

**CREATING HISTORICAL STORY IN PROMOTIONAL
BILINGUAL POP-UP BOOK ENTITLED “UNLOCKING
OUDE STAD: RESTORING THE SOUL OF KOTA LAMA
SEMARANG”**



FINAL PROJECT

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

by

Maria Yosefa Putri Purnama

SID: 40020522650020

**BACHELOR OF APPLIED FOREIGN LANGUAGES
VOCATIONAL COLLEGE
UNIVERSITAS DIPONEGORO
2026**

STATEMENT OF ORIGINALITY

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

Semarang, June 5th 2026

A handwritten signature in black ink, appearing to be 'MY' followed by a stylized, cursive name.

Maria Yosefa Putri Purnama

APPROVAL SHEET

A FINAL PROJECT

**CREATING HISTORICAL STORY IN PROMOTIONAL BILINGUAL POP-UP
BOOK ENTITLED “UNLOCKING *OUDE STAD*: RESTORING THE SOUL OF
KOTA LAMA SEMARANG”**

by

Maria Yosefa Putri Purnama

Student ID Number: 40020522650020

Semarang, June 8th 2026

Approved by

Supervisor

A handwritten signature in black ink, appearing to read 'Alfin Rosyidha', with a large circular flourish on the left side.

Alfin Rosyidha, S.Pd., M.A.

NIP. 199512092024062001

ACCEPTANCE

This Final Project was submitted by:

Name : Maria Yosefa Putri Purnama

SID : 40020522650020

Study Program : Applied Foreign Language

Title of Final Project : Creating Historical Story in Promotional Bilingual Pop-Up Book
Entitled "Unlocking *Oude Stad*: Restoring the Soul of Kota Lama
Semarang"

**"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. Alfin Rosyidha, S.Pd., M.A. (Chairperson) | : (.....) |
| 2. Aditya Nur Patria, S.Hum., M.App.Ling. (Member) | : (.....) |
| 3. Windy Harsiwi, S.Pd., M.Int.Cul. (Member) | : (.....) |

Semarang, June 22nd 2026

Head of Applied Foreign Languages Study Program



Sriwahyu Istana Trahutami, S.S., M.Hum.
NIP 197401032000122001

ACKNOWLEDGEMENT

In the name of God, the Entirely Merciful, the Especially Merciful. All praise is due to God, Lord of the worlds. He has allowed me to accomplish the entire works, including this final assignment: Creating Promotional Bilingual Pop-Up Book Entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang.” Preparing this final assignment is submitted as part of the requirements for completing the Applied Foreign Language Study Program at the Vocational College, Universitas Diponegoro. In this opportunity, the writer would like to express sincere gratitude and appreciation to the following:

1. Prof Dr. Ir. Budiyono, M.Si., as the Dean of the Vocational College, Universitas Diponegoro.
2. Sriwahyu Istana Trahutami, S.S., M.Hum., as the Head of the Applied Foreign Language Study Program, Universitas Diponegoro
3. Alfin Rosyidha, S.Pd., M.A., as the supervisor who has patiently guided, motivated, and accompanied the writer throughout the preparation of this final assignment.
4. All lecturers and staff of the Applied Foreign Language Study Program who have provided guidance and support from the first semester through the completion of this study.
5. Special thanks to my beloved parents, whose endless prayers, unconditional love, persistent support have been the greatest source of strength throughout this journey. Every step taken in this study was driven by the desire to make them proud, and no words could ever be enough to express how grateful the writer to have them.
6. My two dearest siblings, my older brother and my older sister, who has always been source of comfort and joy throughout this process. Their presence, support, and refresh whenever things got overwhelming meant more than they may ever know.
7. My great partners and lovely friends, Alfariska Keisha Syafarina and Shinta Dyah Kusumastuti, as partners team in completing this final project, for the collaboration, dedication, and support from the beginning until the end. I am so grateful for having this great team.
8. My beloved friends, Aura, Izza, Amira, Syifandra, who have made college life genuinely memorable and full of warmth. Thank you for always being there and making even the ordinary days feel special.

9. To romantic comedy films and my music playlist, which have been the companions throughout the highs and lows of completing this final project.
10. Last but not least, I would like to thank myself, for always choosing to keep going and believing in the process.

Finally, the writer hopes that this final project may be of benefits to the readers and serve as a meaningful contribution to the further academic development. The writer is fully aware of the limitations of this work and sincerely welcomes any input for improvement.

Semarang, June 6th 2026

A handwritten signature in black ink, appearing to be 'MY' followed by a stylized name.

Maria Yosefa Putri Purnama

ABSTRACT

Kota Lama Semarang is a tourist destination that has historical and cultural significance. Therefore, an engaging and informative promotional media is needed to introduce this destination to local and international tourists. This study aims to develop a bilingual pop-up book titled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” as a promotional media. The book contains historical story of Semarang, historic buildings, supporting facilities, and accommodations in *Kota Lama*. The content of this book is presented in Indonesian and English with interactive pop-up elements. This research uses the Research and Development (R&D) method based on the 4D model developed by Thiagarajan, which includes the following stages: define, design, develop, and disseminate. The product was evaluated by respondents and validated by expert. The evaluation results show that this bilingual pop-up book received positive reviews in its content, design, and functionality. One of the added values of this product is the combination of historical, cultural, and tourist destination information into one interactive media.

Keywords: Tourism, Kota Lama Semarang, Promotional media, Pop-up book.

ABSTRAK

Kota Lama Semarang merupakan salah satu destinasi wisata yang memiliki nilai sejarah dan budaya. Dari sinilah diperlukan suatu media promosi yang menarik dan informatif untuk memperkenalkan kawasan ini kepada wisatawan lokal dan internasional. Penelitian ini bertujuan untuk mengembangkan buku pop-up book bilingual yang berjudul “Unlocking Oude Stad: Restoring the soul of Kota Lama Semarang” sebagai media promosi. Buku ini berisi informasi sejarah di kota Semarang, bangunan-bangunan bersejarah, fasilitas pendukung dan akomodasi di Kota Lama. Isi dari buku ini menggunakan bahasa Indonesia dan bahasa Inggris dengan elemen pop-up yang interaktif didalamnya. Penelitian ini menggunakan metode Research and Development (R&D) dengan model 4D yang dikembangkan oleh Thiagarajan, yang meliputi define (pengumpulan data), design (perancangan), develop (pengembangan), dan disseminate (penyebaran). Produk dievaluasi oleh responden dan divalidasi oleh ahli. Hasil evaluasi menunjukkan bahwa buku pop-up bilingual ini memperoleh penilaian yang baik pada aspek konten material, desain, hingga fungsionalitas. Salah satu nilai tambah dari produk ini yaitu penggabungan informasi sejarah, budaya, dan destinasi wisata dalam satu media yang interaktif.

Kata Kunci: Wisata, Kota Lama Semarang, Media Promosi, Buku pop-up.

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY	ii
APPROVAL SHEET	iii
ACCEPTANCE	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
<i>ABSTRAK</i>	viii
TABLE OF CONTENTS	ix
TABLE OF FIGURES	xi
LIST OF TABLES	xiii
TABLE OF APPENDICES	xiv
CHAPTER I	1
INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	4
1.3 Purpose of Research	4
1.4 Benefit of the Study	4
1.5 Output	5
CHAPTER II	6
LITERATURE REVIEW	6
2.1 Theoretical Framework	6
2.1.1 Tourism	6
2.1.2 Kota Lama	7
2.1.3 Promotional Media	7
2.1.4 Bilingual	8
2.1.5 Pop-up Book	9
2.2 Previous Studies	11

CHAPTER III	13
RESEARCH METHOD.....	13
3.1 Research Design.....	13
3.2 Research and Development Method	13
3.2.1 Define.....	14
3.2.2 Design	14
3.2.3 Develop.....	14
3.2.4 Disseminate.....	16
3.3 Schedule Planning.....	16
3.4 Division of Task	17
3.5 Budgeting.....	17
CHAPTER IV	19
RESULT AND DISCUSSION	19
4.1 Result	19
4.1.1 Define.....	19
4.1.2 Design	28
4.1.3 Develop.....	35
4.1.4 Disseminate.....	55
4.2 Discussion	56
CHAPTER V.....	58
CONCLUSION AND SUGGESTION	58
5.1 Conclusion	58
5.2 Suggestion.....	59
REFERENCES.....	60
APPENDICES	64

TABLE OF FIGURES

Figure 3. 1 4D Model by Thiagarajan et al.	13
Figure 3. 2 Form validation product	15
Figure 4. 1 Group Photo with the speaker, Mr. Rofiq.....	19
Figure 4. 2 The title of each sub-chapter.....	28
Figure 4. 3 Font selection for the content	30
Figure 4. 4 Layout style 1	31
Figure 4. 5 Layout style 2	31
Figure 4. 6 Layout style 3	32
Figure 4. 7 Map of the Kota Lama.....	33
Figure 4. 8 Marba building and surroundings.....	33
Figure 4. 9 Map illustration of Kota Lama	34
Figure 4. 10 Cover book illustration	34
Figure 4. 11 Initial font and color exploration	37
Figure 4. 12 Initial visual design of the layout	38
Figure 4. 13 Full-colored cover book and map illustration.....	39
Figure 4. 14 Visual design before and after	40
Figure 4. 15 Final font and color selection	41
Figure 4. 16 Flap pop-up element	42
Figure 4. 17 Pull-tab pop-up element.....	42
Figure 4. 18 Flap element with modification	43
Figure 4. 19 3D effect pop-up element	43
Figure 4. 20 Final product of the pop-up book	45
Figure 4. 21 Expert validation statement	46
Figure 4. 22 Material expert validation.....	47
Figure 4. 23 Media expert validation	48
Figure 4. 24 Rating of the likert scale	49
Figure 4. 25 Age distribution result	50
Figure 4. 26 Respondent average result	50
Figure 4. 27 Overall feedback result	52
Figure 4. 28 Feedback consideration	53
Figure 4. 29 Before and after in dedication page	53
Figure 4. 30 Before and after in table of content	54

Figure 4. 31 Intellectual Property Rights (HKI) Certificate 55
Figure 4. 32 Product distribution to stakeholder 56

LIST OF TABLES

Table 3. 1 Schedule planning	16
Table 3. 2 Division of task	17
Table 3. 3 Budgeting information	18
Tabel 4. 1 Interview result with Mr. Rofiq.....	20
Tabel 4. 2 The outline of the chapter 1	29
Tabel 4. 3 The example of the translation result	36

TABLE OF APPENDICES

Appendix 1. Feedback questionnaire product testing.....	64
Appendix 2. Expert form validation (Media aspect)	66
Appendix 3. Expert form validation (Material aspect)	67
Appendix 4. Intellectual Property Right (HKI) Certificate	68
Appendix 5. Minutes of Handover	68
Appendix 6. Product testing and feedback collection	69
Appendix 7. Final product of the pop-up book.....	70
Appendix 8. Turnitin result.....	71