CHAPTER IV
RESULTS AND DISCUSSION

4.1 Results

4.1.1 The Process of Editing an Interactive Travel Guidebook

The process of creating and designing an interactive travel guidebook for the city of Semarang was carried out through a series of systematic stages, following Sugiyono's (2013) Research and Development (R&D) model, which has been adapted into eight steps, as described in Chapter 3. The following are details of the implementation and results of each stage in the context of this project.

4.1.1.1 Potential and Problems

In this initial stage, potential and problems were identified as a basis for designing a guidebook. Semarang City has great potential as a historical and cultural tourism destination, as evidenced by the presence of historical sites such as the Sam Poo Kong Temple, Lawang Sewu, the Mandala Bhakti Museum, and the Ranggawarsita Museum. Each of these destinations has historical value and unique appeal that has not been fully promoted. The main problems identified are the lack of attractive tourism promotion media and the lack of effective connection with public transportation access, especially Trans Semarang. The lack of creative media that integrates these two elements hinders visitors' experience in planning and exploring the city independently and effectively. Therefore, to support Semarang City tourism, this research aims to serve as a tourism promotion tool while enhancing the tourist experience in Semarang.

4.1.1.2 Data collection

Based on the identified potential and problems, the data collection stage was carried out to obtain comprehensive information through observation, interviews, and documentation. Researchers conducted direct observations at four tourist destinations: Sam Poo Kong Temple, Lawang Sewu, Mandala Bhakti Museum, and Ranggawarsita Museum. These observations covered the condition of facilities, atmosphere, characteristics of each location, and visitor interactions. Observations were also conducted on Trans Semarang's operational routes, including routes, bus stop locations, and connectivity to tourist attractions, to ensure the accuracy of the transportation information published.

Additionally, to supplement the observation data, direct interviews were conducted with relevant sources. Researchers interviewed tourist attraction employees to gather practical

information about the destinations, such as operating hours, ticket prices, and recommendations for local culinary and souvenir options. Interviews were also conducted with Trans Semarang officers to obtain accurate data on Trans Semarang operations, including routes, fares, and the locations of strategic bus stops directly connected to tourist destinations.

Interviews were also conducted with representatives of the Semarang City Tourism and Culture Office to gain a broader understanding of local tourism conditions. These interviews aimed to gather information on popular tourist destinations, whether similar products already exist that combine travel guides for four destinations on a single Trans Semarang route, and the potential of such guidebooks to support tourism promotion programs. The following is a description of the interview results, which can be explained as follows:

a)   Semarang Tourism

Semarang's tourism scene is diverse, with several well-known destinations, such as Lawang Sewu, Sam Poo Kong Temple, Mandala Bhakti Museum, and Ranggawarsita Museum. These destinations attract visits from both domestic and international markets. These destinations have been identified as key popular locations in the city, supported by their historical value and high visual appeal, making them easily exposed and viral on digital platforms. As a result, the majority of tourists tend to visit these established destinations, often driven by social media trends (the FOMO phenomenon). However, there are many other destinations with similar potential but less exposure.

b)   Trans Semarang Route

Trans Semarang is the Semarang public transportation system. This system has several corridors serving different destinations. Corridor V, which connects PRPP and Meteseh, is the corridor with the largest number of tourist destinations. Therefore, this corridor is strategically positioned as a focus for developing tourism promotion media integrated with public transportation

c)   Promotional media book

Common tourism promotional media currently used include brochures, pamphlets, booklets, websites, and e-books. However, physical books, particularly guidebooks that integrate the Trans Semarang Corridor V route as a tourist guide,

are currently unavailable. This presents an opportunity to develop more innovative and informative promotional media.

d)   Guidebook Design

Guidebook should emphasize visual elements, such as destination photos, with concise, informative text. This is because tourists tend to be more interested in experiencing the atmosphere and beauty of a destination firsthand rather than reading lengthy text. To capture tourists' attention, guidebooks must have an engaging and unique concept. One way to achieve this is by developing interactive guidebooks that offer a unique experience compared to conventional promotional media.

Simultaneously, researchers actively took photographs using mobile phones during the documentation process at tourist destinations and along the Trans Semarang route. This visual data captured actual conditions on the ground, visitor activities, and relevant visual details essential to ensuring visual accuracy and practical information in the guidebook. The collected data included images of architecture, facility conditions, atmosphere, characteristics of each location, and visitor interaction patterns. Below are photo taken at the Trans Semarang site during the data collection process.

Figure 4. 1 Simpang Lima Trans Semarang Bus Stop

4.1.1.3 Product Design

Among other things, there are several stages we adhere to when creating a product. The Product Design stage is a crucial step in developing our innovative creations, where meticulous attention to detail and creativity drive us to exceed the expectations of our target audience. Through collaboration and integration, we aim to transform ideas into tangible designs, emphasizing functionality, aesthetics, and user experience. By leveraging cutting-edge technology and diverse inspirations, we strive to seamlessly blend innovation and practicality.

This section will cover the design process for this interactive guidebook, starting with careful planning to establish imaginative ideas, and organizing data collection to support the book's content and shape the product's form and function. Once the foundation was in place, we moved on to the actual product design, using effective tools and methods to bring our ideas to life.

a)   Planning

This interactive guidebook production project has been completed, resulting in a detailed self-guided travel guide for tourists. The guide's primary focus is on guiding travelers from the Simpang Lima bus stop to four major tourist destinations using Trans Semarang services. The content has been thoroughly compiled, encompassing historical facts, location descriptions, and integrated Trans Semarang transportation information, all arranged in a logical and engaging travel sequence. The developed interactive design concept successfully blends aesthetics with functionality, making it an informative and in-depth exploration tool.

The guide provides comprehensive information, including culinary options, souvenirs, hotel listings, emergency contacts, and travel tips and tricks. For user convenience, each item is accompanied by prices, maps, QR codes, and image visualizations. To reach a global audience, the guide is presented in English, while access to the Indonesian language version is provided via a barcode at the end of the book, ensuring ease of use for all readers.

Table 4. 1 Details of the main ideas of the guidebook

Design Theme	Guidebook
Design Size	14.8 × 21 cm (A5)
Paper Type	Art Paper 190 Gram
Paper Orientation in Original Design	Landscape and Portrait can be folded

The table below outlines the key concepts of the upcoming guidebook, intended to facilitate the design process for subsequent editions. In designing the content, we have carefully considered the amount and variety of information presented to meet the purpose of this guidebook. The content included in this guidebook includes:

1. Travel route information from Simpang Lima bus stop to four tourist destinations using Trans Semarang transportation.
2. Semarang Tourism Trip
3. Culinary and souvenirs around tourist destinations.
4. List of hotels around tourist destinations.
5. Relevant emergency contacts.
6. Practical tips & tricks for traveling.
    This book covers the following materials:
1. Photo
    Real-life images of tourist destinations are provided to enhance the reader's visualization and understanding, complementing the descriptions in the guidebook.
2. Description
    Detailed information about travel routes, Trans Semarang tickets, the history of tourist destinations, hotels, food, and souvenirs. These descriptions will help readers understand the context and make informed decisions before visiting.
3. Operating Hours
    Information about the operating days and hours of each listed destination so readers can better plan their visit.
4. Price Information
    This guidebook displays ticket price ranges for tourist destinations and Trans Semarang fares, which helps readers budget and estimate their expenses.

5. Address and Barcode

    The complete address of each tourist destination, culinary establishment, and hotel is included for easy identification. For added convenience, a barcode is included with each entry, allowing readers to directly access Google Maps and easily navigate to specific locations.

6. Interactive

    To provide a more engaging and creative experience, this guidebook is equipped with various interactive features. These include pop-up mechanisms that display additional information in three dimensions, pull tabs that reveal hidden information when pulled, and peek-a-boo features that readers can discover on every page.

b) Drafting

At this stage, researchers are required to compile the collected data, including the four destinations. It is important to prepare all necessary materials before starting the design. The book content creation process begins with drafting a draft, which includes a brief description of the four tourist destinations in the back of the book, brief information about Trans Semarang, the contents of the guidebook, and other important information. This drafting process is carried out using Google Docs to facilitate file access for the entire team. The drafting process extends to relevant book content and the presentation of visual information (images of tourist attractions, Trans Semarang routes, hotels, souvenirs, and culinary delights).
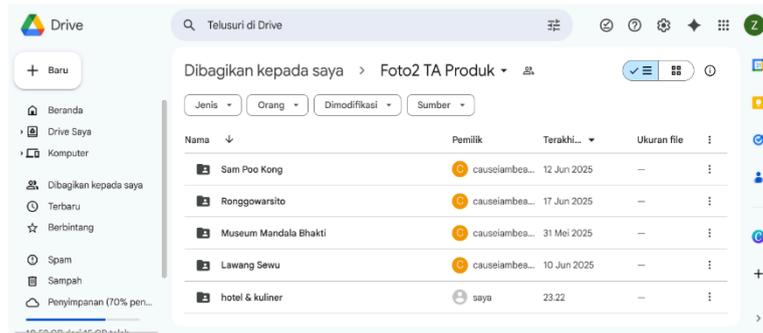

Figure 4. 2 back cover of the book
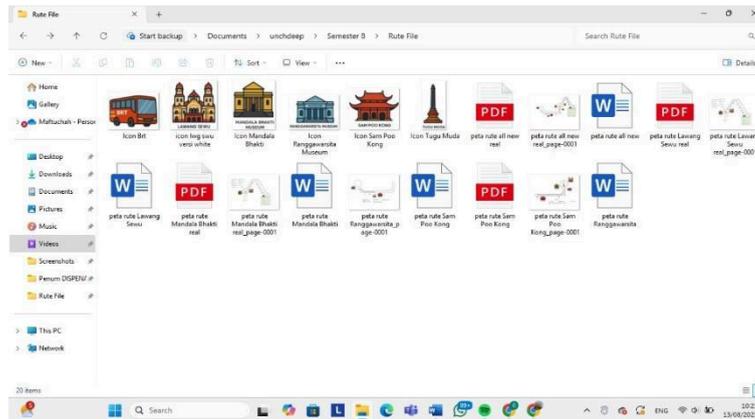
Figure 4.2 Archive of tourist attraction photos

Figure 4. 3 Draft Route

c)   Design Process

During the design process, the researchers used a single editing application. The initial design draft was created using Canva Pro as the primary tool. Canva Pro was chosen for its ease of layout customization and the availability of professional features to support the design process.

The design of this interactive guidebook involved a series of in-depth visual decisions to create a cohesive and engaging experience for readers. This process wasn't just about making the guidebook look good, but also ensuring every detail contributed to ease of navigation and understanding of the content. Every design element, from the color palette and font choices to the decorative elements, was strategically chosen to not only clarify the information but also to reinforce the guidebook's visual identity as a uniquely Semarang travel guide.

The design process begins with creating a digitally structured page layout. A consistent grid is created for each page, ensuring consistent and orderly positioning of text, images, and interactive elements. Once the basic framework is in place, all content created during the drafting phase is incorporated, from descriptive text and destination photos to maps and QR codes. This stage requires a high level of attention to detail, such as ensuring image

alignment with relevant text and ensuring each interactive element functions properly. Below is a detailed explanation of the design elements implemented:

1.   Color

In addition to the cover color, the guidebook's content design also utilizes a rich and integrated color palette to ensure an engaging and informative reading experience. To ensure the guidebook's content isn't monotonous, a diverse color palette is applied to other elements within the book. These colors are used to differentiate information categories, highlight key points, and enhance illustrations, making the guidebook feel more dynamic and less boring. This deliberate use of a color palette aims to help readers navigate the information more easily and enhance the overall visual appeal.
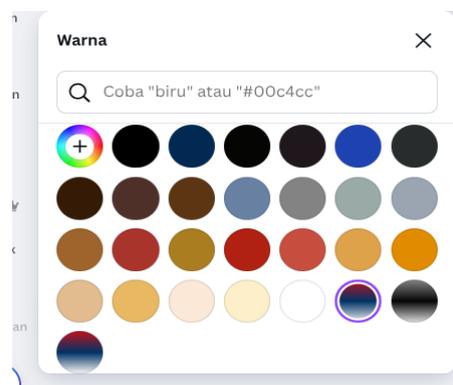
Figure 4. 4 Color palette

To build a strong visual identity, we adopted a color palette inspired by the distinctive colors of Trans Semarang. On the cover of the guidebook, we used a color combination through a 180° linear gradation, consisting of red (#c1121f), dark blue (#003366), and white (#f8f5f5). This color combination was chosen to create a fresh and refreshing atmosphere that reflects the public transportation service that is the main focus of this guidebook.
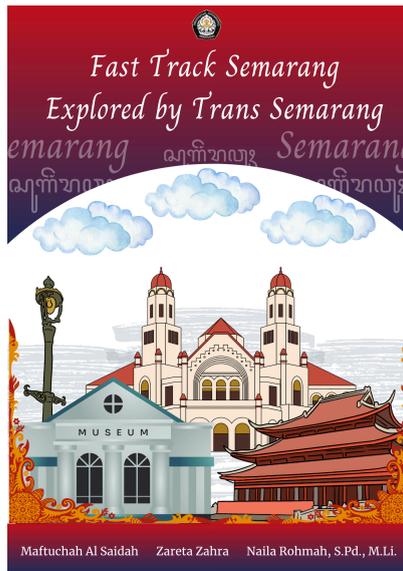
Figure 4. 5 Book cover

Meanwhile, for the content pages, we chose a light blue (#6881a2) as the base color, but added subtle hues. The use of these hues aims to avoid a plain and monotonous impression, while providing an interesting visual texture without disrupting the legibility of the text and images. The created atmosphere is also more calming and comfortable for the reader's eyes, allowing information to be absorbed more easily. The consistent use of color throughout the pages helps readers immediately recognize the guidebook's main theme.
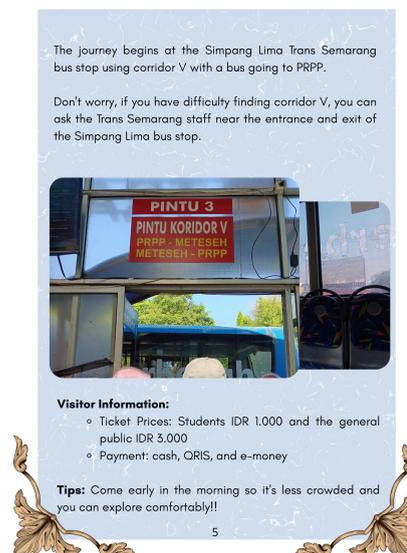
2.   Font

Font selection was meticulously executed to ensure optimal readability while providing a fitting aesthetic. On the guidebook cover, we used the Charm font to convey a personal, friendly, and distinctive feel. For the subheadings within the guidebook, we combined three harmonious fonts: Raleway, Merriweather, and Joshico, to create a clear and engaging visual hierarchy. Meanwhile, for the main text and detailed information, we used the clean, modern, and highly legible Glacial Indifference font. These font choices, overall, aim to create a professional and engaging look without sacrificing functionality.

Figure 4. 7 Charm font for book cover

Figure 4..8 Merriweather and Joshico font for sub-headlines

Figure 4. 9 Raleway font for sub-headlines

Figure 4. 10 Glacial Indifference font for page contents

3.   Elements

To provide an authentic local touch and differentiate this guidebook from other travel guides, we strategically incorporated Javanese elements into the design. Illustrations or traditional batik motifs with modern twists are used as decorative elements on several pages, particularly at the beginning of each destination. These elements serve not only as visual ornaments but also as reminders of Semarang's rich culture. The use of these elements helps build a visual narrative steeped in local culture, giving the guidebook a more personal and distinctive feel.

All of these design elements, from colors and fonts to distinctive Javanese patterns and motifs, blend together to create a cohesive and harmonious product. The use of Trans Semarang colors as its primary identity, combined with local cultural influences and a professional layout, results in a guidebook that's both informative and visually appealing.

Figure 4.11 Wayang design elements

Figure 4.11 Wayang design elements

4.1.1.4 Design Validation

Validation was carried out by the supervisor in the relevant field, particularly one with experience in English and tourism promotion. On August 7th, 2025, Ms. Naila Rohmah, S.Pd., M.Li., provided feedback, suggestions, and criticism, and approval was granted immediately. At this stage, the supervisor completed a validation form in her capacity as supervisor.

SURAT PERNYATAAN VALIDASI

Yang bertanda tangan di bawah ini:

Nama : Naila Rohmah, S.Pd., M.Li.

NIP : 198912262024062001

Program Studi : Bahasa Asing Terapan

Menyatakan bahwa produk tugas akhir mahasiswa-mahasiswa berikut:

Nama : Zareta Zahra

NIM : 40020521650095

Program Studi : Bahasa Asing Terapan

Judul TA : Designing an Interactive Travel Guidebook to Semarang's Historical Sites via Trans Semarang Corridor V Access

Setelah dilakukan penilaian terhadap produk tersebut, dapat dinyatakan:

	Layak digunakan tanpa revisi
✓	Layak digunakan dengan revisi sesuai aturan
	Tidak layak digunakan

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 07 Agustus 2025
Validator

Naila Rohmah, S.Pd., M.Li.
NIP: 198912262024062001

Catatan:

Kolom diisi dengan tanda (✔)

Form of Validation Product

An Interactive Travel Guidebook

Validator : Naila Rohmah, S.Pd., M.Li.

Date of Validation : August 7th, 2025

Material Expert Validation

Please checklist one of the selected answers (✔)

1. Is the material in accordant with the title of the book?

Not Accordant	Fairly Accordant	☑ Accordant	Very Accordant

2. Is the material provided in the Interactive Travel Guidebook fulfilling the needs tourists?

Not Fulfilling	Fairly Fulfilling	Fulfilling	☑ Very Fulfilling

3. Is the vocabulary in the guidebook easy to understand?

Not Easy	Fairly Easy	☑ Easy	Very Easy

4. Is the language and writing used in the guidebook proper?

Not Proper	Fairly Proper	☑ Proper	Very Proper

5. Is the information provided in each guiding clear?

Not Clear	Fairly Clear	☑ Clear	Very Clear

6. Is the delivery of information in the guidebook precise?

Not Precise	Fairly Precise	Precise	☑ Very Precise

7. Is the writing in each description of guiding delight informative?

Not Informative	Fairly Informative	Informative	☑ Very Informative

8. Is the writing in each description of guiding delight persuasive?

Not Persuasive	Fairly Persuasive	☑ Persasive	Very Persuasive

9. Is the QR code easily accessible?

Not Accessible	Fairly Accessible	Accessible	☑ Very Accessible

10. Is there any more information that needs to be added to this book? If yes, please elaborate.

No

11. Criticism and suggestions   *attached*

Make the pop-up pictures stronger, use the hard covers for
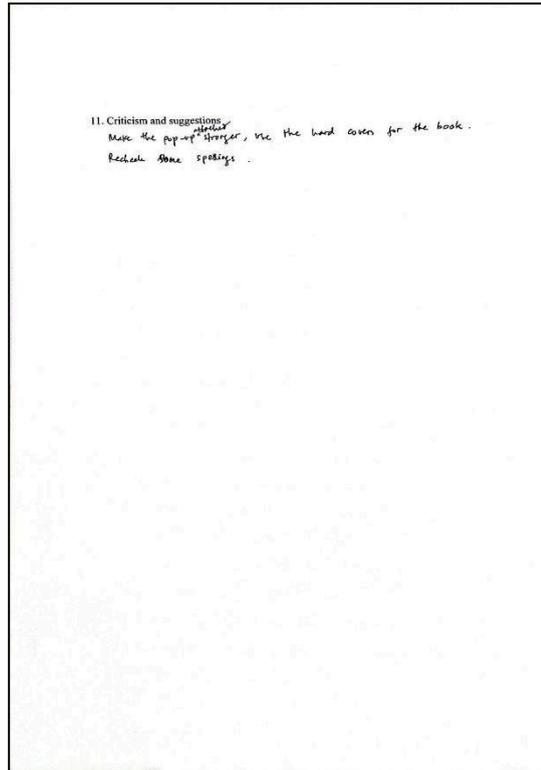the book. Rechech the spellings of words in the book

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Form of Validation Product

An Interactive Travel Guidebook

Validator   : Naila Rohmah, S.pd., M.Li.

Date of Validation : August 7th, 2025

Media Expert Validation

Please checklist one of the selected answers (✓)

1. Does the cover of the guide book look attractive?

☐ Not Attractive	☐ Fairly Attractive	☑ Attractive	☐ Very Attractive

2. Is the layout of the writing and elements in the book neatly?

☐ Not Neat	☐ Fairly Neat	☑ Neat	☐ Very Neat

3. Is the color selection in the interesting as a guidebook?

☐ Not Easy	☐ Fairly Easy	☐ Easy	☑ Very Easy

4. Are font styles and sizes in the guidebook Legible?

☐ Not Legible	☐ Fairly Legible	☑ Legible	☐ Very Legible

5. Are the pop-up models in the guidebook interesting?

☐ Not Interesting	☐ Fairly Interesting	☑ Interesting	☐ Very Interesting

6. Are the elements given suitable with the provided material?

☐ Not Suitable	☐ Fairly Suitable	☑ Suitable	☐ Very Suitable

7. Are the images displayed suitable for the provided material?

☐ Not Suitable	☐ Fairly Suitable	☐ Suitable	☑ Very Suitable

8. Do the pictures seem clear when the book is opened?

☐ Not Clear	☐ Fairly Clear	☑ Clear	☐ Very Clear

9. Is the size of the book convenient to carry around?

☐ Not Convenient	☐ Fairly Convenient	☑ Convenient	☐ Very Convenient

10. Is there any more information that needs to be added to this book? If yes, please elaborate.

No.

11. Criticism and suggestions
Make the pop-up stronger, use the hard cover for the book.
Recheck some spellings.

Both the supervisor and the researcher engaged in logical discussions and analysis to facilitate the design validation process. The discussions between the supervisor and the researcher, followed by the supervisor's completion of a design validation form, were crucial for ensuring product quality. At this stage, the researcher received valuable suggestions for changes or additions to the product. The criticisms and suggestions focused on technical and production improvements. The primary input received was the need to strengthen the guidebook's pop-up mechanism to make it more robust and functional. It was recommended that the guidebook be printed in hardcover format to enhance durability and enhance its professionalism. Furthermore, the supervisor emphasized the need to review spelling errors still found within the guidebook's content. Overall, the book's visual design received no criticism, indicating that the layout, color selection, and visual elements were appropriate and effective. These valuable suggestions were then followed up for changes or additions to the final product.

4.1.1.5 Design Revision

Design revision is essential in the creative process, as it entails thorough assessment and improvement of the original product design draft. At this point, we collect input from supervisors, thoughtfully evaluating the important insights and recommendations offered throughout the validation process.

Through continuous refinements, we sought to produce a unified and consistent final outcome that closely matched our vision and objectives. This teamwork strategy guaranteed that essential enhancements were included, leading to an attractive, top-notch interactive design that successfully communicates our intended message to our audience. A few of the changes made are:

a)   Interactive mechanism enhancements

A key suggestion from our supervisor was to improve the pull-tab mechanism. In the first version, the pull-tab system was constructed using basic paper folding, which made it susceptible to breaking or coming apart when pulled. Based on this feedback, we conducted several design experiments. These changes included using stronger paper and a more complex folding method to increase the pull-tab system's durability and durability when opened and closed frequently. We modified the mounting points to allow the pull-tab to stand more securely and improve its information presentation. This section of the report.
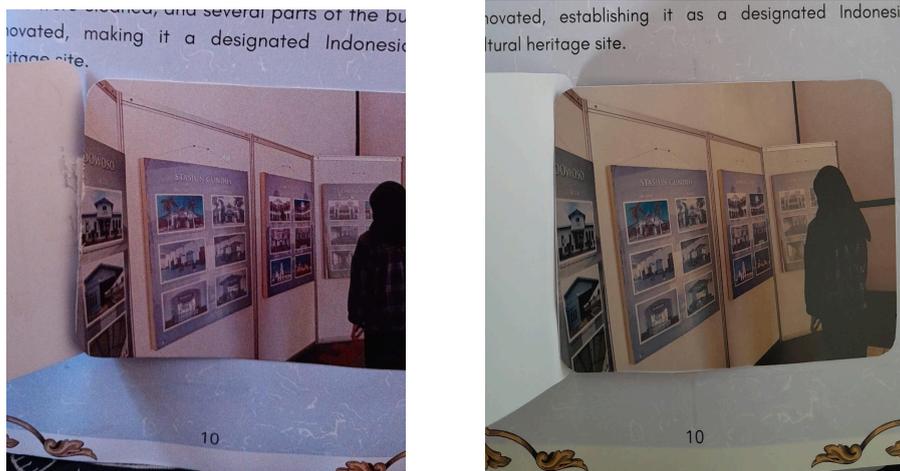
Figure 4. 16 Before and After Pull Tab Revision

b)   Hardcover

Another highly considered suggestion from the supervisor was to replace the softcover with a hardcover. This decision was made to improve the book's overall durability, given that the guidebook was expected to be used repeatedly by travelers. The hardcover also gave the final product a more premium and professional feel. The revision process included selecting the appropriate type of cardboard for the hardcover, designing a cover that suited the new format, and adjusting the spine to ensure the title and author information remained clearly visible. A visual comparison

between the initial softcover design and the hardcover implementation is documented through before-and-after photos in this report.
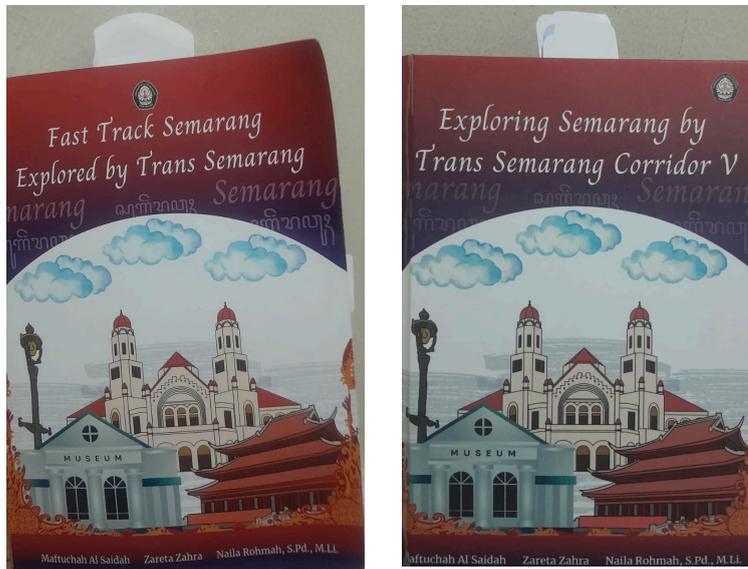

Figure 4. 17 Before and After Hardcover Revision

c) Spelling

In addition to design validation, proofreading was also part of the process. The supervisor provided feedback on spelling and writing consistency in the draft. From this review, only two significant spelling corrections were made to ensure content accuracy. These changes included

a. Revision of the word Reservation

This phrase was revised due to a typo. The revision was made to ensure the phrase was correct and easy to understand, so it wouldn't confuse readers when searching for booking or ticket information.
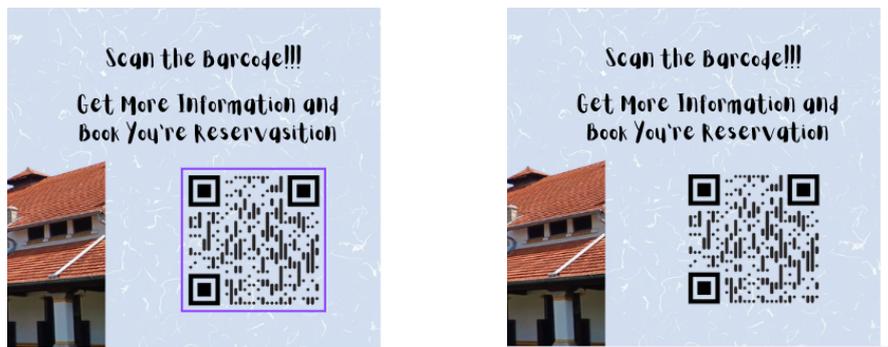
Figure 4. 18 Before and After the word reservation revision

b. Revision "Travel Note"

The term "Travel Note" was changed to a more precise form that aligns with the book's overall writing style. This change was made to maintain consistent terminology throughout the guidebook, making it feel more cohesive and professional to readers.

TRAVEL NOTE
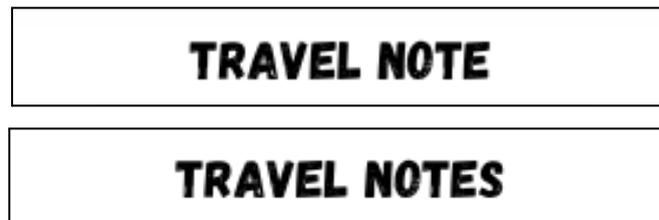
TRAVEL NOTES

Figure 4. 18 Before and After the words "Travel Note" revision

4.1.1.6 Product Testing

A structured survey was used to collect data from the product testing in this study, and 40 participants participated by completing a Google form. The data was carefully reviewed to ensure it met the research objectives and took into account respondents' preferences. To better understand the sample's characteristics, respondents' profiles were extensively studied. The data collection period for the respondents took place from August 14 to August 24, 2025.

In this study, tourist respondents consisted of students and the general public from outside Semarang. The participating international tourists were international students. Meanwhile, local tourists included new students, students from outside Semarang, and the general public from outside Semarang.

A product trial was conducted to obtain feedback from approximately 40 respondents. Respondents were selected strategically, focusing on individuals with a sufficient background in English. This sample group included students of the Applied Foreign Language Study Program, international students fluent in English, and local tourists who also speak English. These criteria were crucial to ensure the validity of the guidebook's usability assessment. The trial included a comprehensive evaluation of several aspects, namely the quality and accuracy of the content information, visual design, the effectiveness of the interactive media used (such as pop-ups, pull-tabs, and peek-a-boo), and the guidebook's usability as a source of tourism information.

1. Respondent Profile

a. Gender

Based on the data, this study had a higher participation rate of female respondents, namely 23 (65.7%) compared to 17 (42.5%) who identified as male. This indicates greater involvement of female participants (See Figure 4.29).
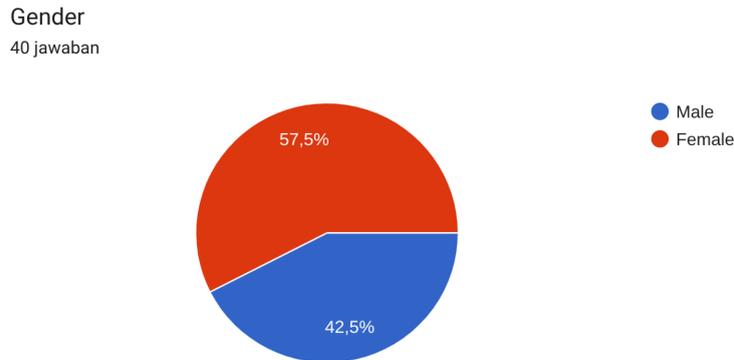
Gender
40 jawaban

Figure 4. 20 Gender of the respondents

2. Age

The sample age groups were determined based on the legal age and the productive age for travel. Among the three categories, 32 respondents (80%) were between 17 and 25 years old, while 6 respondents (15%) were between 25 and 35 years old. The remaining 2 respondents (5%) were over 35 years old.

Age
40 jawaban
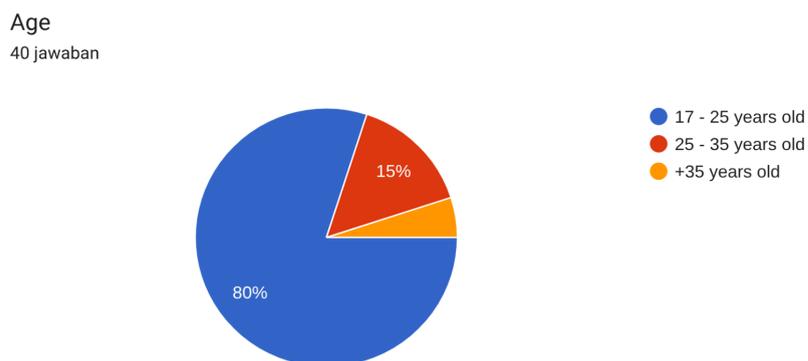
Figure 4. 21 Age of the respondents

3.   Place of Origin

Based on the place of origin, of the total 40 respondents studied, the majority were local tourists. There were 3 respondents (7.5%) who were classified as foreign tourists, who came from the Philippines (1 respondent) and Pakistan (2 respondents). Meanwhile, as many as 37 respondents (92.5%) were local tourists who came from various regions in Indonesia. Their distribution consisted of 10 respondents each from Padang, Tangerang, Depok, Bogor, and Solo, for 9 respondents each from Bekasi, Surabaya, and Magelang, while 6 respondents from Semarang, for 4 respondents from Jakarta, and while 6 respondents each from Cirebon, Purwakarta, Sragen, Grogot, Karanganyar, and Madiun.

Place of Origin
40 jawaban

Figure 4. 22 Respondents place of origin

2.   Feedback and Responses from the Survey

a)   *Have you ever felt confused when looking for information about interesting tourist attractions in Semarang?*

Based on the data obtained, the majority of respondents, 35 people (87.5%), agreed or strongly agreed that they felt confused when searching for information about interesting tourist attractions in Semarang. Meanwhile, only 5 respondents (12.5%) disagreed with this statement (See Figure 4.32).
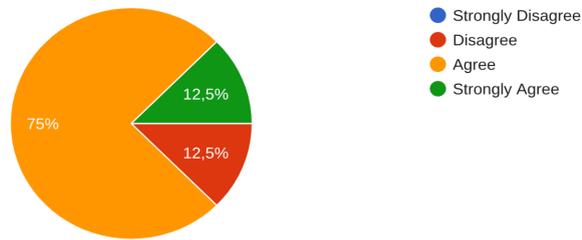
Figure 4. 23 Diagram (Have you ever felt confused when looking for information about interesting tourist attractions in Semarang?)

b)   *Do you often use Trans Semarang?*

Based on data collected from 40 respondents, the majority, 21 respondents (52.5%), stated they had ridden the Trans Semarang public transportation system. Nine respondents (22.5%) even admitted to using it frequently. Meanwhile, seven respondents (17.5%) had never ridden the Trans Semarang public transportation system, and only three respondents (7.5%) expressed a dislike of using this public transportation system.

Figure 4. 24 Diagram (Do you often use Trans Semarang?)

c)   *Are you interested in exploring historical and cultural attractions while traveling?*

Based on the data obtained, the majority of respondents expressed a high level of interest in historical and cultural tourist attractions. Seventeen respondents (42.5%) agreed, and 18 respondents (45%) strongly agreed. Meanwhile, only five respondents (12.5%) disagreed with the question.

Are you interested in exploring historical and cultural attractions while traveling?
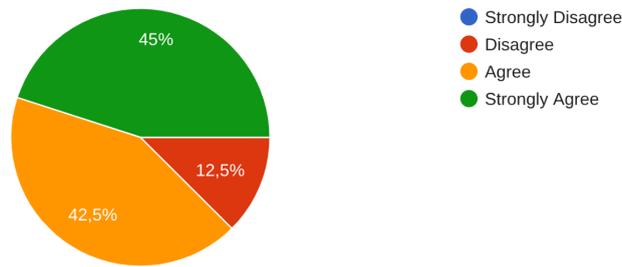
40 jawaban

Figure 4. 25 Diagram (Are you interested in exploring historical and cultural attractions while traveling?)

d)   Is the information presented in this guidebook accurate and reliable?

The survey results showed that the majority of respondents considered the information in this guidebook accurate and reliable. Twenty-three respondents (57.5%) agreed, followed by 16 respondents (40%) who strongly agreed. Only one respondent (2.5%) disagreed.

Is the information presented in this guidebook accurate and reliable?

40 jawaban
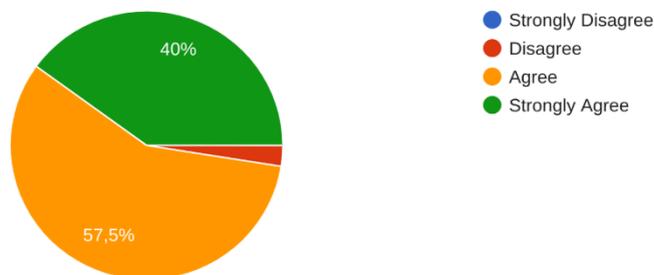
e)   Is the guidebook easy to understand and clear?

The survey results showed that the majority of respondents found the guidebook easy to understand and clear. This was evident from the 24 respondents (60%) who agreed and 15 respondents (37.5%) who strongly agreed. Only one respondent (2.5%) disagreed.
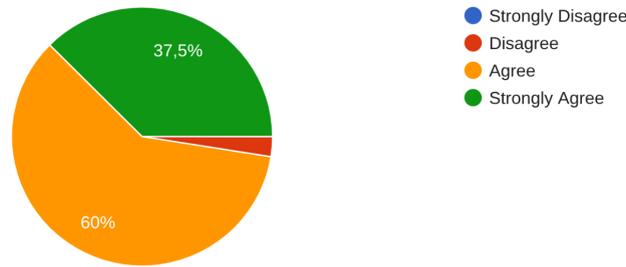
Figure 4. 27 Diagram (Is the guidebook easy to understand and clear?)

f)   *Are the color choices in this guidebook comfortable and pleasing to the eye?*

Based on data obtained from 40 respondents, the majority of respondents considered the color choices in this guidebook comfortable and pleasing to the eye. Twenty-five respondents (62.5%) agreed, and 14 respondents (35%) strongly agreed. Only one respondent (2.5%) disagreed with the statement.

Are the color choices in this guidebook comfortable and pleasing to the eye?
40 jawaban
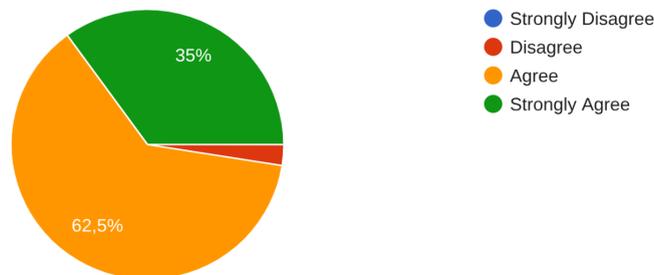
Figure 4. 28 Diagram (Are the color choices in this guidebook comfortable and pleasing to the eye?)

g)   *Is the type and size of the font in this manual easy to read?*

Based on the results of a survey of 40 respondents, all respondents (100%) considered the font type and size in this manual easy to read. Twenty-six respondents (65%) agreed, and 14 respondents (35%) strongly agreed.

Is the type and size of the font in this manual easy to read?
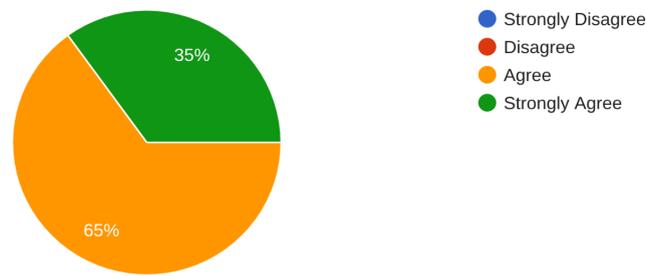40 jawaban

Figure 4. 29 Diagram (Is the type and size of the font in this manual easy to read?)

h)   *Are the pictures and elements in this guidebook properly arranged and organized?*

Based on survey data, the majority of respondents assessed that the images and elements in this guidebook were well-structured and organized. Twenty-six respondents (65%) agreed, and 12 respondents (30%) strongly agreed. However, two respondents (5%) disagreed or strongly disagreed with this statement.

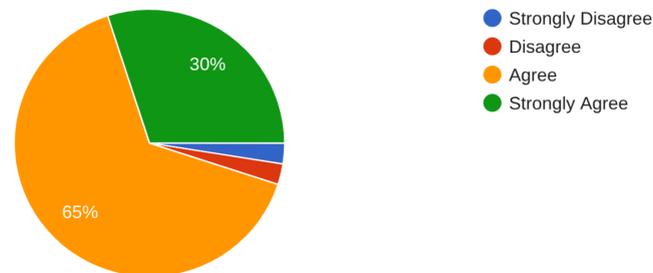Are the pictures and elements in this guidebook properly arranged and organized?
40 jawaban

Figure 4. 30 Diagram (Are the pictures and elements in this guidebook properly arranged and organized?)

i)   *Is this interactive travel guidebook interesting?*

Based on data obtained from 40 respondents, the majority found this interactive travel guidebook interesting. This was evident from the 22 respondents (55%) who agreed and 16 respondents (40%) who strongly agreed. Only 2 respondents (5%) disagreed with the statement.

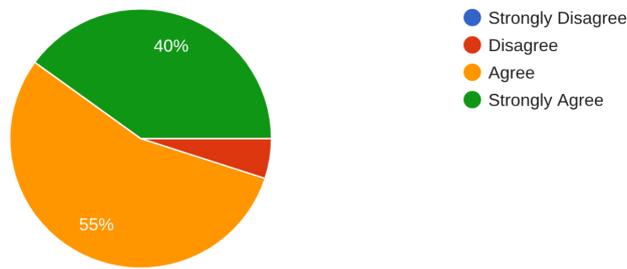Is this interactive travel guidebook interesting?
40 jawaban

Figure 4. 31 Diagram (Is this interactive travel guidebook interesting?)

j)   *Does the interactive travel guidebook increase your interest in visiting the selected tourist destinations?*

Based on the data obtained, this interactive travel guidebook has proven successful in increasing tourist interest in visiting the selected destinations. The majority of respondents, 24 (60%), agreed, and 15 (37.5%) strongly agreed.

This indicates that the guidebook's interactive content and design have a significant positive impact on readers. Only one respondent (2.5%) disagreed, indicating that the book effectively achieved its primary purpose as a tourism promotion tool (see Figure 4.41).

Does the interactive travel guidebook increase your interest in visiting the selected tourist destinations?
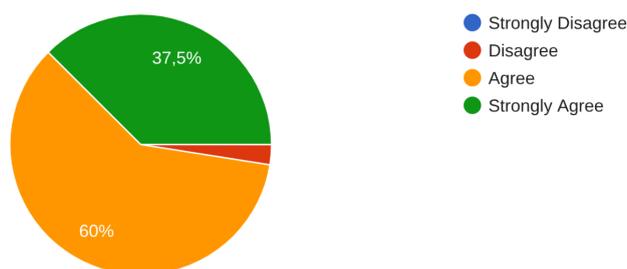40 jawaban

Figure 4. 32 Diagram (Does the interactive travel guidebook increase your interest in visiting the selected tourist destinations?)

k)   Does the selected destinations help you travel more simply?

Based on the data obtained, the majority of respondents found the selection of tourist destinations in this guidebook very helpful in their travels. Twenty-four respondents (60%) agreed, and 14 respondents (35%) strongly agreed.

This high approval rating indicates that the strategy of selecting four tourist destinations along a single Trans Semarang route has proven effective. Only two respondents (5%) disagreed, indicating that this concept was generally well-received by the target audience.

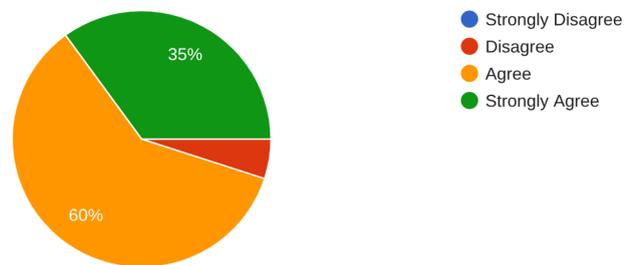Does the selected destinations help you travel more simply?
40 jawaban

Figure 4. 33 Diagram (Does the selected destinations help you travel more simply?)

l)   Does the QR code help you in your travels?

Based on survey data, the majority of respondents considered the QR codes provided to be very helpful during their travels. Twenty-two respondents (55%) agreed, and 17 respondents (42.5%) strongly agreed. Only one respondent (2.5%) disagreed with the statement.

Does the QR code help you in your travels?
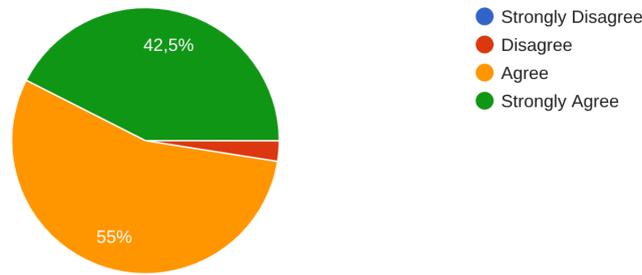40 jawaban

Figure 4. 34 Diagram (Does the QR code help you in your travels?)

m)   *Does the information about Trans Semarang routes and access help you with your trip?*

Based on survey data obtained from 40 respondents, all (100%) agreed that information regarding Trans Semarang routes and access was very helpful during their trip. Twenty-four respondents (60%) agreed, and 16 respondents (40%) strongly agreed.

These results indicate that providing information on public transportation, particularly Trans Semarang, is a highly effective and relevant feature for readers. This data strengthens the guidebook's validity in facilitating independent travel for tourists and demonstrates that the implemented concept is highly aligned with the audience's needs (See Figure 4.44).

Does the information about Trans Semarang routes and access help you with your trip?
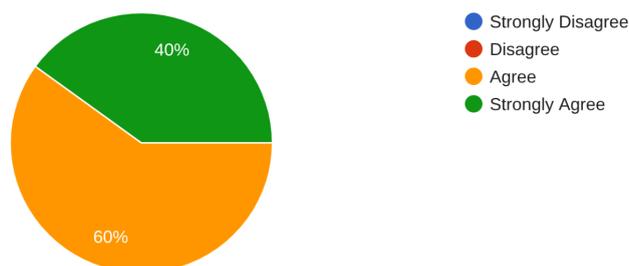40 jawaban

Figure 4. 35 Diagram (Does the information about Trans Semarang routes and access help you with your trip?)

n)   *Does the guide in the book make it easier for you to use Trans Semarang?*

Based on survey data, all respondents (100%) stated that the guide in the book was very helpful in using Trans Semarang. Twenty-four respondents (60%) agreed, and 16 respondents (40%) strongly agreed. These results indicate that the information in the Trans Semarang

guide is a highly effective and relevant feature for readers. This data demonstrates that the implemented concept aligns with the audience's needs, as it facilitates independent travel for tourists.

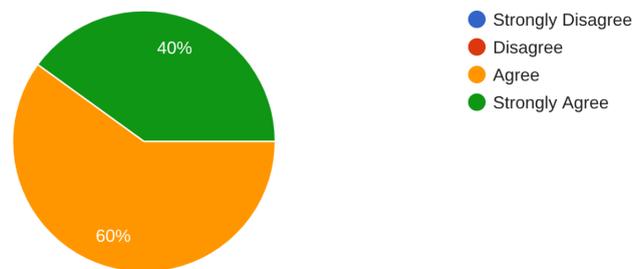Does the guide in the book make it easier for you to use Trans Semarang?
40 jawaban

Figure 4. 36 Diagram (Does the guide in the book make it easier for you to use Trans Semarang?)

o)   *Would you recommend this interactive guidebook to others who want to travel to Semarang using Trans Semarang?*

Based on the survey data, the majority of respondents expressed a strong intention to recommend this interactive guidebook to others. Twenty respondents (50%) agreed, and 19 respondents (47.5%) strongly agreed.

This high approval rate, reaching 97.5%, indicates a very high level of satisfaction with the guidebook. This demonstrates that this product is not only engaging and informative but also has great potential as an effective word-of-mouth promotional tool. Only one respondent (2.5%) disagreed, indicating very positive market acceptance.

Would you recommend this interactive guidebook to others who want to travel to Semarang using Trans Semarang?
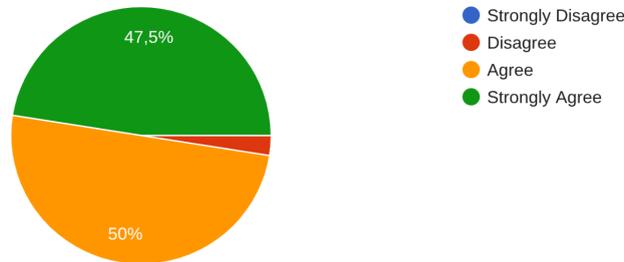
40 jawaban

Figure 4. 37 Diagram (Would you recommend this interactive guidebook to others who want to travel to Semarang using Trans Semarang?)

4.1.1.7 Product Revision

Based on the results of the trial, product revisions were made to improve the guidebook. These adjustments were based on direct feedback and suggestions from respondents. Specifically, respondents suggested that the Trans Semarang route guide should not direct to destinations, but rather to the nearest bus stop, which was considered more practical. Furthermore, feedback was received regarding the historical content being too focused on Lawang Sewu. Based on this feedback, the guidebook was revised to add and expand information on other historical and cultural sites in Semarang, making it more comprehensive.

a)   Modify the middle page color

This revision covers several key aspects based on direct feedback from respondents. First, several visual elements of the design were changed. Researchers adjusted the color scheme by changing the light blue (#6881a2) and white (#fffff) of the center page to the base colors, and vice versa, the base colors were changed to the colors used for the center page.

Figure 4. 38 Before and After color revision

b)   Modify elements

Additionally, it was decided to remove the previously used wayang elements in order to even out all the pages which initially had different designs, thus producing a more consistent look.
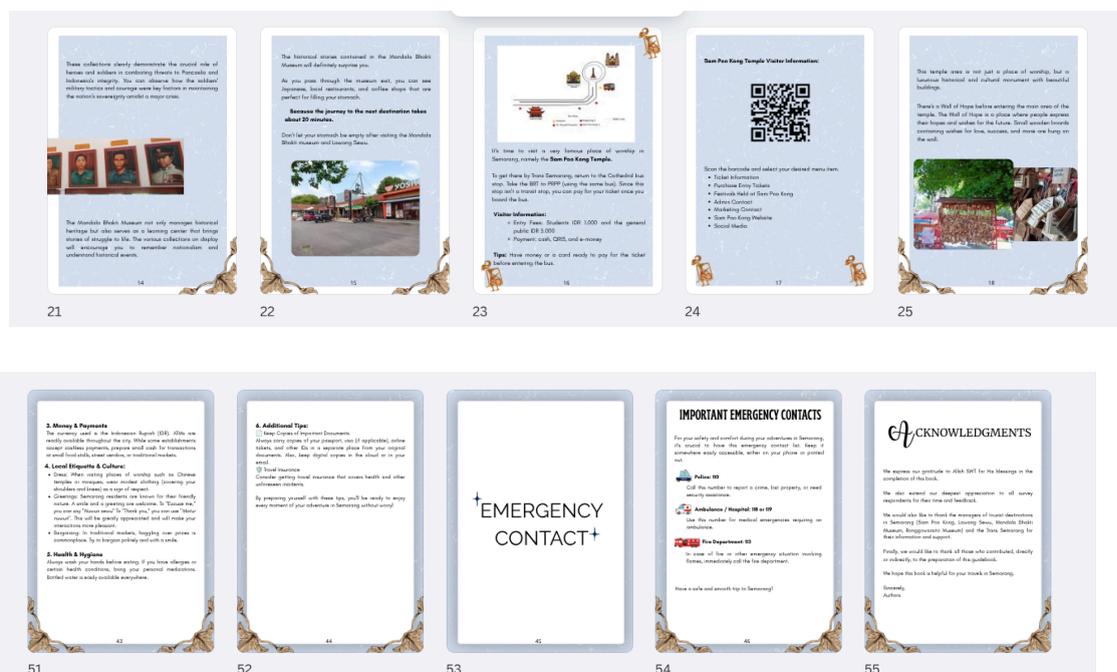
4.1.1.8 Final Product

After going through several stages of product development and revision, the interactive tourist guidebook "Exploring Semarang by Trans Semarang Corridor V" was finally perfected and printed on A5 paper. This book has gone through a fairly good modification process to perfect all aspects, from media, materials, to book usage with significant changes. Next, this book was submitted for copyright protection (HKI) (See Figures 4.51-4.52 & Appendix 8). The final product's appearance differs from the product's appearance during product testing. The interior of the book remains largely unchanged. Sections within the book utilize both pop-up and interactive elements. The four tourist attractions, Trans Semarang maps, culinary & souvenirs, and hotels are divided into pop-up and interactive elements based on the layout of each page.
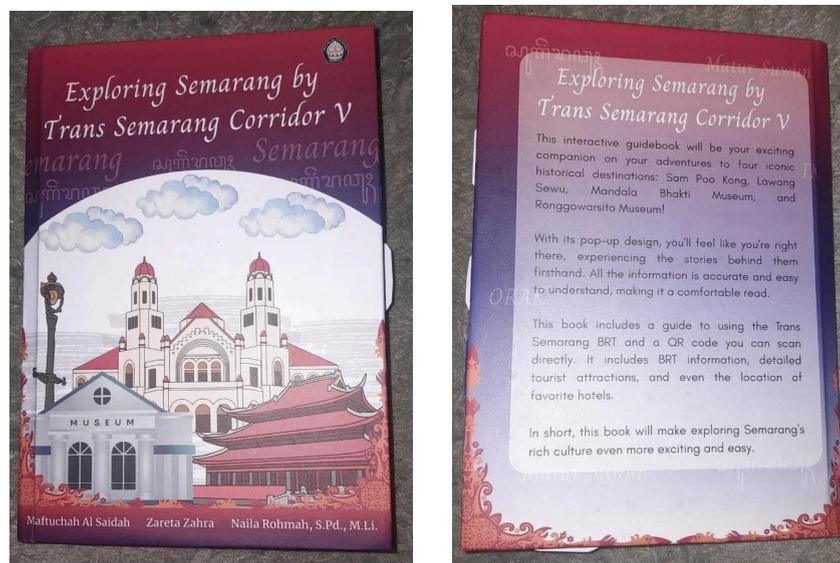

Figure 4. 40 Final Product book

4.2   Discussion

An interactive tourist guidebook designed for the city of Semarang is an innovative promotional medium that integrates information on historical tourist destinations with guidance on the Trans Semarang public transportation system. A trial analysis shows that the development of an interactive tourist guidebook for the city of Semarang is a highly effective and relevant promotional medium (Wowiling, 2023). This is supported by the positive response from the majority of respondents who considered the information presented accurate and easy to understand, indicating that the guidebook successfully addresses tourists' confusion when planning their trip. The high level of agreement that the Trans Semarang route information is very helpful confirms that the guidebook's core concept of integrating tourism with public transportation is highly effective and relevant to the needs of modern travelers seeking practical and cost-effective solutions.

This positive response is also supported by a careful design and revision process. Although the initial design was well-received, feedback from validators and respondents prompted significant improvements, such as adjusting the color scheme and removing puppet elements to achieve a more cohesive appearance. These changes demonstrate that effective design is the result of an iterative process that takes user feedback into account.

Overall, the results of this study support the findings of previous studies demonstrating the effectiveness of interactive media and the pop-up book format in capturing audience attention. However, this study goes further by demonstrating the format's effectiveness for urban history guides integrated with public transportation, a context not widely explored by previous studies. Thus, this guidebook is not only an engaging visual communication tool but also a concrete example of how a product can functionally enhance the user experience, as emphasized by the principles of visual communication. The very high level of satisfaction, as evidenced by the willingness of almost all respondents to recommend this guidebook, indicates that this product has significant potential to be an effective and practical word-of-mouth tourism promotion tool.

Furthermore, this study aligns with previous research by Mudakkir and Sembada (2019), which emphasized the importance of well-designed tourist guidebooks as comprehensive and engaging sources of information, although their focus was on e-book formats for tourist villages. Wulansari (2023) demonstrated that interactive pop-up books significantly enhance the appeal of tourism promotions, particularly in the context of Semarang's culinary scene, while Romadlon, Arifianto, and Nofrizaldi (2021) highlighted the crucial role of visual communication in public transportation promotional media. This study

extends these findings by combining interactive physical media with structured travel narratives and public transportation integration, specifically for urban history tourism.

The integration of interactive elements such as pop-ups, pull-tabs, and QR codes within the guidebook increases user engagement and information retention, supporting an experiential learning approach to tourism promotion. The bilingual presentation further expands accessibility, catering to both local and international tourists, which is crucial for promoting Semarang as a diverse and inclusive destination. These aspects demonstrate the potential effectiveness of this guidebook as a model for future tourism promotion media that effectively combines interactivity, visual communication, and practical travel information.