

**DESIGNING POP-UP INTERACTIVE BOOK TO  
IMPROVE THE PROMOTION OF SEMARANG  
CULINARY TOURISM**



**FINAL ASSIGNMENT**

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

**by**

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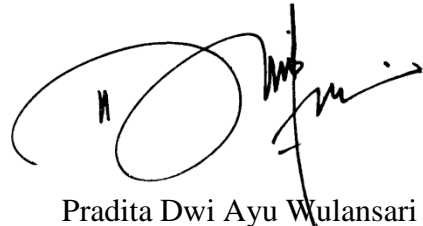
**BACHELOR OF APPLIED FOREIGN LANGUAGE  
VOCATIONAL SCHOOL  
UNIVERSITAS DIPONEGORO**

**2023**

## STATEMENT OF ORIGINALITY

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

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

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**APPROVAL SHEET**

**A FINAL ASSIGNMENT**

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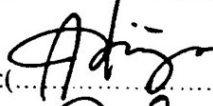

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**This study has been examined and is accepted for impartial fulfillment of  
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I hope this final assignment can be a good reference for readers. I realize that there is a lot of weaknesses in this research report, so any criticism, ideas, and suggestions are highly appreciated.

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

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## **ABSTRACT**

Culinary tourism, one of several cultural tourism products, is growing in importance and receiving much attention due to people's increasing desire to learn about and experience other peoples' cultures and cuisines. A wider variety of fantastic and pleasurable culinary treats are available in Semarang. It offers enormous potential for the growth of tourism, particularly culinary tourism. However, due to the need for more promotion and information, tourists frequently need help discovering Semarang's culinary delights due to the growing interest among tourists in discovering cuisines. Culinary tourism, one of several cultural tourism interests, is becoming increasingly relevant and receiving significant attention. Semarang offers a broader selection of delicious foods that are awesome and pleasurable. The development of culinary tourism, has enormous potential. This study aims to discuss the relevance of the pop-up interactive book in promoting the culinary tourism of Semarang and to fully explain the steps involved in producing the pop-up interactive book for Semarang Culinary Tourism. Sugiyono's Research and Development (R&D) approach was employed in this study. There are initially ten steps in the R&D process. Only eight of the ten stages from Potential and Problems, Data Collection, Product Design, Design Validation, Product Revision, Product Testing, Product Revision, and Final Product, will be utilized in this study due to this study's needs. The study's result is a pop-up interactive book equipped with QR code, and product testing revealed that it has a strong probability of piquing traveler's interest in Semarang's culinary offerings and improving their culinary tourism experience.

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

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