

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion of the development process of the bilingual pop-up book “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang”. This chapter summarizes the research findings and suggestion for future development.

#### 5.1 Conclusion

The development of the bilingual pop-up book “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” was carried out using Thiagarajan’s 4D model, consisting of define, design, develop, and disseminate stages. In the define stage, the researcher observed the tourism potential and historical value of *Kota Lama Semarang* through interview and data collection. In the design stage, the researcher focused on designing the layout of the pop-up book. Meanwhile in the develop stage, the layout design was developed into a full product. This stage included validation and feedback process. There are several adjustments were made, including the paper material selection, adjustment into the pop-up elements and the content to improve both functionality and visual quality. In the disseminate stage, the final product was disseminated to a representative tour guide of *Kota Lama Semarang*.

Based on the feedback collected from respondents, the pop-up book received mostly positive evaluations regarding its content, visual design, and functionality. Most respondents agreed that the historical information presented in the book was informative, easy to understand, and relevant to the promotion of *Kota Lama Semarang*. The bilingual format was also found to be effective because it could reach both local and international tourist.

## 5.2 Suggestion

Based on the findings of this study, several suggestions can be considered for future development. Apart from distributing the bilingual pop-up book to a representative tour guide of *Kota Lama* Semarang, the product may also be introduced to hotels, souvenirs store, and any other tourism-related public spaces in *Kota Lama* Semarang. This broader distribution is expected to increase tourist awareness through interactive tourism media.

For further researchers, it is suggested that a similar concept can be developed for other tourist destinations in Semarang or other cities in Indonesia. A bilingual pop-up book that including historical stories, cultural heritage spots, and other recommendations for restaurant and accommodations can be serve as an innovative media for tourism in other destination. Moreover, future studies may also explore the development of a digital interactive pop-up book that includes animation or clickable elements to simulate the experience of physical pop-up mechanisms. This study can reach a younger audience who are more familiar with digital media, while still maintaining the interactive characteristics of physical pop-up books.