

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the research and development that has been conducted, it can be concluded that the interactive guidebook titled Exploring Semarang by Trans Semarang Corridor V has been successfully developed as an effective and innovative promotional medium for tourism in Semarang City. The researchers created this product specifically to address a common problem: lots of tourists are clueless about how to use Trans Semarang for an affordable and efficient trip.

The interactive design, with its pop-up, pull-tab, and peek-a-boo elements, was a big hit with tourists, especially the younger crowd. Plus, the researchers added QR codes which make it super easy for people to check for more info or navigate with Google Maps. During the testing, the book proved to be really helpful for tourists planning their trips. Most of the respondents said the info on the Trans Semarang routes was clear and made them feel confident enough to use public transport. This proves that interactive media can be a solid solution for getting tourists interested in exploring historical and cultural spots using the public infrastructure that's already there.

In conclusion, this guidebook functions not only as an informational resource but as a potent promotional instrument, with the ability to influence tourist perceptions and foster a preference for a more authentic and economically viable travel experience in Semarang.

#### **5.2 Suggestion**

Based on the researchers' findings, several suggestions are proposed to enhance the product's future development. First, this physical book should not be the only option. Developing a digital version (e-book) that can be accessed on the official Semarang Tourism Office website would be a game-changer, especially for reaching foreign tourists who rely more on their mobile device.

Second, future research could expand the routes and destinations. A similar guide could be created for other Trans Semarang corridors, like the ones that go to Kota Lama or the culinary areas, giving tourists more choices and making the most of the whole bus network.

In summary, the recommendations point toward a clear path forward. By creating a digital e-book to complement the physical guide and exploring new routes and attractions, the project

can scale its impact and more fully leverage Semarang's public transportation network to attract and assist tourists.