

REFERENCES

- Alexandrescu, M.-B., & Milandru, M. (2018). Promotion as a form of Communication of the Marketing Strategy. *Land Forces Academy Review*, 23(4), 268–274. <https://doi.org/10.2478/raft-2018-0033>
- Bluemel, N. L., & Taylor, R. H. (2012). *Pop-Up Books*. ABC-CLIO, LLC. <https://doi.org/10.5040/9798400699092>
- Budiharjo, B., Nuraeni, A., Saptaningsih, N., Murti, B. D., & Rusjayanti, A. (2022). Persuasion in Tourism Promotion Bilingual Texts: The Importance of Syntactic Forms and Choices. *Leksema: Jurnal Bahasa Dan Sastra*, 7(1), 1–12. <https://doi.org/10.22515/ljbs.v7i1.4419>
- Campos, A. C., & Almeida, S. (Eds.). (2022). *Global Perspectives on Strategic Storytelling in Destination Marketing*. IGI Global. <https://doi.org/10.4018/978-1-6684-3436-9>
- Fauzia, S. N., & Oemar, E. A. B. (2021). PERANCANGAN BUKU POP-UP SEBAGAI MEDIA PANDUAN WISATA RELIGI KABUPATEN LAMONGAN. *BARIK*, 2(1), 226–235. <https://doi.org/10.26740/jdkv.v2i1.38042>
- Haq, A. Z. U. (2025, April 9). Kota Lama Semarang Jadi Destinasi Favorit Saat Libur Lebaran 2025 Baca artikel detikjateng, "Kota Lama Semarang Jadi Destinasi Favorit Saat Libur Lebaran 2025". *Detikjateng*.
- Haryani, W., & Siregar, I. H. (2022). Pop-up book as a media for dental promotion to increase knowledge of dental health in elementary school students. *Journal of Drug Delivery and Therapeutics*, 12(1), 42–44. <https://doi.org/10.22270/jddt.v12i1.5279>
- Hendro, E. P. (2015). Pelestarian Kawasan Konservasi di Kota Semarang. *Jurnal Konservasi Cagar Budaya*, 9(1), 17–28. <https://doi.org/10.33374/jurnalkonservasicagarbudaya.v9i1.159>
- Insani, F., & Gunawan, K. (2025). *The Benefits of Bilingual Booklet and Website Products For Tourists at Wisata Agro Wonosari*. <https://doi.org/10106/keneubah.xxxx.xxx>

- KÖKTÜRK, Ş., Odacıoğlu, M., & Uysal, N. (2016). Bilingualism and Bilingual Education, Bilingualism and Translational Action. *International Journal of Linguistics*, 8, 72. <https://doi.org/10.5296/ijl.v8i3.9601>
- Moriarty, S., Mitchell, N., & Wells, W. (2019). *180 Day Subscription: Advertising & IMC* (9th ed.).
- Nahari, L., Novalita, R., & Fitrah, H. (2024). The Effect of Using Pop-Up Book Learning Media on Students' Motivation and Learning Outcomes in Natural and Social Science Subjects. *Sumatra Journal of Disaster, Geography and Geography Education*, 7(2), 111–116. <https://doi.org/10.24036/sjdgge.v7i2.563>
- Nicholson, H. J. . (2005). *Palgrave advances in the Crusades*. Palgrave Macmillan.
- Olsen, D. H. (2010). Cultural heritage and tourism in the developing world: a regional perspective. *Journal of Heritage Tourism*, 5(3), 252. <https://doi.org/10.1080/17438731003737539>
- Patel, S., Kumar, A., Gupta, A., & Maguluri, L. (2022). *Study on Comparative Analysis of Traditional Media to Digital Media News Channel Coverage*.
- Paul, S., & Rai, M. (2021). Role of the Media. In *The Palgrave Encyclopedia of Global Security Studies* (pp. 1–9). Springer International Publishing. https://doi.org/10.1007/978-3-319-74336-3_277-1
- Putra, I. M. A. D., & Dwijendra, N. K. A. (2022). Mengembangkan Heritage Tourism di Kota Denpasar Dengan Memanfaatkan Dokar Hias. *Jurnal Arsitektur NALARs*, 21(2), 163.
- Rusli, A. (2024). *PROMOTING TOURISM IN SEMARANG CITY BY CREATING BILINGUAL POP-UP COMIC*. Universitas Diponegoro.
- Saputri, C. A. (2023). Print Advertisements Used by Tourism Department of Yogyakarta Government. *Language Horizon: Journal of Language Studies*, 11(1), 66–73. <https://doi.org/10.26740/lh.v11n1.p66-73>
- Sharpley, Richard., & Telfer, D. J. . (2008). *Tourism and development in the developing world* . Routledge.
- Siregar, T. (2025). Research and Development (R&D) Method: Definition, Types, and Stages. *Research*, 1, 1–33.

- Sutanto, D. H. (2016). PENTINGNYA PROMOSI GUNA MENINGKATKAN MINAT WISATAWAN WISATA SEJARAH DI KOTA LAMA SEMARANG. *Jurnal Pariwisata Pesona*, 1(1). <https://doi.org/10.26905/jpp.v1i1.372>
- Taherdoost, H. (2022). *How to Conduct an Effective Interview; A Guide to Interview Design in Research Study*.
- Thiagarajan, S., Semmel, D. S., & Semmel, M. I. (1974). *Instructional Development for Training Teachers of Exceptional Children: A Sourcebook*. Leadership Training Institute/Special Education, University of Minnesota. <https://books.google.co.id/books?id=CaxOAQAAMAAJ>
- Timothy, D. J. . (2011). *Cultural heritage and tourism : an introduction*. Channel View Publications.
- Tri Widadijo, W., & Santoso, T. B. (2024). PERANCANGAN MOTION COMIC SEBAGAI MEDIA PROMOSI WISATA SEJARAH KOTA LAMA SEMARANG. *AKSA: Jurnal Desain Komunikasi Visual*, 7(2), 27–39. <https://doi.org/10.37505/aksa.v7i2.106>
- Tureac, C. E., & Turtureanu, A. G. (2008). Types and Forms of Tourism . *ACTA UNIVERSITATIS DANUBIUS* , 4(1), 96.
- UN Tourism. (2025). *Glossary of Tourism Terms*. <https://www.untourism.int/glossary-tourism-terms> .
- Van Dyk, S. H., Broman, E., Rubin, E. G. K., Montanaro, A., Periale, E. A., & Libraries, S. I. (2010). *Paper Engineering: Fold, Pull, Pop & Turn : [exhibition at the Smithsonian Libraries Exhibition Gallery, National Museum of American History, June 2010-Oct. 2011, Washington, D.C.* Smithsonian Institution Libraries. <https://books.google.co.id/books?id=CRUU0QEACAAJ>
- Wulandari, D. P. (2025). Tourism Promotion Strategy Analysis: Increasing Destination Attractiveness in the Digital Era. *MSJ : Majority Science Journal*, 3(1), 163–173. <https://doi.org/10.61942/msj.v3i1.330>
- Yuliati, D. (2019). Mengungkap Sejarah Kota Lama Semarang dan Pengembangannya Sebagai Asset Pariwisata Budaya. *ANUVA*, 3(2), 157–171.
- Zhou, J., Song, S., & Deng, H. (2025). The Integrated Application of Computer-Aided Design and Augmented Reality Technology in Pop-Up Book Instruction.

Proceedings of the 2025 2nd International Symposium on Artificial Intelligence for Education, 249–253. <https://doi.org/10.1145/3775073.3775115>