DEVELOPING BILINGUAL POP-UP BOOK TO PROMOTE CULTURAL HERITAGE ATTRACTION "UNLOCKING *OUDE STAD*: RESTORING THE SOUL OF KOTA LAMA SEMARANG"

FINAL PROJECT

A Partial Fulfilment of the Requirements for the Degree of

Bachelor of Applied Foreign Languages

By

Alfariska Keisha Syafarina

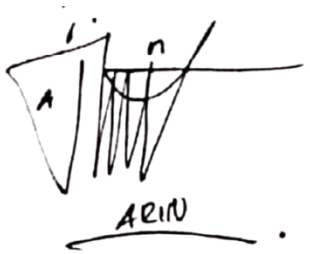
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BACHELOR OF APPLIED FOREIGN LANGUAGES
VOCATIONAL COLLEGE
UNIVERSITAS DIPONEGORO
2026

STATEMENT OF ORIGINALITY

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Semarang, June 8th 2026



Alfariska Keisha Syafarina

(40020522650009)

APPROVAL SHEET

A FINAL PROJECT

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by

Alfariska Keisha Syafarina
SID: 40020522650009

Semarang, June 8th 2026

Approved by

Supervisor



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

NIP. 199512092024062001

ACCEPTANCE

This Final Project was submitted by:

Name	:	Alfariska Keisha Syafarina
SID	:	40020522650009
Study Program	:	D4 Bahasa Asing Terapan/Applied Foreign Language
Title of Final Project	:	Developing Bilingual Pop-up Book to Promote Cultural Heritage Attraction "Unlocking *Oude Stad*: Restoring the soul of *Kota Lama* Semarang"

"This study has been examined and is accepted for impartial fulfilment of the requirement for the degree of Bachelor of Applied Foreign Language of Vocational College, Universitas Diponegoro"

Board of Examiners:

1. Alfin Rosyidha, S.Pd., M.A. (Chairperson) (.....)
2. Aditya Nur Patria, S.Hum., M.App.Ling. (Member) (.....)
3. Windy Harsiwi, S.Pd., M.Int.Cul. (Member) (.....)

Semarang, 22nd June 2026
Head of Applied Foreign Languages Study Program

Sriwahyu Istana Trahutami, S.S., M.Hum.
NIP 197401032000122001

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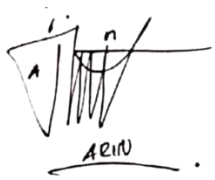
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Semarang, June 8th 2026



Alfariska Keisha Syafarina

ABSTRACT

This study aim is to develop bilingual promotional media through a pop-up book titled "Unlocking *Oude Stad*: Restoring the soul of *Kota Lama* Semarang". Utilizing the 4D method by Thiagarajan et al. (1974), this study integrated on site observation, historical data and social media analysis to decide the design and contents of the pop-up book. The expert validation involves the expert validator for the material and media of the pop-up book. The results show that audiences are satisfied with the pop-up book due to the interactive media and deliver clear information. This interactive approach effectively fills in the informative gaps present in current materials. This research is innovative because it uses a multi-layered method that combines a structured multilingual narrative system, map navigation, and a variety of paper engineering techniques. In contrast to earlier single-language or two dimensional travel guides, this initiative creates a comprehensive, legally protected framework for cultural heritage preservation, guaranteeing that Semarang's architectural legacy is successfully conveyed to a worldwide audience.

Keywords: Pop-up Book, Bilingual, Promotional Media, Kota Lama

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media promosi dwibahasa melalui buku pop-up berjudul "Unlocking Oude Stad: Restoring the soul of Kota Lama Semarang". *Dengan menggunakan metode* 4D *oleh Thiagarajan dkk. (1974), penelitian ini mengintegrasikan observasi lapangan, data sejarah, dan analisis media sosial untuk menentukan desain dan isi buku pop-up tersebut. Validasi ahli melibatkan validator ahli untuk materi dan media buku pop-up. Hasilnya menunjukkan bahwa audiens puas dengan buku pop-up tersebut berkat media interaktifnya yang menyampaikan informasi dengan jelas. Pendekatan interaktif ini secara efektif mengisi kesenjangan informasi yang ada dalam materi saat ini. Penelitian ini inovatif karena menggunakan metode berlapis yang menggabungkan sistem narasi multibahasa terstruktur, navigasi peta, dan berbagai teknik rekayasa kertas. Berbeda dengan panduan wisata berbahasa tunggal atau dua dimensi sebelumnya, inisiatif ini menciptakan kerangka kerja yang komprehensif dan dilindungi secara hukum untuk pelestarian warisan budaya, menjamin bahwa warisan arsitektur Semarang berhasil disampaikan kepada audiens di seluruh dunia.*

***Kata Kunci**: Buku Pop-up, Dwibahasa, Media Promosi, Kota Lama*

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