

**DEVELOPMENT OF INTERACTIVE POP-UP BOOKS  
AS A VISUAL MEDIUM TO PROMOTE THE  
TOURIST ATTRACTIONS OF AIZUWAKAMATSU  
CITY IN GENERAL THROUGH HISTORICAL  
TOURIST DESTINATIONS**



**FINAL ASSIGNMENT**

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

by

**Muhammad Faisal Anwar**

**SID: 40020521650050**

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

**2025**

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Name : Muhammad Faisal Anwar

Student Number : 40020521650050

Signature :

A handwritten signature in black ink, appearing to read 'M. Faisal Anwar', with a horizontal line extending from the end of the signature.

Date : August 21<sup>st</sup>, 2025

**APPROVAL SHEET**

**A FINAL PROJECT**

**DEVELOPMENT OF INTERACTIVE POP-UP BOOKS AS A VISUAL MEDIUM TO  
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**by**

**Muhammad Faisal Anwar**

**SID: 40020521650050**

**Date: 24<sup>th</sup>, 2025**

**Approved by**



**Supervisor**

**Althaf Gauhar Auliawan, S.Hum., M.Si.**

**NIP 199501282024061001**

## ACCEPTANCE

This Final Project was submitted by:

Name : Muhammad Faisal Anwar

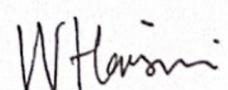
SID : 40020521650050

Study Program : Applied Foreign Language

Title of Final Project : Development of Interactive Pop-up Books as a Visual Medium to Promote The Tourist Attractions of Aizuwakamatsu City in General Through Historical Tourist Destinations

**“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 Althaf Gauhar Auliawan, S.Hum., M.Si. (  )  
(Chairperson)
- 2 Sriwahyu Istana Trahutami, S.S., M.Hum. (  )  
(Member)
- 3 Windy Harsiwi, S.Pd., M.Int.Cul. (Member) (  )

Semarang, 15 August 2025

Head of Applied Foreign Language Study Program



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

NIP. 197401032000122001

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## ABSTRACT

Tourism in several cities in Japan is currently growing rapidly as many people enjoy traveling. One of the cities that has one of Japan's tourist destinations is Aizuwakamatsu City, located in Fukushima Prefecture. This study aims to develop an interactive pop-up book as a visual medium that introduces the tourist attractions of Aizuwakamatsu City, Japan, through a historical tourism destination approach and a general historical explanation. This medium is designed to creatively and educationally promote the tourism historical destination, cultural, and culinary potential of the region. The research method used is Research and Development (R&D) based on the Borg and Gall model, which has been simplified into eight stages. Data collection was conducted through direct observation in Aizuwakamatsu, literature review, and distribution of questionnaires to 46 respondents from various backgrounds, including local and international tourists. The research results indicate that this pop-up book is highly effective in conveying visual and narrative information about the tourist destination. Based on validation and testing results, the book received an average score of 3.58 out of 4.00, indicating that the product falls into the “Very Good” category. The conclusion of this study confirms that interactive pop-up books can be an attractive and educational medium for promoting tourism, capable of increasing tourist interest in destinations outside Japan's “Golden Triangle.” It is hoped that the interactive pop-up book entitled “The Beauty of Aizu: A Cultural Adventure” will increase tourism to the city of Aizuwakamatsu.

**Keywords: informal expression, slang, abbreviations, memes, translation strategy**

## ABSTRAK

*Pariwisata di beberapa kota di Jepang saat ini berkembang pesat karena banyak orang menikmati traveling. Salah satu kota yang memiliki salah satu destinasi wisata di Jepang adalah Kota Aizuwakamatsu, yang terletak di Prefektur Fukushima. Studi ini bertujuan untuk mengembangkan buku pop-up interaktif sebagai media visual yang memperkenalkan atraksi wisata Kota Aizuwakamatsu, Jepang, melalui pendekatan destinasi pariwisata sejarah dan penjelasan sejarah secara umum. Media ini dirancang untuk mempromosikan potensi sejarah destinasi wisata, budaya, dan kuliner wilayah tersebut secara kreatif dan edukatif. Metode penelitian yang digunakan adalah Penelitian dan Pengembangan (R&D) dengan model Borg dan Gall, yang telah disederhanakan menjadi delapan tahap. Pengumpulan data dilakukan melalui observasi langsung di Aizuwakamatsu, tinjauan literatur, dan penyebaran kuesioner kepada 46 responden dari berbagai latar belakang, termasuk wisatawan lokal dan internasional. Hasil penelitian menunjukkan bahwa buku pop-up ini sangat efektif dalam menyampaikan informasi visual dan naratif tentang destinasi wisata. Berdasarkan hasil validasi dan pengujian, buku ini mendapatkan skor rata-rata 3,58 dari 4,00, menunjukkan bahwa produk ini masuk dalam kategori “Sangat Baik”. Kesimpulan studi ini menegaskan bahwa buku pop-up interaktif dapat menjadi media promosi pariwisata yang menarik dan edukatif, mampu meningkatkan minat wisatawan terhadap destinasi di luar kawasan “Golden Triangle” Jepang. Diharapkan buku pop-up interaktif berjudul “Keindahan Aizu: Sebuah Petualangan Budaya” dapat meningkatkan pariwisata ke Kota Aizuwakamatsu.*

***Kata kunci: Kota Aizuwakamatsu, pariwisata, pariwisata sejarah, promosi, buku pop-up***