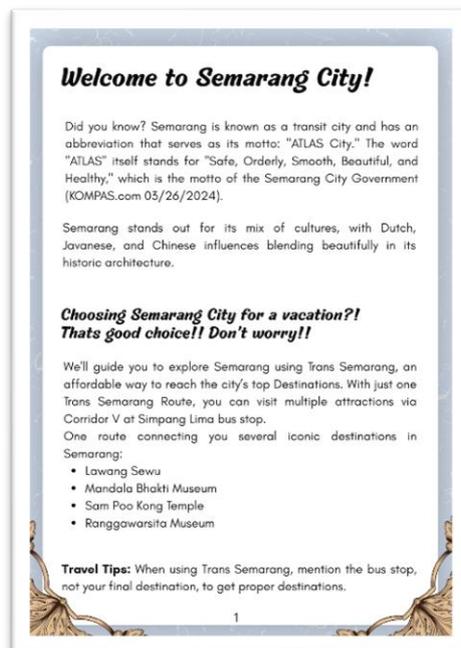
Figure 4. 20 Book page before revision

Figure 4. 21 Book page after revision

The second revision made by the researchers was to the design elements of the book's content pages. Figure 4.20 shows the elements before revision, namely the use of Gilt Frame 4 and Flowers and Wayang Kulit. Meanwhile, Figure 4.21 shows the results of the revision, where the book page elements were standardized by only using Gilt Frame 4 and Flowers. This

change was made to maintain the consistency of visual elements throughout the book's content pages.

Figure 4. 22 Befrore the elements are modified

Figure 4. 24 After the elements are modified

4.1.8 Final Product

After going through several stages of revision in design, interactive media, and content, the interactive guidebook Exploring Semarang by Trans Semarang Corridor V was finalized using a Doff Hardcover (see Figure 4.22) and printed on 190-gram Art Paper in A5 size (see Figure 4.23). With these revisions, the guidebook has become more informative and visually attractive.
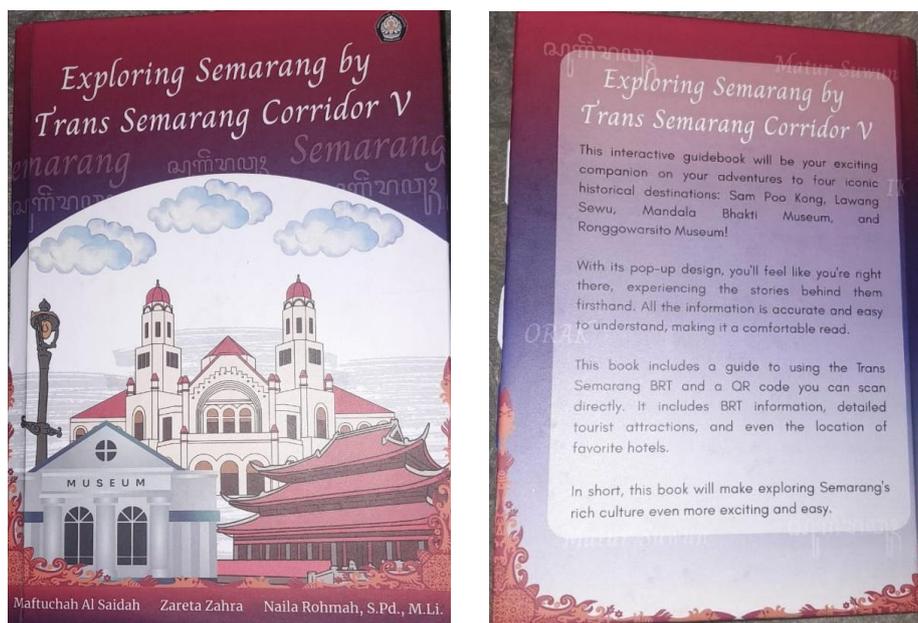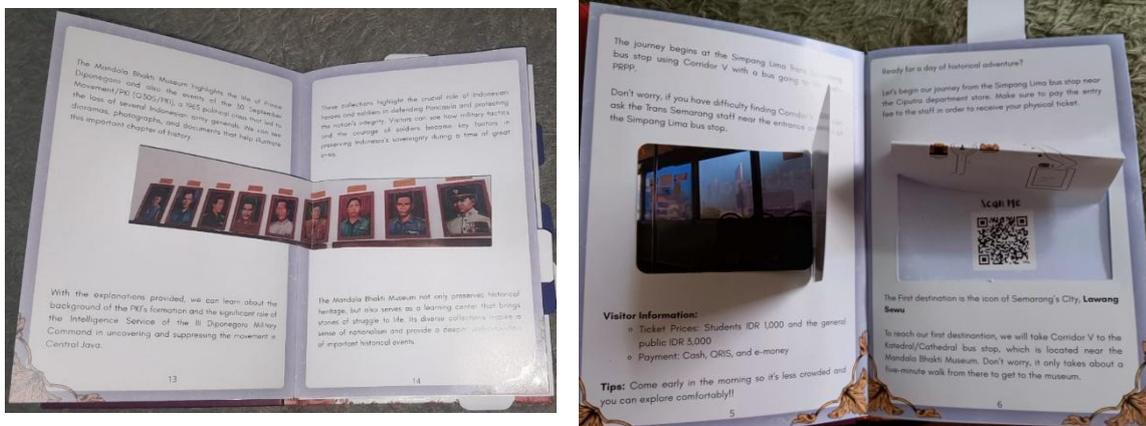

Figure 4. 25 Doff hardcover

Figure 4. 26 A5-sized Art Paper

4.2 Discussion

This discussion analyzes the findings from the research and development process for the interactive travel guidebook, "Exploring Semarang by Trans Semarang Corridor V." The aim is to evaluate the product's effectiveness as a promotional tool and a practical guide for tourists. The discussion will cover the product's appeal, its impact on user behavior, and its potential to address the information gap regarding public transportation for tourism in Semarang.

4.2.1 Addressing the Research Gap and Target Audience Needs

As highlighted in the literature review, previous studies have focused on the quality of Trans Semarang services and the use of interactive media for tourism promotion. However, no prior research has integrated these two elements into a single, physical product. This study successfully fills that gap by developing a unique interactive travel guidebook that specifically focuses on using Trans Semarang Corridor V to explore historical and cultural destinations. The product addresses a clear problem identified during the data collection phase: despite the high number of tourists and the availability of affordable public transportation, many visitors are unaware of how to effectively use the Trans Semarang system for sightseeing.

The product's core strength lies in its interactive design. The use of pop-up, pull-tab, and peek-a-boo features was well-received by respondents, with 95% finding the guidebook interesting. This confirms the findings of Wulansari (2023) and Kasemsarn (2022) that interactive media is an effective tool for tourism promotion, especially for engaging younger audiences. The 3D visualizations of iconic buildings (pop-ups) and the hidden object features

that reveal QR codes were particularly successful. The QR codes, which link to digital resources like Google Maps, bridge the gap between the physical book and the digital world, providing a modern and efficient way for tourists to navigate. This mixed-media approach, combining a tangible, engaging book with digital convenience, is a significant factor in the product's appeal and functionality.

The design validation and revision stages were critical in perfecting these interactive elements. The feedback from the supervisor led to improvements in the durability of the pull-tabs and the overall quality of the book, such as using a hardcover. These revisions ensured that the final product was not only visually appealing but also durable enough to withstand frequent use by travelers, thus enhancing the overall user experience.

4.2.2 Impact on Tourist Behavior and Promotion

The results of the product testing strongly suggest that the guidebook has a positive impact on tourist behavior. An overwhelming majority of respondents (97.5%) stated that the interactive guidebook increased their interest in visiting the selected destinations. Furthermore, 100% of respondents found the information on Trans Semarang routes and access helpful, and 95% found that the guidance made it easier for them to use the public transport system. This directly addresses the problem of low utilization of Trans Semarang for tourism and validates the product's primary objective.

The high percentage of respondents (97.5%) who would recommend the guidebook to others indicates its potential as an effective word-of-mouth marketing tool. This suggests that the product isn't just a guide but a promotional medium that can attract more tourists to both the featured destinations and the Trans Semarang system. The positive feedback also implies that this model could be replicated for other public transportation routes and tourist destinations in Semarang or other cities in Indonesia.

4.2.3 Comparison with Previous Studies

The findings of this study are in line with previous research conducted by Wulansari (2023) and Kasemsarn (2022), which emphasized that interactive media is an effective tool for tourism promotion. The positive response from 97.5% of respondents who stated that the guidebook increased their interest in visiting Semarang's destinations supports the idea that interactive elements such as pop-ups and QR codes can significantly enhance tourist engagement.

In addition, this study complements the findings of Septada et al. (2019), who highlighted the lack of optimal use of Trans Semarang as a tourist transportation medium. By integrating

clear route information and guidance into the guidebook, this research offers a practical solution to overcome the accessibility and information gap mentioned in their study.

Thus, this research not only supports but also expands upon previous studies by combining interactive media with public transportation information in a single physical guidebook. This integrated approach had not been explored in earlier research, making this study a unique contribution to the development of tourism promotion media in Semarang.