

**CREATING POP-UP INTERACTIVE BOOK  
TO PROMOTE SEMARANG CULINARY TOURISM**



**FINAL ASSIGNMENT**

A Partial Fulfillment of the Requirements for the Applied Foreign  
Language Bachelor Degree

by

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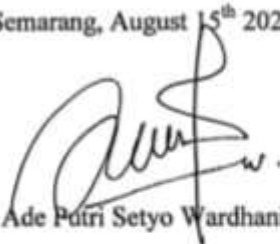
**BACHELOR OF APPLIED FOREIGN LANGUAGE  
VOCATIONAL SCHOOL  
UNIVERSITAS DIPONEGORO**

**2023**

### STATEMENT OF ORIGINALITY

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Semarang, August 15<sup>th</sup> 2023



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**APPROVAL SHEET**

**A FINAL ASSIGNMENT**

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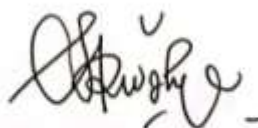
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I hope this final assignment will be a valuable resource and reference for those who peruse it. I am fully aware of the potential limitations of this final assignment. Therefore, I highly appreciate any critique, ideas, and suggestions.

Semarang, August 18<sup>th</sup> 2023

Ade Putri Setyo Wardhani

## **ABSTRACT**

As one of many cultural tourism products, culinary tourism is becoming more important and gaining a significant attention due to the rising interest from people in exploring new cultures and cuisines. Semarang offers a broader range of culinary delights that are amazing and enjoyable. It has a great potential for tourism development, mainly culinary tourism. However, tourists are often facing challenges in finding the culinary delights available in Semarang due to the limited information and promotion. In this study, researchers intended to create a pop-up interactive book as a tool to introduce Semarang culinary delights that blends descriptive text with pictures to help readers visualize the objects. This study has the aim to explain the importance of pop-up interactive book in promoting Semarang culinary tourism and to describe thoroughly about the process in creating the pop-up interactive book of Semarang Culinary Tourism. The methodology used in this study is Research and Development (R&D) method by Sugiyono. Originally, there are 10 stages in the R&D. According to the needs of this study, there are only 8 out of 10 stages that will be used, namely; Potential and Problems, Data Collection, Product Design, Design Validation, Design Revision, Product Testing, Product Revision, and Final Product. The output of this study is a culinary pop-up interactive book which is equipped with QR code that could help assists the readers to get to the destination and enhance their culinary tourism experience.

**Keywords: Tourism, Culinary Delights, Interactive book, Promotion, Research and Development**

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