CHAPTER V
CONCLUSION

This final chapter presents the conclusion from the research of "Unlocking *Oude Stad*: Restoring the soul of *Kota Lama* Semarang". Furthermore, this chapter delivers the suggestion for future research to enhance the development of promotional media in the tourism sector.

5.1 Conclusion

To present the history of several cultural heritage buildings at *Kota Lama* Semarang, the development of "Unlocking *Oude Stad*: Restoring the soul of *Kota Lama* Semarang" especially chapter 2 was effectively carried out through the R&D method through 4D method (Thiagarajan et al., 1974) combining a structured bilingual system with intricate 3D paper engineering through define with observation, design phase to arrange and planning the visual and media of the book, develop phase for finalization of the design and expert validations then disseminate to distribute the product to the stakeholder. A fully functioning and aesthetically pleasing interactive book was produced after the development process included careful content filtering, expert validation from media and content specialists, and several phases of revisions to guarantee its quality.

According to audience feedback, the pop-up book is a very successful and captivating marketing tool for *Kota Lama* Semarang. More than half of the respondents expressed great satisfaction with the multilingual tales' clarity and interactive pop-up elements. The favorable response attests to the book's effectiveness in boosting tourism and showcasing the Oude Stad's architectural legacy to both domestic and foreign tourists.

5.2 Suggestions

Based on the conclusion of this research, researchers believe that this research is too far from perfection. Researchers are expecting this book could be support materials for tour guides due to the interactive and 3D media that was used for this book. Researchers hope this book could be a reference for tourists who have

or have not yet visited *Kota Lama* Semarang, so they would know where they have to go with the information provided in the book.

For the future research, researchers hope they are likely to improve this research to be more than this. Future research could provide contemporary tourists with an even more immersive bilingual experience, future researchers might investigate a greater variety of historical sites, more intricate paper engineering designs, or even the incorporation of digital technologies like Virtual Reality (VR).