

**DEVELOPING A PROMOTIONAL BILINGUAL
TOURIST ATTRACTIONS POP-UP BOOK ENTITLED
“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

Shinta Dyah Kusumastuti

Student Number: 40020522650025

**BACHELOR OF APPLIED FOREIGN LANGUAGES
VOCATIONAL COLLEGE
UNIVERSITAS DIPONEGORO
2026**

STATEMENT OF ORIGINALITY

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Semarang, June 8th 2026

A handwritten signature in black ink, appearing to read 'Shinta Dyah Kusumastuti', written in a cursive style.

Shinta Dyah Kusumastuti

APPROVAL SHEET

A FINAL PROJECT

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Shinta Dyah Kusumastuti

Student Number: 40020522650025

Semarang, June 8th 2026

Approved by

Supervisor



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

NIP. 199512092024062001


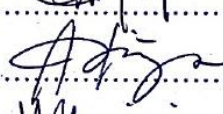
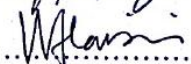
ACCEPTANCE

This Final Project was submitted:

Name : Shinta Dyah Kusumastuti
NIM : 40020522650025
Program Study : Applied Foreign Language
Title of Thesis : Developing A Promotional Bilingual Tourist Attractions
Pop-Up Book Entitled “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 Applied Bachelor in 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, June 22nd 2026

Head of Applied Foreign Languages Study Program



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

NIP. 197401103200122001

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Semarang, June 8th 2026



Shinta Dyah Kusumastuti

ABSTRACT

The aim of this research is to develop promotional media that present three selected topics related to tourist attractions, specifically those located in *Kota Lama* Semarang. A bilingual pop-up book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” was developed as the concept of the promotional material, presenting information about tourist attractions in both English and Indonesian language. The tourist attractions featured have undergone a curation process during the development phase, resulting in three categories: photo spots, culinary spots, and accommodation. This research applies the 4D model by Thiagarajan et al. (1974), which include four systemic stages, namely define, design, develop, and disseminate. Based on this research, a new form of promotional media was successfully developed with a positive impression toward the pop-up element and other material information displayed inside the promotional book. It is intended that this pop-up book can expand further accessibility for both domestic and foreign tourists to enhance their tourism experience while exploring the authenticity of *Kota Lama* Semarang.

Keywords: Tourist attraction, Kota Lama Semarang, pop-up, promotional media

ABSTRAK

Penelitian ini ditujukan untuk mengembangkan media promosi yang menyajikan tiga topik terpilih terkait objek wisata yang berlokasi di Kota Lama Semarang. Media promosi yang dikembangkan menyajikan konsep pop-up book dengan judul “Unlocking Oude Stad: Restoring the Soul of Kota Lama Semarang” mengenai informasi objek wisata yang ditulis dalam bahasa Inggris dan bahasa Indonesia. Objek wisata yang ditampilkan telah melalui proses kurasi selama tahap pengembangan (develop), dan menghasilkan tiga kategori, yaitu photo spot, culinary spot, dan accommodation. Penelitian ini menerapkan metode 4D model oleh Thiagarajan et al. (1974), yang mencakup empat tahap sistematis, yaitu define (mendefinisikan), design (merancang), develop (mengembangkan), dan disseminate (menyebarkan). Berdasarkan penelitian ini, media promosi dengan konsep yang berbeda dari media promosi sebelumnya, yakni pop-up book, berhasil dikembangkan dan memperoleh hasil yang positif terhadap elemen pop-up dan materi informasi lainnya yang disajikan dalam pop-up book tersebut. Melalui pengembangan media promosi ini, diharapkan dapat memperluas aksesibilitas bagi wisatawan domestik maupun mancanegara guna meningkatkan pengalaman wisata mereka saat menjelajahi Kawasan Kota Lama Semarang.

Kata Kunci: *Objek wisata, Kota Lama Semarang, pop-up, media promosi*

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