

**CREATING AN INTERACTIVE TRAVEL GUIDEBOOK FOR
TOURIST ATTRACTIONS ON THE TRANS
SEMARANG CORRIDOR V**



FINAL PROJECT

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

by:

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BACHELOR OF APPLIED FOREIGN LANGUAGES

VOCATIONAL COLLEGE

DIPONEGORO UNIVERSITY

2025

STATEMENT OF ORIGINALITY

This is to certify that thesis definitely my original work. I am completely responsible for the content of this thesis. Other writers; opinion or finding included in this project are quoted or cited in accordance with ethincal standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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Date : September 2025

APPROVAL SHEET

A FINAL ASSIGNMENT

CREATING AN INTERACTIVE TRAVEL GUIDEBOOK FOR TOURIST ATTRACTIONS ON THE TRANS SEMARANG CORRIDOR V

by

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Semarang, September 11th 2025

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ACCEPTANCE

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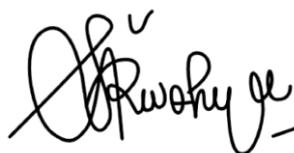
Title of Final Project : CREATING AN INTERACTIVE TRAVEL GUIDEBOOK FOR
TOURIST ATTRACTIONS ON THE TRANS SEMARANG
CORRIDOR V

**“This study has been examined and is accepted for inpartial fulfilment of the
requirement for the degree of Applied Bachelor in Applied Foreign Language of
Vocational Collage Diponegoro University”**

Examiners Board:

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| 1. Naila Rohmah, S.Pd., M.Li. | (Chairman): (|  |) |
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The researcher hopes that the guidebook “ Exploring Semarang by Trans Semarang Corridor V” and this final project research can provide benefits in the field of knowledge and

a value that researchers can apply to all parties who need a guidebook. Even though this book can become a medium of learning for young learners.

Semarang, September 10th 2025

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ABSTRACT

This study aims to develop an interactive travel guidebook focused on utilizing Trans Semarang Corridor V public transportation as a promotional medium. The research employed a modified Research & Development (R&D) method. Data were collected through observation, interviews, and documentation, while the product was tested on 40 potential tourists. The findings indicate that the guidebook is highly effective in providing clear and accurate information on routes, destinations, and practical travel tips. Its interactive design, which includes pop-up elements and QR codes, was proven to be engaging and increased respondents' interest in visiting the recommended destinations. A majority of respondents (97.5%) stated that the book enhanced their interest in traveling using Trans Semarang. Thus, this product successfully serves as an innovative solution for promoting eco-friendly and cost-effective tourism in Semarang City.

Keywords: Interactive Guidebook, Trans Semarang, Tourism, Promotional Media, Semarang City.

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan buku panduan wisata interaktif yang berfokus pada pemanfaatan transportasi publik Trans Semarang Koridor V sebagai media promosi. Metode yang digunakan adalah *Research & Development (R&D)* yang dimodifikasi. Pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, sedangkan uji coba produk melibatkan 40 responden yang merupakan calon wisatawan. Hasil penelitian menunjukkan bahwa buku panduan ini sangat efektif dalam memberikan informasi yang jelas dan akurat mengenai rute, destinasi, serta tips praktis untuk perjalanan wisata. Desain interaktifnya, yang mencakup elemen pop-up dan QR code, terbukti menarik dan meningkatkan minat responden untuk mengunjungi destinasi yang direkomendasikan. Mayoritas responden (97.5%) menyatakan buku ini mampu meningkatkan minat mereka untuk berwisata menggunakan Trans Semarang. Dengan demikian, produk ini berhasil menjadi solusi inovatif untuk mempromosikan pariwisata yang ramah lingkungan dan hemat biaya di Kota Semarang.

Kata Kunci: Buku Panduan Interaktif, Trans Semarang, Pariwisata, Media Promosi, Kota Semarang.

