

## CHAPTER IV

### RESULT AND DISCUSSION

This chapter presents the result and discussion of the development process of the bilingual pop-up book “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang”. In this chapter, the researcher focuses on developing Chapter 1 of the book.

#### 4.1 Result

Product development requires a structured research method to ensure the systematic creation and validation of pop-up books. This study adopts a Research and Development (R&D) approach specifically 4D Model by Thiagarajan et al. that consists of four steps, which are define, design, develop, and disseminate.

##### 4.1.1 Define

This stage consisted two steps, which are observation and interview. In this site visit, the researcher found some information about historical building, accommodations, and culinary spots. Moreover, the researcher conducted a face-to-face with semi-structured format interview with also Mr. Rofiq as a represent tour guide and antique seller, on 26 February 2026.



Figure 4. 1 Group Photo with the speaker, Mr. Rofiq

According to Taherdoost (2022), semi-structured interview is an interview format that based on specific themes that has been decided before, and the interviewer is free to add follow-up question for clarification if needed. This type of interview is used because at first, the researcher asked the tour guide about common storytelling practices used during guided tours. The guide then agreed to share historical narratives related to Semarang, leading to interview that has specific theme on the city's historical stories.

During the interview, the discussion developed naturally based on the tour guide's responses and experiences as a tour guide in *Kota Lama* Semarang. The overall result gained from the interviews include the history of Semarang, the pioneers of several industries, influential figures, and traditional Semarang culinary. Here is the result of the interview:

Tabel 4. 1 Interview result with Mr. Rofiq

No	Question	Answer
1.	<i>Faktor apa yang menjadikan Semarang sebagai kota modern pada masa kolonial?</i>	<i>Saya ada pertanyaan, kenapa pelabuhan Semarang disebut Tanjung Mas bukan Tanjung Priok atau Tanjung Perak? Karena besar di tengah-tengah Pulau Jawa paling praktis. Stasiun kereta api kenapa pertama kali dibangun di sini, tengah-tengahnya di sini itu, nah itu banyak hal.  Awalnya gini ya, Semarang dulu pernah menjadi kota paling modern di Indonesia, karena di sini merupakan kota pertama yang dibangun stasiun kereta api di Indonesia. Semarang itu punya trem, jalur kereta api yang menghubungkan antar kecamatan dan itu pertama kali yang ada di Indonesia. Jalur trem penghubung antar kota-kota itu pertama kali ada di Semarang, terus air mineral pertama kali di Indonesia</i>

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*itu ada di Semarang di tahun 1901, kalau Aqua di Indonesia itu kan antara tahun 70-an, tapi awalnya di sini sudah ada pabrik air mineral, letaknya tidak jauh dari kota lama, terakhir dia memproduksi limun dan akhirnya tidak bisa bersaing, karena munculnya Sprite, Coca-Cola.*

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2. *Industri apa saja yang berkembang di Semarang pada masa kolonial?* *Outsourcing pertama kali itu ada di Semarang tahun 1890, penyalur tenaga kerja, kalau kamu sekarang di Semarang pada masa kolonial? trus security dll, itu di Semarang sudah ada dari tahun 1890-an dan itu sudah mengirim ke Amerika, Suriname, itu perjalanan mungkin antara 3-4 bulan.*

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3. *Bagaimana kondisi pusat hiburan di Semarang pada masa kolonial?* *Ada pasar malam terbesar se-Asia tenggara itu pernah diadakan di Semarang, tahun 1914 itu pernah ada pasar malam terbesar se-Asia tenggara, di Semarang, dan tamunya aja orang-orang Afrika, Amerika, Eropa juga datang. Digelar di daerah antara Kariadi sama Simpang Lima di daerah gergaji, itu di sana ada rumahnya Oei Tiong Ham, si raja gula, orang terkaya Se-Asia tenggara asal Semarang, dan itu pasar malamnya diadakan di depan rumahnya 16 hektar dijadikan pasar malam.*

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4. *Bagaimana peran tokoh-tokoh asal Semarang, seperti Oei Tiong Ham, Tasripin, dan Lim* *Ada Oei Tiong Ham orang terkaya Se-Asia Tenggara, antara tahun 1840-an itu sudah ada asuransi milik dia di Semarang, jadi sebenarnya itu adalah bisnis Oei Tiong Ham, menggiurkan dan dia banyak mendapatkan uang di Tasripin, dan Lim situ dan dari situlah Oei Tiong Ham punya bank pribadi. Gedung Bank-nya ada di Hero Cafe tapi*

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*Bwan Tjie pada masa kolonial? sudah tutup sekarang. Namun memang semua asetnya dinasionalisasikan negara setelah Indonesia merdeka, salah satunya ada Gedung yang dibuat oleh Lim Bwan Tjie, Gedung Rajawali itu yang sekarang menjadi milik BUMN.*

*Lalu ada Tasripin orang terkaya di Semarang di era yang sama, dia pikirannya agak nyeleneh, tidak suka orang Belanda dan menghina orang Belanda, uang emas Wilhelmina gambarnya ratu Belanda dijadikan lantai di rumahnya, itu satu-satunya yang pertama kali, padahal yang memberi izin boleh membuat lantai dari emas itu Wilhelmina juga, itu kan keberanian, yang mengasih izin ratunya yang ditempel di lantai ratunya, dan itu tahun 1940-an, kamu tau ga, Tasripin itu saat anaknya lamaran itu tercatat menjadi lamaran paling heboh di Semarang karena dia menyiapkan 70 kereta kuda isinya barang lamaran semua, lalu di tempatnya yang perempuan sudah disiapkan 70 kereta kuda untuk menerima barang lamaran. Itu Semarang sampe ada kemacetan panjang gara-gara arak-arakan itu.*

*Liem Bwan Tjie itu arsitek hebat, ia melihat kearifan lokal yang ada di sini dimasukkan ke dalam gedung, dan itu hal-hal yang gaada di Thomas Karsten sampe anak-anak muridnya itu gaada, konsepnya Liem Bwan Tjie itu luar biasa, contohnya ada di sebelah Soesman*

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kantor itu ada Gedung Rajawali sampai dengan Indonesia merdeka, Liem Bwan Tjie membangun gedung selesai jadi to, setelah itu orang Belanda melihat Liem Bwan Tjie itu hebat. Dia bisa merancang gedung di mana sirkulasi udaranya itu bagus. Dan dia gabutuh cahaya listrik sama sekali. Karena dia memaksimalkan cahaya matahari bisa menerangi ruangan, tidak pakai ac tapi sudah dingin. Ga butuh listrik sama sekali alais ngirit tapi dalam gedungnya terang. Itu konsep pertama kali. Dan yang unik gini kalau orang pakai jasanya Liem Bwan Tjie itu gaboleh cawe-cawe atau ya ikut campur. Orang pasti puas lihat hasil karyanya Liem Bwan Tjie, karya terbaiknya itu ada di Semarang. Pemikirannya 50 tahun lebih maju.

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5. *Perkembangan pers dan hal-hal lain apa saja yang menonjol di Semarang masa kolonial?* Oh iya, di sini ada surat kabar tahun 1800-an, 1860 itu rata-rata masih menggunakan bahasa Belanda, dan koran yang menggunakan bahasa Melayu pertama kali di Indonesia itu ada di kota lama yang sekarang jadi Starbucks. Van Drop percetakan di Indonesia yang kantor pusatnya di Jawa itu ada di Semarang, cabangnya ada di Jakarta (Batavia) dan Surabaya dan itu pertama kali membuat surat kabar berbahasa Melayu, trus di sini ada koran berbahasa Belanda yang memihak kepada orang pribumi di situ ada politik balas budi.
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*Di sini juga telepon pertama kali di Indonesia itu ada di Semarang, kantornya itu belakang kantor pos, ini nyambungnya sama gedung Telkom. Nah baru dihubungkan ke kota-kota baru ditarik kabel ke Surabaya sama Batavia, jadi tahun 20-an itu sudah ditarik kabel sama Singapura lewat bawah laut, kabel pertama kali bawah laut itu sudah ada di Indonesia taun 20-an, hubungannya sama apa? Bisnisnya Oei Tiong Ham, dia nelpon dari Semarang ke Singapura bisa lewat kabel itu. Kalau Surabaya dan Batavia itu karena akhirnya terhubung tapi pusat awalnya itu di sini.*

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- 6.** *Perkembangan apa saja yang terjadi di bidang pendidikan dan sosial Semarang masa kolonial? Sekolah gratis pertama di Indonesia yang masih bertahan sampe sekarang itu kuncup melati sebelah gang lombok. Konsepnya sekolah gratis itu mulai dari seragam, pensil semuanya disediakan sekolah, dan mana ada sekolah yang berdiri di atas tanah yang sewanya gratis, itu tanah milik kelenteng dan disewa sekolah itu gratis, syaratnya satu, selama sekolahnya gratis, sewanya juga gratis. Kan gaada perjanjian sewa tanah seperti itu. Ada cuma di Semarang, kuncup melati.*

*Ada salah satu sarekat yang ditakuti Belanda, namanya sarekat kere, karena sarekat kere itu komunitasnya isinya orang-orang miskin, syaratnyaa satu tidak punya bondo. Kadang ada orang kaya yang mau ikut jadi anggotanya, nah syaratnya satu, mereka*

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*tidak punya hak suara dan anggota sarekat kere itu kompaknya minta ampun, misal hartanya cuma bantal, setiap kali mereka terjerat hukum, orang-orang kaya itu berani membayar pengacara untuk membela sarekat kere tsb. Sarekat kere itu punya lembaga bantuan hukum. Misal anggap aja saya orang kaya, trus saya memperkerjakan orang, trus saya semena-mena ntar gajinya saya kurangi dan lain-lain, itu kalau dia ikut anggota sarekat kere, itu saya bisa digugat ke pengadilan desa, dan yang paling memalukan, begitu ada kasus kaya gitu, seluruh sarekat kere bisa datang di depan rumahnya turu bareng kaya pindang, sama si kaya bilang waduh malu-maluin aja, cuma masalah duit sepele, mereka kumpul bareng di depan rumahnya kaya gelandangan kan malu-maluin, harga diri orang kaya jatuh, dan kumpulan ini paling ditakuti sama Belanda, dan itu tercatat. Itu unik, gapunya apa-apa tapi ditakuti Belanda, sarekat kere. Sarekat kere itu pecahan dari sarekat Islam.*

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7. *Bagaimana Sejarah terbentuknya Kota Lama Semarang? Gini, jadi kota lama ini luasnya 45 hektar dan ini dulu hadiah dari Mataram untuk VOC, jadi dia dikasih tanah ini ya fokusnya di sini, pada saat mulai pergeseran perekonomian mereka berdagang, maka kota ini bergeser. Jadi memang kota lama ini tanah yang diberikan Mataram untuk VOC. Mataram Jogja diberontak sama Trunojoyo dari Madura, saat itu Trunojoyo sudah sampai Kaligawe perbatasan*
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*Semarang, Mataram sudah khawatir, ini kalau Trunojoyo bisa menguasai Semarang, ini bisa jadi basis pertahanan dia, trus kalau ke Jogja gampang, karena dia dari Madura ke Semarang itu jauh maka kalau dia bisa menang, Semarang ke Jogja itu dekat dan itu fatal. Akhirnya Mataram minta bantuan VOC, antara sekitar tahun 1600 an itu akhirnya Mataram menang dengan bantuan VOC. Dan Mataram melihat Semarang itu ga produktif, banyak nyamuk rawa-rawa pengendapan air sungai, maka Mataram memberikan hadiah tanah ini ke VOC. Sedangkan VOC melihat potensi di Semarang struktur geografisnya Belanda sama Semarang itu sama, dia melihat bahwa Semarang bisa dijadikan pelabuhan terbesar karena geografisnya ada dataran rendah, bukit, gunung, gunungnya di Ungaran, Simpang Lima naik dikit sudah bukit-bukit. Nah itu pas, dan bagi VOC sangat cocok.*

*Di kota lama juga ada gedung yang memiliki tangga rahasia, karena Oei Tiong Ham itu kan berbisnis di Semarang tapi dia menjalankan bisnis dari Singapura, nah sementara kalau Belanda nagih pajak, itu karyawan dia bisa melarikan diri, lolos dari pajak tanpa diketahui Belanda, dia sengaja membuat gedung yang di sebelahnya ada gudang kecil itu masuk di dalam kaya ada toilet, orang awam ngiranya itu toilet, tapi dibuka itu ada tangga turun ke bawah,*

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*itu satu-satunya, gedungnya ada di sebelah Soesman kantor, gedung monod. Gedungnya masih ada, masih berfungsi.*

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- 8.** *Makanan apa saja yang menjadi pelopor kuliner Semarang pada masa kolonial? Ya ada, dan kalian ga sangka juga pasti, kulinernya itu soto. Soto itu alkulturasi budaya Tionghoa ke Indonesia yang dulu namanya cauto, lalu menyebar ke seluruh Indonesia. Ini ada tertulis di buku seorang budayawan asal Prancis namanya Denys Lombard, dia mengarang buku berjudul Carrefour Javanais. Trus aku pernah menjadi model video kuliner ini yang membahas Soto yang awalnya akulturasi budaya tionghoa di Semarang. Bayangkan soto Semarang itu ayam, sampe Kudus jadi soto kerbau, di Purwokerto jadi soto sokaraja pakai sambal kacang, Cotto Makasar, di Surabaya pakai koya, coba bayangkan. Itu asalnya dari Semarang. Kata-kata terakhir, kalau mau lihat Indonesia dalam bentuk makanan, lihatlah sotonya.*
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The table 4.1 shows the interview transcript used in this study. The transcript contains raw information obtained from the speaker regarding various aspects of Semarang historical story in the colonial era. After that, the transcripts were then categorized and translated into English in the next stage. Categorizing the transcripts helped organize the raw data into structured content. The translation process was carried out to facilitate the development of the bilingual content in the book.

### 4.1.2 Design

This stage consisted several steps, including categorizing the interview transcripts into the content chapter and outline, creating the page layout, and sketching the over and map illustration.

a. Categorizing the content chapter and outline

In this stage, the researcher categorized the interview results. The categorization process was conducted to identify the key chapter and cultural information related to the story of Semarang in the colonial era. The findings were then organized into content chapters and outline, which served as the foundation for the development of the pop-up book.

Chapter 1: Discovering Semarang in the Colonial Era	Bagian 1: Menelusuri Semarang di Masa Kolonial
a. Semarang: A Modern City in the Colonial Era	a. Semarang: Jejak Kota Modern di Masa Kolonial
b. Influential Figures	b. Tokoh-tokoh berpengaruh
c. Press, Education, and Social Movement	c. Pers, Pendidikan, dan Gerakan Sosial
d. Kota Lama Semarang	d. Kota Lama Semarang
e. Legendary Culinary Heritage	e. Warisan Kuliner yang Melegenda

Figure 4. 2 The title of each sub-chapter

The image above presented the content chapters. There are 5 sub-chapters in the chapter 1. Each sub-chapter represents a specific aspect of Semarang's historical story. The structure of each section is based on key parts of the interviews and adjusted into specific part, to make sure that the book's content is presented systematically and easy for readers to understand.

The next step is to develop the outline of each sub-chapter. The outline was created to organize the information systematically and provide clear structure for the content development. By preparing the outline, the researcher was able to input the interview transcript more efficient.

Tabel 4. 2 The outline of the chapter 1

No	Sub-Chapter	Content Outline
1.	Semarang: A Modern City in the Colonial Era	<ul style="list-style-type: none"> <li>- Tanjung Mas Port</li> <li>- Railway System</li> <li>- Mineral &amp; Lemonade Company</li> <li>- Outsourcing</li> <li>- Biggest Event</li> <li>- Telephone and communication</li> </ul>
	<i>Semarang: Jejak Kota Modern di Masa Kolonial</i>	<ul style="list-style-type: none"> <li>- <i>Pelabuhan Tanjung Mas</i></li> <li>- <i>Stasiun Kereta Api</i></li> <li>- <i>Pabrik Air minum dan limun</i></li> <li>- <i>Outsourcing</i></li> <li>- <i>Acara terbesar</i></li> <li>- <i>Telepon dan komunikasi</i></li> </ul>
2.	Influential Figures <i>(Tokoh-Tokoh Berpengaruh)</i>	<ul style="list-style-type: none"> <li>- Oei Tiong Ham</li> <li>- Tasripin</li> <li>- Lim Bwan Tjie</li> </ul>
3.	Pers, Education, and Social Movement	<ul style="list-style-type: none"> <li>- Press</li> <li>- Free school</li> <li>- Sarekat Kere</li> <li>- Labour movement</li> </ul>
	<i>Pers, Pendidikan, dan Gerakan Sosial</i>	<ul style="list-style-type: none"> <li>- <i>Surat Kabar &amp; Percetakan</i></li> <li>- <i>Sekolah gratis</i></li> <li>- <i>Sarekat Kere</i></li> <li>- <i>Demo buruh</i></li> </ul>
4.	<i>Kota Lama Semarang</i>	<ul style="list-style-type: none"> <li>- The origin story</li> <li>- The function of urban planning</li> </ul>

	- A building that has story
	- <i>Asal-usul</i>
	- <i>Tata kota dan fungsinya</i>
	- <i>Gedung yang punya cerita</i>
5. Legendary Culinary Heritage ( <i>Warisan Kuliner yang Melegenda</i> )	- Soto and the background story - ( <i>Soto dan latar belakangnya</i> )

Table 4.2 shows the content outline for chapter 1. The outline from each subchapter contains specific part that later developed into full paragraph in the next stage. By developing the outline in advance, the researcher was able to make sure that each sub-chapter focused on its theme while maintaining the coherency paragraph throughout the chapter.

b. Creating the layout design

After developing the content chapter and outline, the researcher creates the layout design of the bilingual pop-up book. This stage included selecting typography and arranging the layout of text and images. The researcher used Canva as an application to facilitate the design and development process. Canva was selected because it provides user-friendly design tools and collaborative features that allow multiple team members to work on the same design project. In the typography selection, the researcher selected font to support the design of the layout and help visualize the placement of textual elements of the book.

## Poppins

Figure 4. 3 Font selection for the content

As shown in figure 4.3, Poppins was selected because it provides a light and clean appearance, which helps readers understand the content more easily and supports the content of historical story.

After selecting the font selection, the researcher developed several layouts in chapter 1. The development of the layout is to provide an overview the content placement, so that the text and images were properly organized. These are 3 examples of the layout:

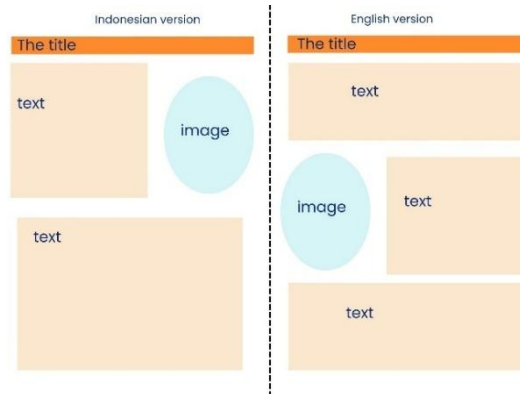


Figure 4. 4 Layout style 1

In the figure 4.4, layout style 1 was designed to accommodate content that contains multiple highlight and paragraphs. The title is placed at the top of the page as an introduction in the content. The illustrations are positioned alongside the text to support readers' understanding between the image and the text.

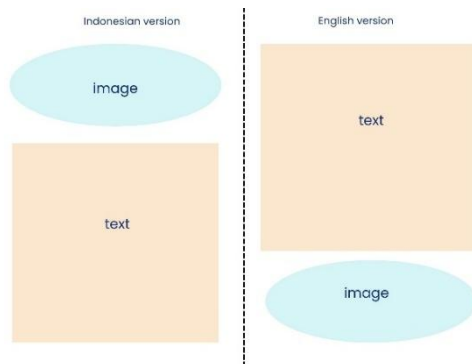


Figure 4. 5 Layout style 2

In the figure 4.5, layout style 2 was designed to provides a horizontal image with detailed elements to attract the reader, while the text is arranged in separate area to providing supporting information. This layout suitable for content that requires large images.

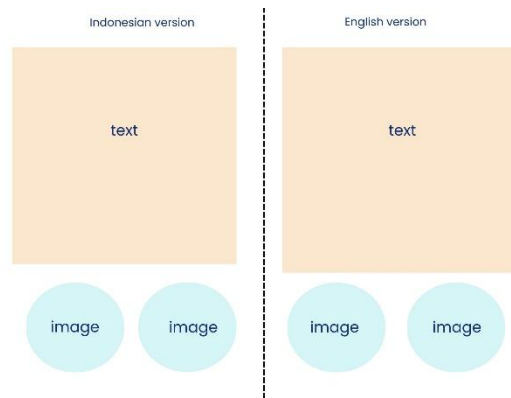


Figure 4. 6 Layout style 3

In the figure 4.6, layout style 3 was designed for content that contains brief information supported by some of images. The text is placed at the top of the page, while the illustrations are arranged in a row at the bottom, so that the readers' focus stays on the content in a linear order.

c. Sketching the cover and map

After the layout designs had been developed, the researcher collaborated with an illustrator to make the cover of the book and the map illustration. The researcher gave the supported images for the illustrator as an inspiration in making the cover and the map.



Figure 4. 7 Map of the *Kota Lama*



Figure 4. 8 Marba building and surroundings

Figure 4.7 and 4.8 shows the supported images provided to the illustrator as visual references during the illustration development process. These references included the map of *Kota Lama* Semarang area and the atmosphere of *Kota Lama* Semarang, specifically the area surrounding Marba building.



Figure 4. 9 Map illustration of *Kota Lama*



Figure 4. 10 Cover book illustration

Figure 4.9 and 4.10 shows the sketches developed for the book cover and map illustration. The map was developed based on the previous supported image. To improve clarity, the illustration includes street names to help the reads identify

the location. For the book cover, the illustration that selected is the atmosphere surrounding Marba Building. This location was selected because it represents one of the historical buildings in *Kota Lama* Semarang, the streetscape surrounding were also help to create a visually appealing covers that engage the readers' attention.

#### **4.1.3 Develop**

In this stage, the researcher started develop the preliminary layout design, started with content development, visual design development, revision, book production, and also the feedback and expert validation.

##### **a. Content Development**

In this stage, the researcher expanded the previously outline points into complete stories that would be used as the content of the book. To support the translation process, the researcher used DeepL as a machine translation to translate the content paragraphs. DeepL was selected because it provides multiple word and phrase alternatives, so that the researcher can choose to the most suitable phrases for the content.

The translation process used a communicative translation to make sure that the contents are easily understand by the readers. The researcher selected words and phrases that are engaging for the readers. Moreover, to improve grammatical accuracy and overall language quality, the researcher used Grammarly as a platform to help reviewed the content paragraphs. In addition, cultural-specific terms without direct English translation were maintained in their original language to keep the cultural value. Here is one of the examples result in the translation in sub-chapter titled *Legendary Culinary Heritage*:

Tabel 4. 3 The example of the translation result

Indonesian Language	English Language
<p><i>Apa yang terlintas di pikiran anda jika mendengar makanan khas Semarang? Kemungkinan banyak dari kalian menjawabnya seperti lumpia, bandeng, atau mochi. Ya, semua itu tidak salah, tapi pernahkah kalian menduga bahwa Semarang merupakan pencetus hidangan Soto loh, menarik bukan?</i></p>	<p>What comes to your mind when you hear about Semarang’s signature dishes? Many of you might guess lumpia, bandeng, or mochi. Yes, those are all correct, but did you ever guess that Semarang is actually the origin of Soto? Isn’t that interesting?</p>
<p><i>Kok Bisa? Nah, cerita ini bermula dari abad ke 16-17. Menurut Denys Lombard, seorang budayawan asal Prancis, di bukunya yang berjudul Carrefour Javanais, dia menulis bahwa cauto merupakan hidangan tionghoa yang ada di daerah Kota Lama Semarang saat menjadi pusat perdagangan di Jawa.</i></p>	<p>How is that possible? Well, this story began in the 16th–17th centuries. Denys Lombard, a French cultural scholar, wrote in his book Carrefour Javanais that <i>caudo</i> was a Chinese dish found in <i>Kota Lama Semarang</i> which at that time was the center of trade in Java.</p>
<p><i>Soto khas Semarang itu terletak di hidangan pendampinya yaitu sate kerang. Sekarang, soto sudah tersebar luas di seluruh Indonesia, merepresentasikan masing-masing daerah.</i></p>	<p>The signature element of Semarang’s soto is the side dish itself, which is clam satay. Nowadays, soto has spread widely throughout Indonesia, representing each region.</p>

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<i>Jadi, kalau ingin lihat Indonesia dalam sebuah makanan, lihatlah sotonya.</i>	So, if you wondering which food best describes Indonesia, the answer is soto.
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The table 4.3 shows an example of the translation results in the sub-chapter titled *Legendary Culinary Heritage*. There are several expressions that selected to create a more engaging interactions with the readers, such as: “How is it possible?” and “Isn’t that interesting?”. These expressions help express the message in a way that is easy to understand.

b. Visual Design Development

In this stage, the researcher start developed the visual design by added the content both in Indonesian and English language, several images and illustration. The researcher started the development of the initial layout by selected color themes and typography for the title page in each sub-chapter. Here is the picture of the selection of fonts and color themes in the initial design:



Figure 4. 11 Initial font and color exploration

The researcher selected Gistesy and Bebas Neue for the font in the title pages. The combination of a handwritten style and sans-serif font was chosen to create a balance between classic and modern style. For the main content, Poppins was used as the font due to its clean appearance. In the term of color selection, Light Cyan was used as the background for the English content, while Light Orange was used as for the Indonesian content. These colors were chosen to help the readers distinguish between the two languages more easily. Additionally,

Light Cyan and Light Orange also gave a calm and visually comfortable reading experience.

After selected the typography and background colors, the researcher developed the initial visual design of the pop-up book. The content both in Indonesia and English was placed into the layouts. Supporting images related to the content were also added. Here is the picture of the initial visual design:

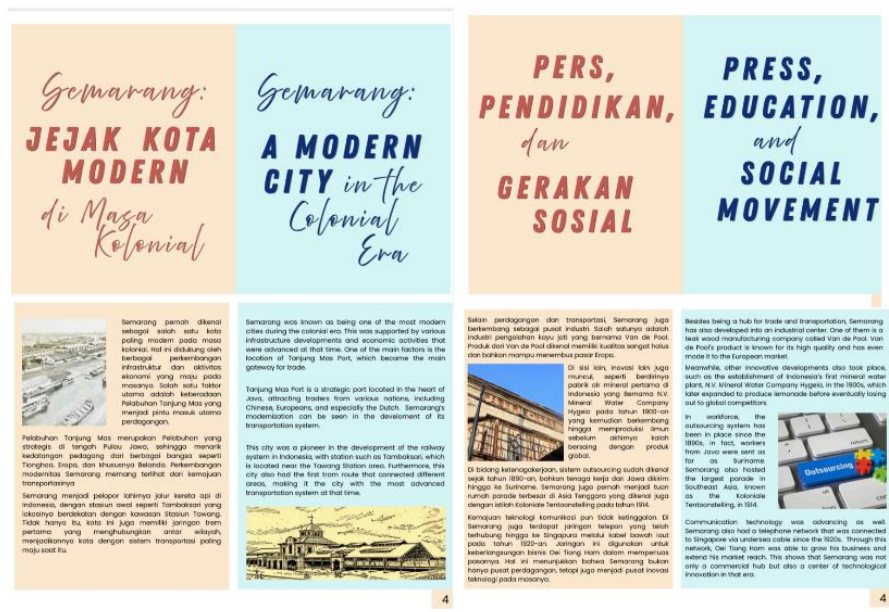


Figure 4. 12 Initial visual design of the layout

As shown in the figure above, the initial design included both the sub-chapter title page and the content pages. The title page is to introduce the topic in each sub-chapter, while following pages presented the content paragraphs. The images included in the layout were still reference photographs to represent the initial visual content. After made the visual initial design, the researcher continued to collaborate with the illustrator to finished the final design of the cover book and the map. The illustrator was responsible for develop the sketches

into full-color illustrations. These are the result of the final cover book, the map, and the element of the map:



Figure 4. 13 Full-colored cover book and map illustration

The figure above shows the full-colored version of the book cover, map, and the elements of the map. The cover illustration shows the atmosphere of *Kota Lama* Semarang, particularly the area surrounding Marba building. A female figure is portrayed from behind, walking toward the historic building. This visual element is representing the idea of exploring *Kota Lama*. Meanwhile, the map

illustration was added with the street names and supporting elements to help added the navigation of the place.

c. Design consultation and revision

After completing the initial design, the researcher consulted with the academic supervisor for feedback and evaluation. Based on the input received, several revisions were made to give a layout that more engaging with magazine styles and replaced the images references with the final image selection. Here is the image of the final version of the visual design:

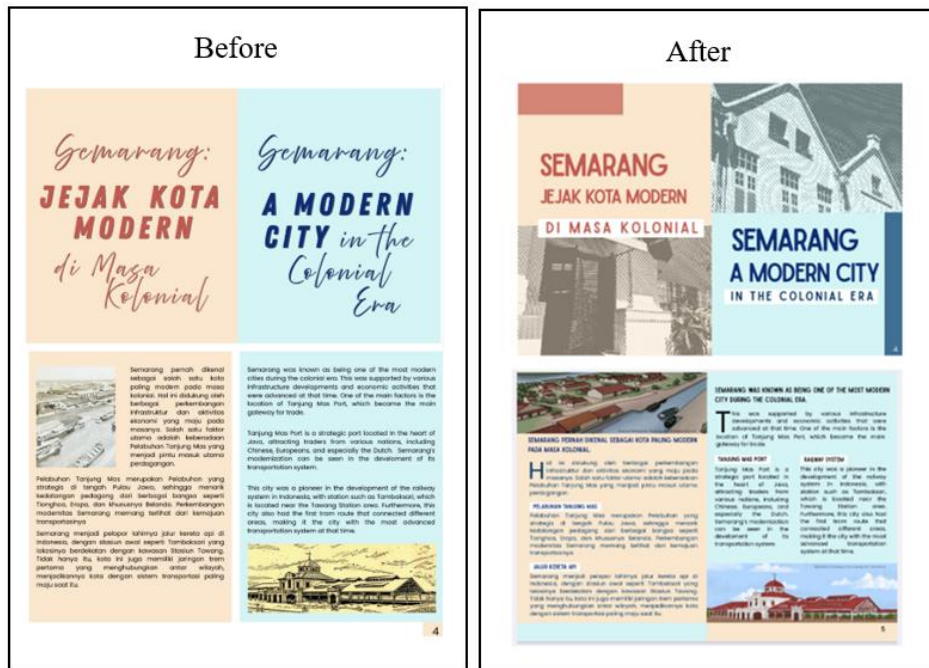


Figure 4. 14 Visual design before and after

As shown in the figure above, the revised design shows a more organized and visually engaging layout compared to the initial version. Additional images were added into the title pages to strengthen the visual identity of each sub-chapter. The content pages were also improved by introducing highlighted text

sections and capitalized initial letters at the beginning of selected paragraphs. These modifications created the content easily readable. In addition, the researcher also modified the typography used in the book. The font selection was reconsidered to achieve a cleaner visual appearance.



Figure 4.15 Final font and color selection

In the figure above, shows the final selection of the font in chapter 1. The combination of classic and modern fonts was replaced with a cleaner font to create a more consistent visual appearance throughout the book. This decision was made because the addition of illustrations had already given visual interest, so that simpler font was more suitable. Meanwhile, Poppins was applied for the body text to maintain consistency and readability across the bilingual content. The background color was also applied with light cyan representing the English content and light orange representing the Indonesian content.

d. Pop-up Book Production

After the completion of the design of the book, the researcher determined the pop-up elements used based on the layout, visual composition, and interactive elements. The researcher then created the dummy version of the pop-up book to test the structure and functionality of the selected techniques.

The pop-up elements that being used in the first chapter are flaps, pull-tab, and the modification of flaps. The 3D effects as a construction method also used in this chapter. Here are some examples of the pop-up elements that being used in the first chapter:

The first element is flap as it shows in the figure 4.16, in this element consists of a movable paper that can be opened to reveal additional information or illustrations. The flap elements used in several images that needed more explanation. This element also used to reveal image below the text.

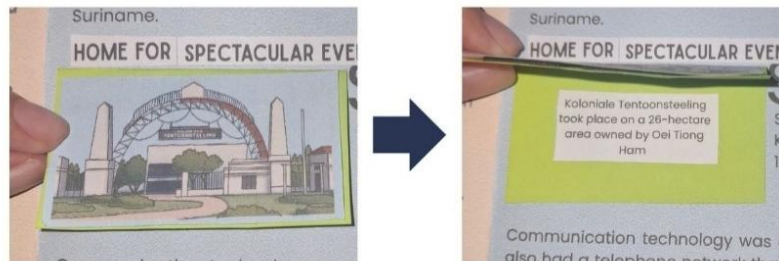


Figure 4. 16 Flap pop-up element

The second element is pull-tab as it shows in the figure 4.17. In pull-tab, the readers can pull and push a paper tab to reveal explanation. In this chapter, the pull-tab element was used to reveal information about the image.

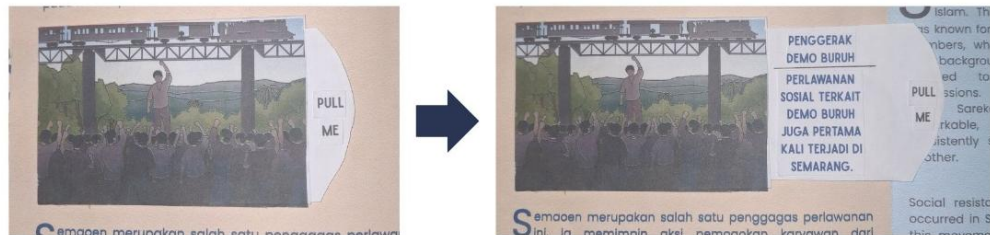


Figure 4. 17 Pull-tab pop-up element

The next element is the modification of flaps elements. When the images opened in the both sides, the readers can reveal the hidden explanation of the images. This element was used in the image of some kind of soto and their description.



Figure 4. 18 Flap element with modification

The last element is the 3D effects as a construction method. The layered paper was attached with double-sided foam tape to creates a 3D effect in the images. This element used in some landscape images that had several element objects.



Figure 4. 19 3D effect pop-up element

The placement of information within each paper engineering element was considered to create an engaging reading experience. There are some reasons that were applied depending on the type of information presented and the intended interaction between readers and the content.

For the flap elements, two different information-revealing elements were used. The first element presents the image before the explanation, as applied to the illustrations of *Koloniale Tentoonstelling*, Hygiea mineral water on page 6 and the school building on page 12. In these pages, readers are first exposed to visual representations of historical objects or places and are encouraged to observe and interpret them before opening the flap to reveal additional information. This arrangement creates curiosity and allows readers to make predictions based on the visual clues provided.

The second approach presents the information before the image, as applied on page 12 and 15 to the *Slomporet Melayoe* newspaper and the former building of Oei Tiong Ham Insurance Company. In these cases, brief textual descriptions are provided first to introduce the historical significance of the subject while withholding the visual representation. Readers are then encouraged to open the flap to discover the image, create curiosity and strengthen the connection between information and visual evidence.

The pull-tab element was used to present the historical background of the social movement demonstration on page 13. The illustration is displayed first, while the highlight description remains hidden within the pull-tab mechanism. This is applied because the readers can initially interpret the scene independently before revealing the complete story by pulling the tab. The pull-tab also functions as a visual highlight that attracts attention and adds interaction variety.

The modified flap element was applied to the page discussing Soto Semarang on page 17. This mechanism was selected because its opening movement complements the circular form of the food illustration. The two sides of the images can be opened to reveal hidden facts about the dish. Since the

content consists of additional and interesting information rather than the main narrative, opening it within the modified flap creates an element of surprise and makes the reading experience more engaging.

The remaining pages used 3D effect elements because they contain numerous visual details that represent historical buildings, cultural heritage objects, and supporting illustrations. This mechanism helps organize complex visual information while creating through layered components, so that the readers can explore the illustrations more comfortably.

After completing the dummy prototype and testing the pop-up element and mechanism, the researcher proceeded to the final production of the book. The production process involved printing the design, cutting and assembling all of the elements in the pop-up book. Through this process, digital design of the pop-up book was turned into the physical product.

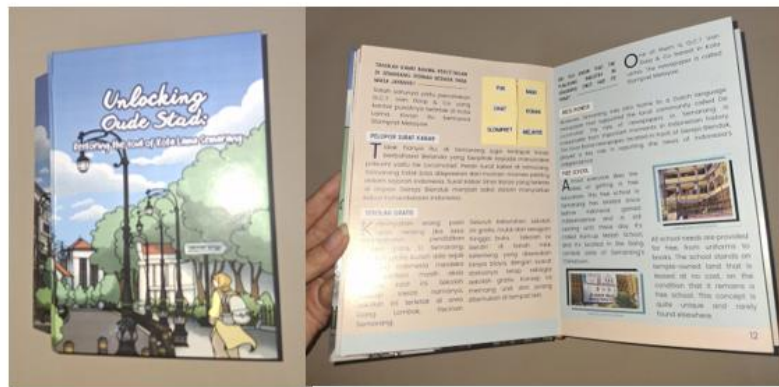


Figure 4.20 Final product of the pop-up book

In the figure above shows the finished pop-up book. This final product combines the visual design, content, illustrations and pop-up elements developed in the previous stages.

e. Expert Validation and Feedback

Once the book completed, the validation from expert is needed so that the researcher can evaluate both in design and content of the book. The validation was conducted by Alfin Rosyidha, S.Pd., M.A., an English language expert and academic supervisor. The expert validation was divided into two parts, which are the material expert validation and the media expert validation. Here is the result of the expert validations:

**SURAT PERNYATAAN VALIDASI**  
**DOSEN PEMBIMBING TUGAS AKHIR**

Yang bertandatangan di bawah ini:

Nama : Alfin Rosyidha S.Pd., M.A.  
NIP : 199512092024062001  
Program Studi : Bahasa Asing Terapan


Menyatakan bahwa produk tugas akhir mahasiswa berikut ini:

Nama : Maria Yosefa Putri Purnama  
NIM : 40020522650020  
Program Studi : Bahasa Asing Terapan  
Judul TA : Creating Promotional Bilingual Pop-Up Book Entitled "Unlocking Oude Stad: Restoring the Soul of Kota Lama Semarang"

Setelah dilakukan penilaian terhadap produk tersebut, dapat dinyatakan:

	Layak digunakan tanpa revisi
✓	Layak digunakan dengan revisi sesuai aturan
	Tidak layak digunakan

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 21 Mei 2026  
Validator  
  
Alfin Rosyidha S.Pd., M.A.

Catatan: Kolom diisi dengan tanda (✓)

Figure 4. 21 Expert validation statement

In the figure above shows the expert validation statement to the pop-up book. The statement indicated that the bilingual pop-up book was considered

feasible for use with several revisions and improvements. This statement used as a basis for finalized the product.

**Form Validation Product**  
**Pop-up book for Kota Lama Semarang**

Validator: Alfin Rosyidha, S.Pd., M.A.

Date of validation: 21 May 2020

**Material Expert Validation**

Please checklist one of the selected answers (✓)

1. Is the material in accordance with the title of the book?  
 Not Accordant    Fairly Accordant    Accordant    Very Accordant
2. Is the material provided in the book fulfilling the needs of tourists?  
 Not Fulfilling    Fairly Fulfilling    Fulfilling    Very Fulfilling
3. Is the vocabulary in the book easy to understand?  
 Not Easy    Fairly Easy    Easy    Very Easy
4. Is the language and writing used in the book proper?  
 Not Proper    Fairly Proper    Proper    Very Proper
5. Is the information provided in each chapter's delight clear?  
 Not Clear    Fairly Clear    Clear    Very Clear
6. Is the delivery of information in the book precise?  
 Not Precise    Fairly Precise    Precise    Very Precise
7. Is the writing in each description of Kota Lama Semarang delight informative?  
 Not Informative    Fairly Informative    Informative    Very Informative
8. Is the writing in each description of Kota Lama Semarang delight persuasive?  
 Not Persuasive    Fairly Persuasive    Persuasive    Very Persuasive
9. Are the Pop-up elements easily accessible to learn?  
 Not Accessible    Fairly Accessible    Accessible    Very Accessible
10. Is there more information that needs to be added to this book? If yes, please elaborate.  
 No. Just make sure that each documentation has source credit written in a smaller font and placed near the corresponding documentation.
11. Criticism and Suggestions  
 ① Add element such as arrows or "pull me" indicators to make the flow of using the pop-up elements easier to follow  
 ② To make the information/description more persuasive, supplement the magazine style writing so that it is more appealing.

Figure 4. 22 Material expert validation

In the figure 4.22, shows the material expert validation. Based on the results, the pop-up book was suitable for use with several revisions. The recommendations given focused on improving the layout into more appealing

version, adding source in each image, and element for pop-up element instructions. Several suggestions had already been implemented during the earlier development stages because the validation results include feedback throughout the development process, from the initial design to the completion of the final product.

Form Validation Product  
Pop-up book for Kota Lama Semarang

Validator: Alfin Rosyidha, S.Pd., M.A.  
Date of validation: 21 May 2020  
Media Expert Validation

Please checklist one of the selected answers (✓)

- Does the cover of the book "Unlocking Oude Stad: Restoring the soul of Kota Lama Semarang" look attractive?
 

<input type="radio"/> Not Attractive	<input type="radio"/> Fairly Attractive	<input type="radio"/> Attractive	<input checked="" type="radio"/> Very Attractive
--------------------------------------	---	----------------------------------	--
- Is the layout of the writing and elements in the book neat?
 

<input type="radio"/> Not Neat	<input checked="" type="radio"/> Fairly Neat	<input type="radio"/> Neat	<input type="radio"/> Very Neat
--------------------------------	--	----------------------------	---------------------------------
- Is the color selection in the design interesting as a tourism promotional book?
 

<input type="radio"/> Not Interesting	<input type="radio"/> Fairly Interesting	<input checked="" type="radio"/> Interesting	<input type="radio"/> Very Interesting
---------------------------------------	--	--	--
- Are the types and sizes in the book legible?
 

<input type="radio"/> Not Legible	<input type="radio"/> Fairly Legible	<input type="radio"/> Legible	<input checked="" type="radio"/> Very Legible
-----------------------------------	--------------------------------------	-------------------------------	---
- Are the pop-up models in the book interesting?
 

<input type="radio"/> Not Interesting	<input type="radio"/> Fairly Interesting	<input checked="" type="radio"/> Interesting	<input type="radio"/> Very Interesting
---------------------------------------	--	--	--
- Are the elements given suitable with the provided materials?
 

<input type="radio"/> Not Suitable	<input type="radio"/> Fairly Suitable	<input type="radio"/> Suitable	<input checked="" type="radio"/> Very Suitable
------------------------------------	---------------------------------------	--------------------------------	--
- Are the images displayed/suitable for the provided materials?
 

<input type="radio"/> Not Suitable	<input checked="" type="radio"/> Fairly Suitable	<input type="radio"/> Suitable	<input type="radio"/> Very Suitable
------------------------------------	--	--------------------------------	-------------------------------------
- Do the pictures seem clear when the book is opened?
 

<input type="radio"/> Not Clear	<input type="radio"/> Fairly Clear	<input type="radio"/> Clear	<input checked="" type="radio"/> Very Clear
---------------------------------	------------------------------------	-----------------------------	---
- Is the size of the book being used functionally convenient?
 

<input type="radio"/> Not Convenient	<input type="radio"/> Fairly Convenient	<input type="radio"/> Convenient	<input checked="" type="radio"/> Very Convenient
--------------------------------------	---	----------------------------------	--
- Is the book practical to use?
 

<input type="radio"/> Not Practical	<input type="radio"/> Fairly Practical	<input type="radio"/> Practical	<input checked="" type="radio"/> Very Practical
-------------------------------------	--	---------------------------------	---
- Is there any more information that needs to be added to this book? If yes, please state below:  
 Dit made sure that every photo used in the pop-up book has its source, and written in the book (source credits)
- Criticism and Suggestions
  - ⊗ Redesign the layout to make it more visually appealing, like a magazine layout.
  - ⊗ Need to consider changing the pop-up style using in the book because some styles is not working properly as planned.
  - ⊗ Maintain the visual identity, such as blue for English, brown for Indonesian text.

Figure 4. 23 Media expert validation

In the figure 4.23, shows the media expert validation. Based on the results, the pop-up book was suitable for use with several revisions. The

recommendations given focused on improving the layout into more appealing version, revising some pop-up elements, and making sure the consistent background colors in each page.

Beside getting the expert validation, the researcher also collects some feedback from some person including the visitors of *Kota Lama* both international and local tourist, one of the tour guides Mr. Rofiq, and other person to review the book. The feedback was gathered to evaluate the readers' perception of the book's content, visual design, and functionality. To measure the reader satisfaction, the researcher used a Likert scale questionnaire.

<b>Rating Scale</b>
1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Figure 4. 24 Rating of the likert scale

The image above shows the rating scale that the researchers used to collect feedback on the pop-up book. The researcher used a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure the respondents' agreement in each question. The responses were then analyses to determine the level of satisfaction of the pop-up book.

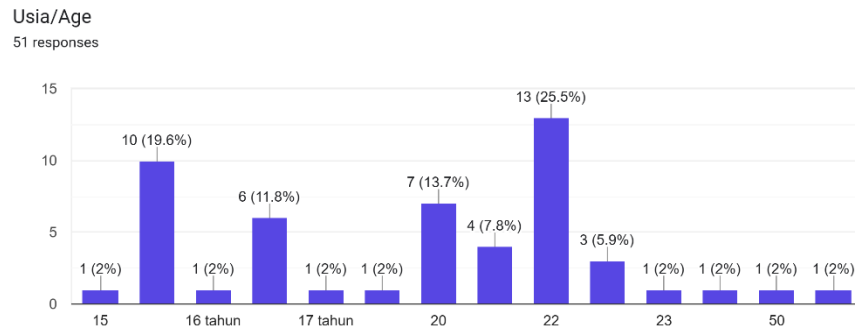


Figure 4. 25 Age distribution result

In the figure 4.25, shows the age distribution of the respondents who participated in the feedback. The participants represented a diverse range of age groups, resulting in a more varied representation perspective. All of the respondents had previously visited *Kota Lama Semarang*, making them suitable participants for giving the feedback about the pop-up book.

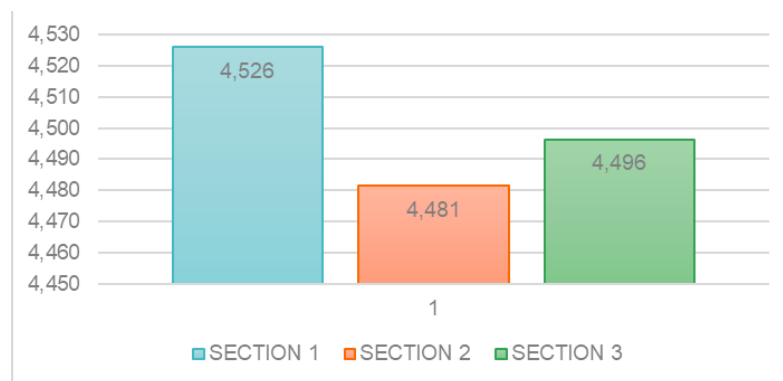


Figure 4. 26 Respondent average result

The figure above shows the average results of respondent feedback using a Likert scale. The questions were divided into three sections, which are respondent satisfaction with content and materials, visuals and design, and pop-up book functionality. It should be noted that the decimal values are presented

using the Indonesian numerical format, where a comma (,) is used as the decimal separator.

The results of Section 1, which evaluated the content and material aspects of the bilingual pop-up book, obtained an average score of 4.526. Based on the Likert scale interpretation, this score considered in the Agree category. The findings indicate that most respondents perceived the content as clear, have complete overview, and easy to understand. Respondents also agreed that the bilingual content and the vocabulary selection is easy to understand. These results indicate that the content in the pop-up book was easily understood.

The result in section 2 evaluated the respondents' perceptions of the visual design. It obtained an average score of 4.481, which is also categorized as Agree. The results indicate that respondents were satisfied with the overall visual appearance of the pop-up book, including the layout arrangement, illustrations, typography, color selection and the cover of the book. The visual elements were considered attractive and supportive of the reading experience. This result indicates that the design successfully satisfied the readers.

The result in section 3 evaluated the respondents' perceptions of the functionality. It obtained an average score of 4.496, which considered in the Agree category. This result indicates that respondents considered the pop-up book to function properly as a tourist self-guide and also as a promotional media. The results indicates that the pop-up book has successfully functioned as an effective promotional tool.

Overall, the result shows a positive response to the developed product, indicating that the bilingual pop-up book meets the expected quality in terms of content, visual design, and functionality, and is appropriate as a promotional media in *Kota Lama* Semarang.

tidak ada
Tidak ada, untuk visual dan desain sudah baguuus!
Sudah sangat baik, menarik dan sangat kreatif.
tidak ada
sudah cukup
dah bagus
Konten dan materi pop-up book tersebut menurut saya sudah sangat bagus dan mudah dipahami.
Nothing, just want to praise that's the book is nice
Tidak ada, menurut saya sudah sangat bagus dari segi konten dan materi pop-up
Tidak ada
I think its nice if the book already served at the hotel maybe in receptionist desk so before we are going to having a trip at Kota Lama Semarang, we've already know where we have to go
Tidak ada.
Sangat menarik tidak ada masukan
Belum terpikirkan
Sudah bagus ini konsep seni sudah dapat
Menurut saya, pop-up book ini sudah memiliki potensi yang baik sebagai media promosi karena tampilannya unik, kreatif, dan mampu menarik perhatian pembaca.
tidak
tidak ada saran

Figure 4. 27 Overall feedback result

Based on the result of the feedback that for the suggestions for the content and material, visual design, and functionality of the pop-up book, most of the respondents expressed satisfaction with the book and had positive comments about the book.

Penggunaan kata & elemen pada pop-up book sudah menarik dan dapat memudahkan wisatawan dalam memahami informasi yang disajikan. Namun, jika boleh memberi saran, penempatan halaman buku pada bagian daftar isi (table of contents) terlihat sedikit rancu. Contohnya: Tokoh-Tokoh Berpengaruh ada di halaman 7, tetapi jika dilihat sekilas pada bagian daftar isi bisa diartikan menjadi "ada 7 tokoh-tokoh berpengaruh", padahal disitu terdapat 3 tokoh berpengaruh.

Banyakin pop up nya,jangan terlalu datar,harus ada yang menarik

Figure 4. 28 Feedback consideration

Meanwhile, some respondents also provided constructive feedback, such as the need for corrections in the table of contents layout to avoid ambiguity, as well as suggestions to add more pop-up effects. This feedback was taken into consideration during the revision and final product process.

f. Revision and Final Product

Based on the several discussions with the researchers, form validation, and feedback form, there are some things that need to be revised. The previous selection of the paper in the pop-up book was 260 gsm, which proved to be too thick. As a result, the researchers used the thinner paper which is 190 gsm to improve the practical use of the book. Regarding the content revision, the dedication page was also modified based on the feedback received during the evaluation process. The revision focused on improving the institutional details more clearly.

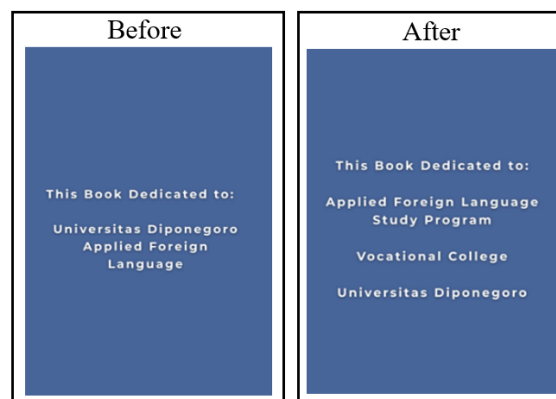


Figure 4. 29 Before and after in dedication page

As shown the figure 4.30, additional information regarding the study program and institution was arranged in a more structured format. This revision was to make sure that the institution information could be understood more clearly. Another revision was made to the table of contents following feedback from the respondent. The revision was to improve navigation and make the structure of the book easier to understand.

Before		After	
DAFTAR ISI	TABLE OF CONTENTS	DAFTAR ISI	TABLE OF CONTENTS
1 Peta	1 Map	1— Peta	1— Map
2 Menelusuri Semarang di Masa Kolonial	2 Discovering Semarang in the Colonial Era	2— Menelusuri Semarang di Masa Kolonial	2— Discovering Semarang in the Colonial Era
4 Semarang: Sejak Kota Modern di Masa Kolonial	4 Semarang: Sejak Kota Modern di Masa Kolonial	4— Semarang: Sejak Kota Modern di Masa Kolonial	4— Semarang: Sejak Kota Modern di Masa Kolonial
7 Takah Takah Bersejarah	7 Takah Takah Bersejarah	7— Takah Takah Bersejarah	7— Takah Takah Bersejarah
11 Pura, Pendidikan, dan Gerakan Sosial	11 Pura, Pendidikan, dan Gerakan Sosial	11— Pura, Pendidikan, dan Gerakan Sosial	11— Pura, Pendidikan, dan Gerakan Sosial
14 Kota Lama Semarang	14 Kota Lama Semarang	14— Kota Lama Semarang	14— Kota Lama Semarang
16 Warisan Kultural yang Mengagumkan	16 Warisan Kultural yang Mengagumkan	16— Warisan Kultural yang Mengagumkan	16— Warisan Kultural yang Mengagumkan
18 Bangunan-Bangunan Cagar Budaya	18 Cultural Heritage Buildings	18— Bangunan-Bangunan Cagar Budaya	18— Cultural Heritage Building
42 Objek Wisata di Kota Lama Semarang	42 Tourist Attractions in Kota Lama Semarang	42— Objek Wisata di Kota Lama Semarang	42— Tourist Attractions in Kota Lama Semarang
40 Jl. Letjen Suparto	40 Letjen Suparto Street	40— Jl. Letjen Suparto	40— Letjen Suparto Street
48 Jl. Gedaliah	48 Gedaliah Street	48— Jl. Gedaliah	48— Gedaliah Street
50 Jl. Kapendang	50 Kapendang Street	50— Jl. Kapendang	50— Kapendang Street
52 Jl. Rada II	52 Rada II Street	52— Jl. Rada II	52— Rada II Street
54 Jl. Taniar Sigeping	54 Taniar Sigeping Street	54— Jl. Taniar Sigeping	54— Taniar Sigeping Street
57 Jl. Garuda	57 Garuda Street	57— Jl. Garuda	57— Garuda Street
59 Jl. Condrawasih	59 Condrawasih Street	59— Jl. Condrawasih	59— Condrawasih Street
61 Jl. Merak	61 Merak Street	61— Jl. Merak	61— Merak Street
64 Jl. Mt. Harayun	64 Mt. Harayun Street	64— Jl. Mt. Harayun	64— Mt. Harayun Street

Figure 4. 30 Before and after in table of content

As shown in the figure 4.31, the researcher added the dot line between the section titles and the page numbers to improve visual clarity and reduce ambiguity. This adjustment helped the readers identify the contents easily.

Regarding the feedback about some pop-up elements appeared flat, the researcher keeps the decision intentionally. This is because in chapter 1, the layout of the book is contained more textual and similar to a magazine layout. In addition, several pop-up methods, mostly require the center page area. Therefore, the researcher used the pop-up techniques such as pull-tab, 3D effects, flaps and the modification of flaps that were considered more suitable for the overall layout and functionality of the book. Following the revision process, the final production of the bilingual pop-up book was completed.

#### 4.1.4 Disseminate

Once the final product was ready, the pop-up book has been registered in the International Property Right (HKI). This process was conducted through the official online registration system provided by the Directorate General of Intellectual Property. The registration involved several administrative steps, including preparing the required documents, submitting the digital version of the product, and completing the application process.

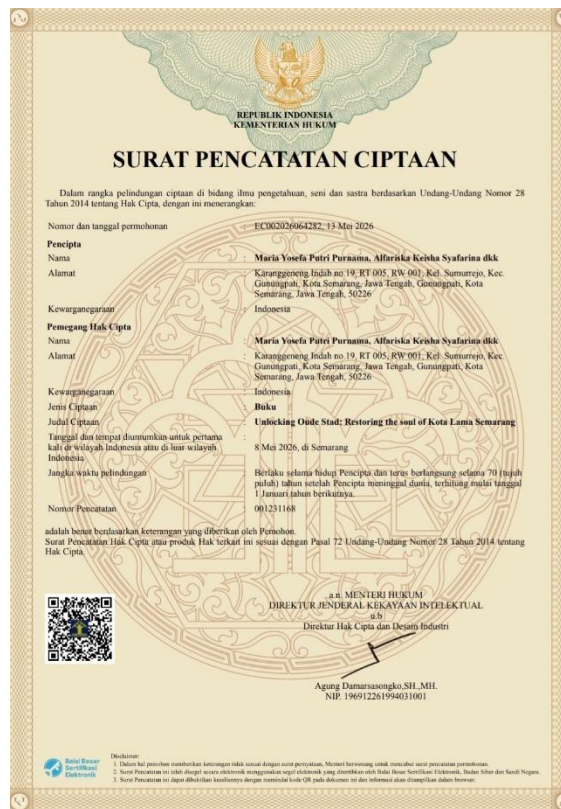


Figure 4. 31 Intellectual Property Rights (HKI) Certificate

Following the completion of the disseminate process, the researcher distributes the final product to the stakeholder, which is Mr. Rofiq as a speaker in the interview, tour guide and seller of the antique goods. The disseminate was accompanied by a Minutes of Handover (*Berita Acara Serah Terima*) as documentation of the activity. Through this process, the stakeholder received the final product that can be used as a promotional media in *Kota Lama Semarang*.



Figure 4. 32 Product distribution to stakeholder

## 4.2 Discussion

The development process of the pop-up book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” was carried out using the 4D development method by Thiagarajan (1974), which has successfully produced a book including historical information, cultural heritage, and several culinary spots and accommodations. In addition, the book was designed in a bilingual format, presenting information in both Indonesian and English to accommodate local and international readers. To facilitate the reader engagement, the book combines various paper-engineering techniques, including pull tabs, flaps, and three-dimensional pop-up elements.

Compared with the study conducted by Fauzia & Oemar (2021), which developed a pop-up guidebook for religious tourism destinations in Lamongan Regency, this study offers a wider range of interactive features and content

presentation. While their book mainly utilized flap-based pop-up techniques and focused on navigational information, the result of this study combines multiple pop-up mechanisms, such as pull tabs, modification of flap, and three-dimensional structures.

The study from (Rusli, 2024), who developed *Marlo's Journey*, a tourism comic book introducing several destinations in Semarang. Although both products aim to promote tourism and employ bilingual content, Rusli's work adopts a comic-book format with a landscape orientation and focuses on storytelling through illustrations. In contrast, the present study utilizes a conventional pop-up book format that opens from left to right and specifically highlights *Kota Lama Semarang*. The information is also organized into comprehensive chapters, so that the readers can gain a deeper understanding of the historical development, architectural heritage, and tourism attractions of the area.

In comparison with the motion comic developed by (Tri Widadijo & Santoso, 2024), which narrates the history of *Kota Lama Semarang* through an MP4-based digital comic, the result of this study gives a different mode of interaction. While the motion comic relies on audiovisual storytelling, "Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang" provides a hands-on experience through physical interaction with the pop-up elements.

Overall, the result indicate that the developed pop-up book successfully addresses several limitations identified in previous promotional media. By combining detailed historical content, bilingual narratives, and variations of pop-up techniques, the book offers a more comprehensive and interactive approach to heritage tourism promotion. The positive feedback received during the product evaluation also indicates that respondents were satisfied with the book's content, visual design, and functionality.