

CHAPTER IV

RESULTS AND DISCUSSION

This chapter presents the results and discussions obtained during the developing process of the bilingual promotional book. The results are organized based on the 4D model by Thiagarajan et al. (1974), which includes four systematic stages: Define, Design, Develop, and Disseminate.

4.1 Result

The development of bilingual promotional book has been carried out in four systematic stages based on the 4D model. Focusing on the developing process of chapter three as part of the “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” that consists of curated information about tourist attractions in *Kota Lama Semarang*.

4.1.1 Define

The defined stages marked as the first process in developing the promotional book. In this stage, background problems were identified through literature review to understand the gap regarding the existed promotional media that mentioned about tourism in *Kota Lama Semarang*. It can be found that there were several promotional media that mentioned *Kota Lama Semarang* in general and focusing about some landmark in Semarang City. Other than that, there was also some promotional media that used a pop-up technique, mainly mentioning landmark spots in Semarang and its culinary as the main topic of their promotional book. It can be concluded that the existed promotional media mainly only focusing on one specific topic. Therefore, this promotional book was being developed as a final product of this project with the aim to provide a new form of promotional medium that combining three different topics.

After identified the background problems, the data collection process was conducted. First field observation was implemented in February, focusing on observations area to observe what kind of tourist attraction placed around

Kota Lama Semarang. The researcher made some notes to write down any places or spots that shown as the tourist attractions founded during the first field observation. The aim of the first field observation was to understand the range numbers of places, spots, or buildings located on the street around *Kota Lama Semarang*. The result of the first field observation was some data collection about places and tourist spots in several streets around *Kota Lama Semarang*. Regarding to the selection process of which places or spots that would be mentioned in the book, social media research was conducted to support this selection process. Instagram, as one of the social media forms, was chosen as the data source to collect information related to the area or spots in *Kota Lama Semarang*. The researcher chose Instagram because the majority of the posts made on Instagram was focusing on visual aspect that not driven by a fast trend, so it was easier to collected the information that would be used as the data primary. It was also easier to went through the selection process, because the visual quality on each of the post is clear, and that was help the researcher to do the comparison between the actual picture of the places found during the field observation and the result of the places on Instagram posted by the users.

Other than that, Instagram had various types of features that can be used to gather data, especially the one that related about tourism. In this context, the feature that used on supporting the data collection process was by selected a hashtag in Instagram as the keyword to found the information needed to develop content on this promotional book. The use of hashtag as the keyword helps in finding the selected information in a short time but with large number of results. Hashtag serves as digital signposts in tracking thematic topics around tourism in a form of content about cultural heritage and travel experiences (Rasel et al., 2025). It is also mentioned that the use of hashtags gives ability on digital platform to directly influence the current situations of the trends. Hashtag used as a representative of users' topic interest, especially on social media. Direct interaction with posts to the specific hashtag can

increase the engagement of the destinations represented by the hashtag. Rasel et al. (2025) also suggested that application of clustering-themed hashtag can generate significant insight for the destinations, especially from the users' point of view. Therefore, data collection was based on the hashtag “#kotalamasemarang” as a specific-themed keyword for collecting data from the users' posts on Instagram.

Through this process, all the three categories of tourist attractions were finalized as the main topic of each section in the promotional book. In this context, the stage was focusing on developing the third chapter as part of the promotional book that mentioned information about photo spots, culinary spots, and accommodation near the *Kota Lama* Semarang area. The hashtag “#kotalamasemarang” was also representing the chosen tourist destination with a result displaying several places, spots, and others information about *Kota Lama* Semarang that was shown on an Instagram post. The post was including several types shown on the selected hashtag, namely feed posts, reels, and carousel.

The selection process of some tourist attractions that would be used as the main data collection is made by the post on Instagram that is shown while scrolling through the pages. As the category of the three sections was already decided, the selection information was focusing on the post that mentioned about photo spots, culinary spots, and accommodation near *Kota Lama* Semarang. This curated process was done on March, and the time period for the post that include as the data was every post from January 2026 to March 2026. Some pictures below on Figure 4.1 shows Instagram screenshot result of tourist attractions that included on the hashtag “#kotalamasemarang”. It shows several posts regarding to the users' posting while they were visiting *Kota Lama* Semarang. As mentioned above, the result shown on the hashtag was not simply chosen as the selected information. The researcher was done the curated process while checking each of the date post to make sure that the tourist

attraction that would be used as the content material has complied with the specific time period.

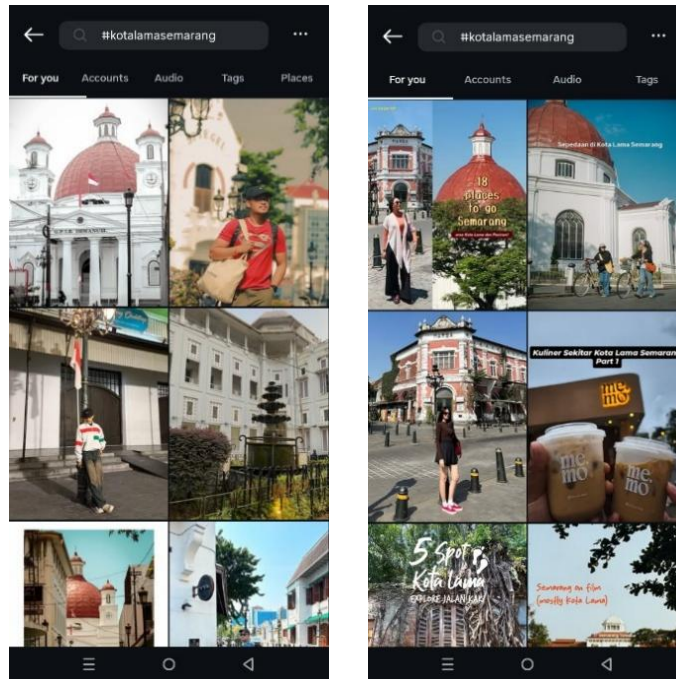


Figure 4. 1 Screen capture from the hashtag result

After the curated process on deciding which tourist attractions would be used as the content material, all the information gathered through the hashtag were collected by street name of the places. The researcher decided to collect the information based on the street name to make it easier for the tourist or the reader to receive the information, which later they can experience each of the tourist attractions based on what placed on the same street. It also to creating a neat look when the content material placed inside the book following by the layout arrangement.

The next step regarding to the list of tourist attraction was categorized it all by each of the selection categories. As mentioned before, there are three categories of the tourist attraction, which included photo spots, culinary spots, and accommodation that collected based on the same street. The final curated information regarding the tourist attraction including the three selected categories was displayed on the table below:

Table 4. 1 List of tourist attractions from the hashtag of #kotalamasemarang

Street Name	Categories		
	Photo Spots	Culinary Spots	Accommodation
Letjen Suprpto Street	Weeskamer	Kov Koffie Heritage	The Raden Patah Heritage Kota Lama Semarang
	Marba	Memo Coffee	Bobopod Kota Lama Semarang
	Gereja Blenduk	K3MART Kota Lama Semarang	
	Telephone Box	Soto Seger Semarang	
	Taman Srigunting	Ikan Bakar Cianjur Kota Lama Semarang	
Gelatik Street	Siwil Art	Warung Nasi Koyor Kota Lama	
	Photomatics Kota Lama Semarang		
	Gedung Mandiri Gelatik		

Street Name	Categories		
	Photo Spots	Culinary Spots	Accommodation
Kepodang Street	Gedung Lloyd	Tekodeko Koffiehuis	
	Soesmans Kantoor	Sedjenak Koffie	
Roda II Street	Rumah Akar		
Taman Srigunting Street	Semarang	Sukajaya, Kopi, dan Kuliner	Kotta Hotel Semarang
	Contemporary Art Gallery	Nusantara	
	Gedung Oudetrap	Rujak Gobyos	
		Bloomery Cake & Patisserie	
Garuda Street	Oudetrap Theater	Jaja Ice Shop	
Cendrawasih Street		Marabunta Resto & Bar	
		ARAH Coffee Kota Lama	
		Golden Tiger Semarang	

Street Name	Categories		
	Photo Spots	Culinary Spots	Accommodation
Merak Street		SKOLA Courtyard & Restaurant	
MT. Haryono Street			Hotel Horison Kota Lama Semarang

Other than that, additional information was gathered to support the information about the chosen tourist attraction, such as making sure the name of the places on Google profile and collecting a brief information about the places that are already written on their Google profile or on their official website. After the data collection process, the second field observation was carried out, which is object observation. The object observation was conducted to check that each of the selection categories, which included photo spots, culinary spots, and accommodation are still available on the spot. This second field observation, followed by another data collection process, in this context, is taking a picture of the places and collected on Google Drive to be used in the next development stages. Figure 4.2 shows the screenshot appearance for the photo collection that would be used on the next development stage.

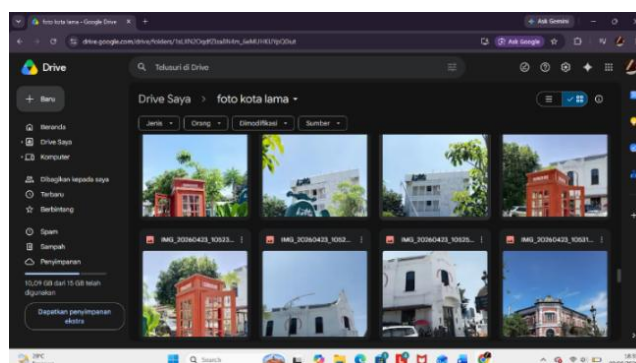


Figure 4. 2 Photo collection on Google Drive

4.1.2 Design

This stage was focusing on some detail in order to developing the whole concept of the promotional book using an editing media. Canva was chosen as the editing media tool because it was user friendly editing tool that also can be accessed online while working with the team members. It also had a differs range of font option and colour that can be used on designing the developing the content material of the promotional book. Different steps were done through this stage that start with designing a rough placement concept of the material and also the designing process of the book cover and map location. Followed by choosing some font that would be used to wrote the chapter title, names of the places inside the content, and for the information as the main content.

a. Cover and map design

The simple cover design concepts were discussed with all team members, and later on, the design was used as the reference for the illustrator to create the sketch of the actual book cover. The sketch of the design cover was suggested by the illustrator in this stage to collecting the feedback from the team members regarding the element on the cover and any additional element was also being discussed with the illustrator.



Figure 4. 3 Sketch result from the illustrator

what would be mentioned on the street. Figure 4.6 shows an example of layout arrangement for the content material that consists of several places or spots. It would be placed on the right side, with some general information on the left side of the page. Meanwhile, Figure 4.7 shows an example from the layout arrangement that consist of information and a pop-up element.

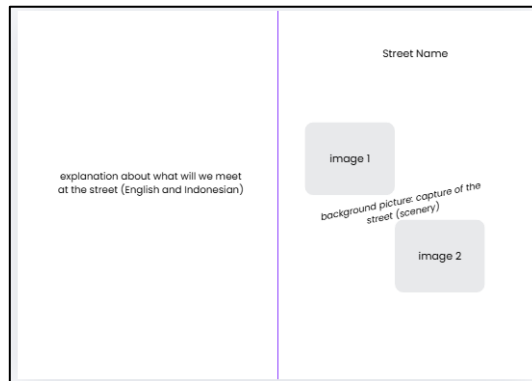


Figure 4. 5 Layout arrangement sketch from the street cover

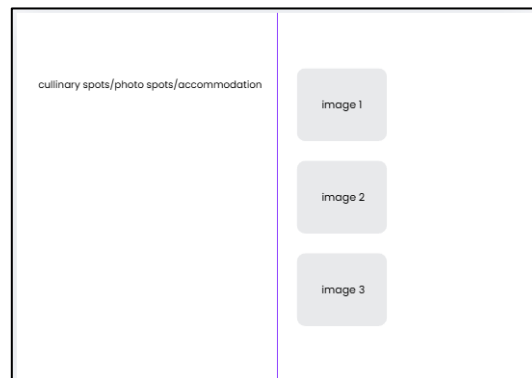


Figure 4. 6 Layout arrangement sketch for the content material

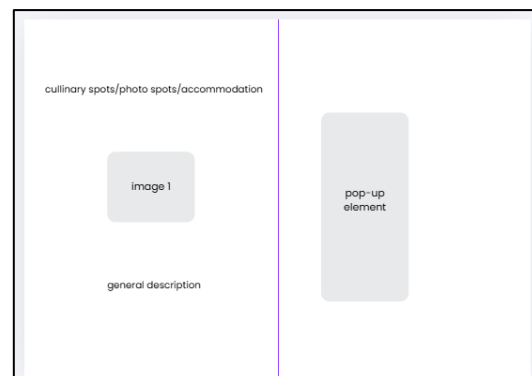


Figure 4. 7 Layout arrangement sketch with pop-up element

c. Dummy pop-up element

The next process was implementing pop-up element on the promotional book that would be use to places the image element, or the written material. The dummy pop-up elements were also made at this stage to measure the placement arrangement of the book and to check that proposed pop-up elements were easy to develop. Figure below were shown some examples of the dummy pop-up elements.

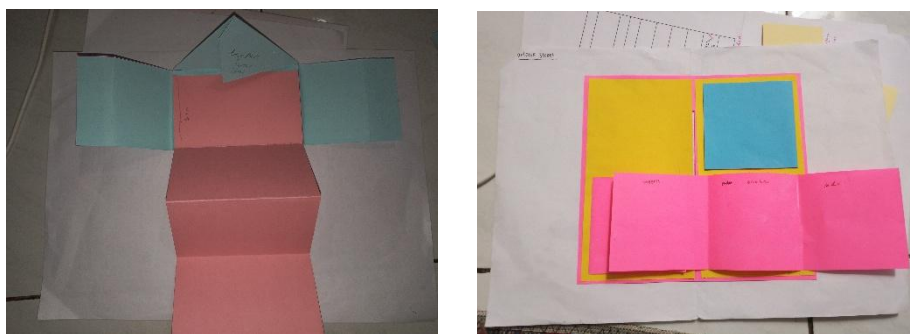


Figure 4. 8 Some examples of the dummy pop-up elements

d. List of content section

The design stage was focusing on developing the chapter three as part of the promotional book that mainly providing information about tourist attractions in *Kota Lama* Semarang. Followed by a data collection process that was already done on the define stage, the information regarding the tourist attractions was collected into three categories: photo spots, culinary spots, and accommodation. The planned contents became structured sections that were divided into 9 sections by each of the street names, which were listed as follows:

Table 4. 2 List of content section

Section	Title
1	Letjen Suprpto Street
2	Gelatik Street
3	Kepodang Street

Section	Title
4	Roda II Street
5	Taman Srigunting Street
6	Garuda Street
7	Cendrawasih Street
8	Merak Street
9	MT. Haryono Street

Some of the streets consist of three different section categories, such as Letjen Suprpto Street and Taman Srigunting Street, which provide information about photo spots, culinary spots, and accommodation. Meanwhile, there were some streets that only provided about one or two of the categories. For example, Gelatik Street, Kepodang Street, and Garuda Street were consist of two categories, namely photo spots and culinary spots. Other than that, Roda II Street consist of photo spot category, and MT. Haryono Street consist only information about the accommodation. The rest of the street, which is Cendrawasih Street and Merak Street, consist of information about culinary spots.

4.1.3 Develop

The develop stage was consisting of the whole development process of the bilingual promotional book. The initial product started with deciding the base form of the book, including the font and colour used inside the book, layout of the content material, and the pop-up element, as well as evaluation and feedback from both expert validation and public audience, followed by revision progress to reach the final version of the product.

a. Colour palette

The development process started with deciding the base colour of the book and the colour palette for each chapter to creating a contrast colour tone for the whole promotional book. The promotional book consists of colour combinations of light cyan (#d6f4f6) and light orange (#fae7ce) that used as

a basic colour of the pages. These colours are used to create a soft impression with a subtle colour that still catch the glance for everyone who see it. Additionally, both of these colours were chosen as a subtle pairing to prevent an overlapping colour from the other element displayed on the promotional book that tends to have a bold colour. Regarding to the font colour, the main content material used black (#000000) for the information in the English language, and in some pages, dark azure (#1d3d59) to write the information in the Indonesian language.

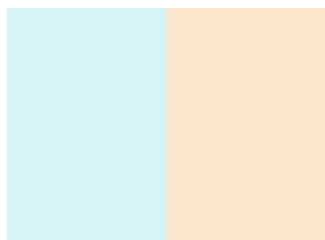


Figure 4. 9 Light cyan and light orange for the base colour



Figure 4. 10 Black and dark azure used in some page

Meanwhile, dark blue (#102f76) and vivid red (#f62c04) were used to write the category name on each street section. This colour combination was chosen to makes a different in writing the street name and category name of each page. It also used to make it more stand-out that catch the reader attention and avoiding colour repetition from the other colour used in different font styles.



Figure 4. 11 Dark blue and vivid red to write category name

b. Font style

Other than the colour, the chosen font style was also decided in this stage. There was different font styles used to write the content material: the main written material used Poppins, the cover of each street section and the category name used Negrita Pro, and the place name used Old Standard and Catchy Mager located with the picture of the spot. The researcher chooses Poppins to write the main content because the simple and elegant style that create a comfortable experience for the readers while interacted with the promotional book, especially with the information presented inside the book.

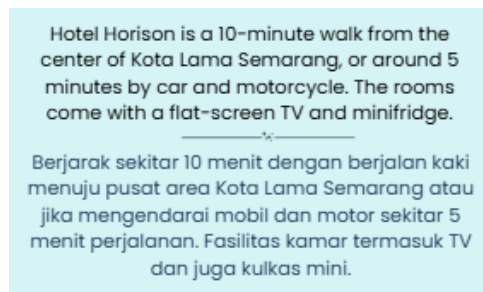


Figure 4. 12 Poppins for writing the main content information

As for Negrita Pro, it was being applied to write cover of each street section and the category name because it has a bold font style but not too different with the font used to write main content material. The used of Negrita Pro in this book was supported by background effect in each word to make it stand out as the font used to write street name on each cover and the category name of each page. There are two different styles from the used of Negrita Pro in developing the promotional book. Figure 4.13 was an example of Negrita Pro with vivid red (#f62c04) and an additional pink colour as the background font effect. Meanwhile, Figure 4.14 was an example of Negrita Pro with dark blue (#102f76) colour and with the same additional colour, which is pink, as the background font effect.



Figure 4. 13 Vivid Red with additional pink colour



Figure 4. 14 Dark Blue with additional pink colour

Meanwhile, Old standard (Figure 4.15) was used to write the places name near the picture to create an old vibe but still with a simple style that not makes a big difference with the other font style used on the same page. Catchy Mager (Figure 4.16) also used to write the place name, specifically at the Letjen Suprpto Street. The researcher decided to choose Catchy Mager because it has a curve and line style on its alphabet, create a classic simple look that suitable with the content information, which mainly presenting about the heritage building as a photo spot.



Figure 4. 15 Old Standard to write places name



Figure 4. 16 Catchy Mager to write places name

c. Bilingual information content

The next step is to start inputting the information as the main content, both in the English language and the Indonesian language. The translation process was assisted with the use of machine translation, such as DeepL, in helping on translated the written material from Indonesian to English. After the translation process through machine translation was done, the next step was adjusting the translation results manually by adapting communicative translation method to keep the nuance of the translated content material sound casual and not too formal in the target language. After that, the English translation of the information was being checked through Grammarly in order to correcting the grammar and the structured word and sentence of the information. Some translation also used Thesaurus to help find suitable synonyms in some sentences.

d. Layout arrangement

After all the translated process were done, the next step was to start placing the content on each page according to the structured content sections. This step was followed by choosing the right picture to completed the content for each section and marking where the pop-up element was placed. This process was being applied to all the street section. The final cover design was also finalized at this stage in collaboration with the illustrator, with the design being decided by all the team members. The cover design was showing Marba as the main icon on the cover with some decorative elements around it, and a person as an additional element to complete the cover. The final cover of this promotional book shows on Figure 4.17 below.



Figure 4. 17 Final cover of the promotional book

The map design was also reached final step that placed on the next page after the cover of this promotional book. The map final design consists of small icon element showing some places and spots around Kota Lama Semarang, especially that mentioned on this promotional book. The final look of the map was shown on the picture below.

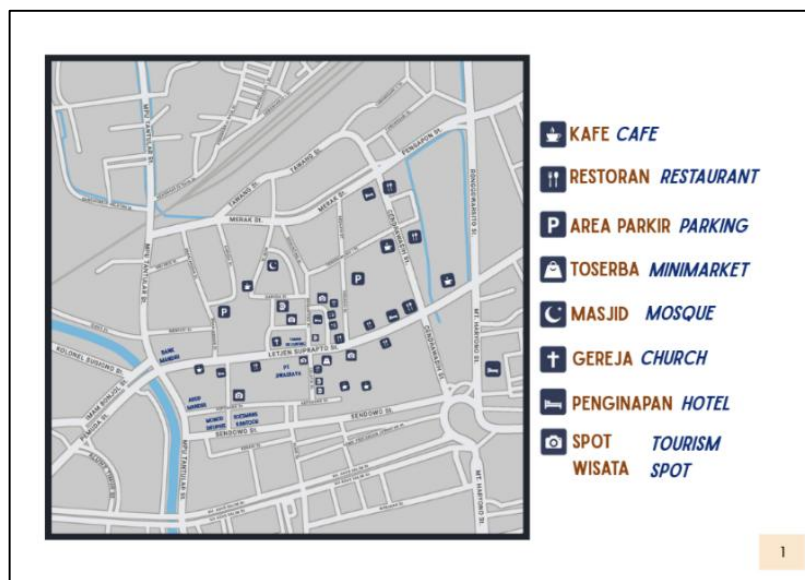


Figure 4. 18 Final design of the map

The next layout arrangement is about the chapter cover to signify the transition to a new chapter in this promotional book. The chapter cover consists of information about a brief explanation about tourist attractions, that written in both the English language and the Indonesian language, and some additional picture elements on the right side of the cover.



Figure 4. 19 The chapter cover

There were several layouts applied to each page that were different from one another, and this was mainly to find a suitable layout and placement arrangement that differs each piece of content. The layout arrangement was mostly similar to each of the street section. It started with the street name as the cover section that consist of the street name as the main title, a few picture about the tourist spots, and a picture of the related street as the background. The other side of the cover section placed some information about the street name both in English and Indonesian and a brief explanation of what the reader would find on the mentioned street. There was also another layout arrangement that consists of one page focusing on the information regarding to any places or spots mentioned on the selected street, and the other page used to place the pop-up element. It was mostly related to the used of waterfall pop-up elements that needed to be places on the side of the page separated with the general information.

The picture below on Figure 4.20 was an example of the street section cover from Garuda Street that indicate the transition of the new street name on different page. It was a bit similar with the layout arrangement of the cover chapter, which is in the street section covers there was some general information written both in the English language and the Indonesian language on the left page and the right side was placed the street name, some pictures of the tourist spots and a street scenery as the base background.



Figure 4. 20 Street section cover

As part of the Garuda Street content, the next page would be followed by the content information regarding the tourist attractions placed on the mentioned street. As an example, the Garuda Street, which consists of two tourist attractions, shows two categories on one page. On the left side is information about the photo spot in Garuda Street, and on the right side is information about the culinary spot in Garuda Street. Both of the page was consists of information written in the English language and Indonesian language with a picture of the location placed above the written information. This page can be displayed two categories in one page because the pop-up element implanted in this category were lift-up effect that can be placed above the written information of the photo spot and stacking layers effect that being placed directly above the base picture of the culinary spot.



Figure 4. 21 Page example of the layout arrangement at Garuda Street

Other example of the layout arrangement is from MT. Haryono Street that only mentioned one category, which is the accommodation. This layout arrangement included a place for the waterfall pop-up element on the right side of the page. There were written information placed on each part of the waterfall pop-up element. Meanwhile, on the left side under the accommodation picture, information regarding to the access to the location were mentioned. Both of the English language and Indonesian language were provided in this page to presenting the information.



Figure 4. 22 Page example of layout arrangement at MT. Haryono Street

There were also two pages with the same layout arrangement due to the number of places, in this context were the culinary spots at Letjen Suprpto Street, which consists of six different places. The layout arrangement was

decided to be similar to maintain the consistency of the placement from the same street and category.



Figure 4. 23 Layout arrangement on culinary spots part one



Figure 4. 24 Layout arrangement on culinary spots part two

The continuity of the placement was also followed by the use of numbers near the picture of the places, as well as in the title, which used numbers 1 and 2 to indicate that it was still the same category content. Some information regarding the culinary spots was placed on the right side of the page near the picture in both the English language and the Indonesian language. Meanwhile, on the left side, there was also a short introductory sentence about what would the readers find related to the mentioned street.

There was also a place for the pop-up element, which in this context used an envelope design as the pull-tab construction to see another picture and the name of places mentioned on the same page. The detail of all the pop-up elements mentioned on the layout arrangement would be written on the next paragraph.

e. Pop-Up elements

As mentioned in the design stage, the concept for this promotional book is to use pop-up construction as an interactive element within the content. Therefore, the pop-up element process started after all the pages were already done. Once all the layout arrangements were done, the pages were printed using two types of paper: the main page used 190 gsm Art Carton, and BC TIK paper for the additional pop-up element. The pop-up construction used in developing the promotional book consists of several pop-up elements that were chosen after applying the construction design at the previous stage to ensure that the elements were fitted with the layout, were easy to build, and connected with the whole concept in order to display both the photo element and the content material.

There were two pop-up construction elements that were selected as the final choice in developing the promotional book: moveables and pop-ups. There are four pop-up elements as part of the movable construction are used to display both the photo and the written material in this promotional book. Meanwhile, as for the pop-ups construction, stacking layers was chosen as a pop-up element in some pages inside the promotional book. Moveables construction was characterized by a flat concept on the page, with an additional movement created through paper construction. The researcher chose this pop-up construction because it was easier to build the element through paper as the base form of the element. As for the pop-ups construction, the researcher decided to use this one because it is suitable to add a highlight texture for the picture inside this promotional book.

The first pop-up element as part of the moveable construction is flap books, in which the lift-up effect was chosen for displaying the content on the pages. The researcher chose the lift-up effect to create an interactive element while displaying different pictures of some places in a limited space on the page. This pop-up element is used on pages 43, 45, 59, and 63 inside the promotional book to show several pictures of the places. As for Taman Srigunting, the researcher wants to show the readers both the front view that has a sign of the place name and the slight scenery inside the places. Figure 4.25 below shows a picture of Taman Srigunting as an example of a page that uses the lift-up effect. The picture shows both the first appearance of the lift-up effect and the looks of the picture after the paper cover were being lifted up, which shows another scenery of the places.

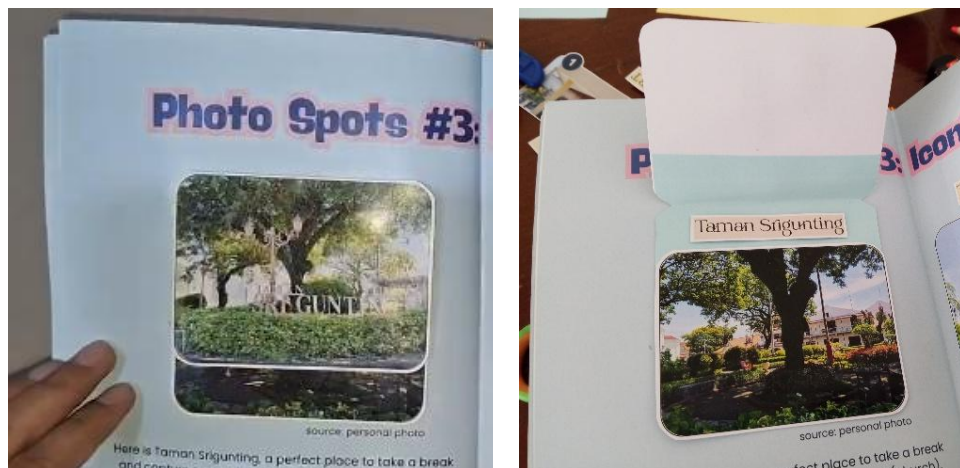


Figure 4. 25 Lift-up pop-up elements

The second pop-up element is open-tabs. The open-tabs elements consist of information that would be shown when the side of the paper is opened. The researcher chose this pop-up element for the street section that had several numbers of category. As for open tabs, a pop-up element was used on pages 49, 51, 55, and 61 inside this promotional book with the same intention, which is to show several numbers of places, both in the same category or in different categories, as well as to make it more interactive when the readers interact with the information. The open tabs pop-up element has some parts of the paper that need to be open to reveal the information of the

picture placed on it. Therefore, the researcher wants the readers to have an interactive moment while opening the parts of the place one by one, which starts with the name of the place, followed by a picture, and some related information. Through this pop-up element, some information can be displayed neatly on the same page.

Regarding the layout arrangement, the paper section cover was written in the category and the place name. Followed by additional information written in both languages, English and Indonesian, placed on the other paper folds. The open-tabs pop-up element is placed on one page based on the street section and the category. The example of the use of this pop-up element, as shown in Figure 4.26, was from Gelatik Street. This street section consists of three different photo spots and one culinary spot. Therefore, there were four different paper sections, each of which consisted of paper folds that could be opened as part of the interactive pop-up element. All four papers section was adapting similar layout arrangement of the content material as mentioned above.

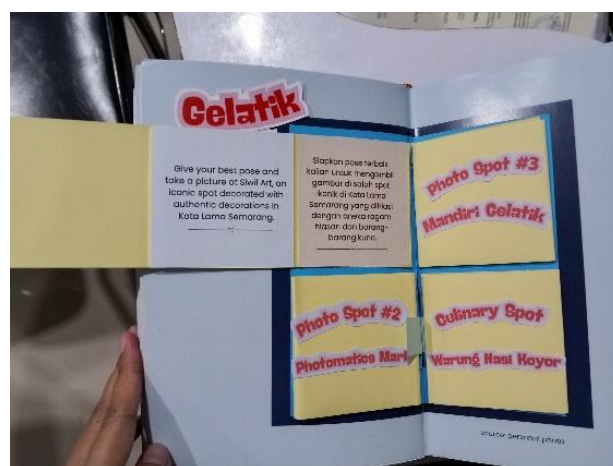


Figure 4. 26 Open-tabs pop-up element

The next moveable construction used in this promotional book is the pull-tabs element. The researcher decided to modify the pull-tabs element with an envelope design to make it more interesting as the users interacted with the element. Pull-tabs element used on pages 41, 42, and 56 inside this promotional book that shows the picture of the places mentioned on that page.

It shows that inside the promotional book, the pull-tabs element was used for a layout arrangement that needed more space to present the picture of the places mentioned on that page. Figure 4.27 below shows an example of the pull-tabs element with an envelope design that displays a picture from the culinary spot category.



Figure 4. 27 Pull-tabs element with envelope design

The last one is a waterfall element that made several flaps open onto each other sequentially, and it gives a flowing effect to show several photos or information about the places on the pages. The flowing effect created by the waterfall element was used by the researcher to present the information about the places in a simple form. The waterfall element was used on pages 46, 47, 53, 57, and 65 inside this promotional book that presents information and picture about the place mentioned on that page.

The researcher decided to use the waterfall element on that specific page because the information that would be present was short and informative, related to the places on the page. Therefore, to make it more interesting but still well-presented, the waterfall element was chosen to display the information or the picture for the selected places of the category. The example of a waterfall element used in this promotional can be shown in Figure 4.28, that displayed the content about accommodation on Letjen Suprpto Street.

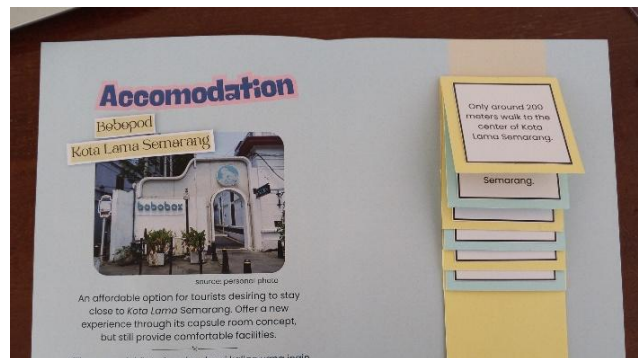


Figure 4. 28 Waterfall pop-up element

Meanwhile, for the pop-ups construction, stacking layers was used in developing some content material for this promotional book. In this context, it is used to create layers effect where the base photo printed on the page is being stacked with another paper cut following the specific shape of the photo, which uses tape as an additional element to build the stacking layers. The researcher chose this element because it creates a different visual effect depending on where the base picture is displayed, with a layered stacking effect. The stacking layers pop-up element is used on pages 44, 45, 53, and 59 inside this promotional book. The researcher chose stacking layers as an additional visual pop-up element to gives a three-dimensional effect and textures for the readers to interacted with the element. As an example, shown in Figure 4.28 below, the stacking layers element was added on the picture to gives more texture that highlight the main building that suitable to take a picture in front of it.



Figure 4. 29 Stacking layers pop-up element

f. Expert validation and feedback

After the layout arrangement of all the street and each category finished, the next step is expert validation and feedback that were conducted by Alfin Rosyidha, S.Pd., M.A. as an expert and supervisor of the project on May 21st 2021. Supervisor filled out a validation form that mentioned about feasibility of the product use, as well as provided some criticism and suggestion regarding to the material and media of the product. The validation statement form that has been filled out was shown on the Figure 4.30 below. It was written on the statement that after the assessment of the product, which is the promotional book, it can be stated that it is suitable for use with revisions in accordance with the guidelines.

**SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR**

Yang bertandatangan di bawah ini:

Nama : Alfin Rosyidha S.Pd., M.A.
NIP : 199512092024062001
Program Studi : Bahasa Asing Terapan


Merayakan bahwa produk tugas akhir mahasiswa berikut ini:

Nama : Shinta Dyah Kusumastuti
NIM : 40020522650025
Program Studi : Bahasa Asing Terapan
Judul TA : Developing Promotional Bilingual Tourism Pop-Up Book Entitled "Unlocking *Onde-Onde*: Restoring the Soul of Kota Lama Semarang"

Setelah dilakukan penilaian terhadap produk tersebut, dapat dinyatakan:

<input type="checkbox"/>	Layak digunakan tanpa revisi
<input checked="" type="checkbox"/>	Layak digunakan dengan revisi sesuai aturan
<input type="checkbox"/>	Tidak layak digunakan

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 21 Mei 2026
Validator

Alfin Rosyidha S.Pd., M.A.

Catatan: Kolom diisi dengan tanda (✓)

Figure 4. 30 Validation statement form

Other than that, there were two validation forms: the material expert validation form (Figure 4.31) and the media expert validation form (Figure

4.32). The material validation form focuses on the content of the promotional book, namely the accuracy, clarity, and relevance of the information presented regarding the topic of the promotional book. Meanwhile, the media validation form focuses on practical use of the book regarding the pop-up elements, layout of the book, and other aspects related to the book content.

The material expert validation form contained a section where the expert can put some additional information needed to improve the product or any criticism or suggestion. It was mentioned that each documentation has source credits written in a smaller font near the picture or documentation. It was also suggested to add instruction elements, such as arrow shape or writing “Pull Me” on the waterfall pop-up element to informed on how to interact with the pop-up element.

Form Validation Product
Pop-up book for Kota Lama Semarang

Validator: Alfin Rosyidha, S.Pd., M.A.
Date of validation: 21 May 2024

Material Expert Validation

Please checklist one of the selected answers (✓)

- Is the material in accordance with the title of the book?
 Not Accordant Fairly Accordant Accordant Very Accordant
- Is the material provided in the book fulfilling the needs of tourists?
 Not Fulfilling Fairly Fulfilling Fulfilling Very Fulfilling
- Is the vocabulary in the book easy to understand?
 Not Easy Fairly Easy Easy Very Easy
- Is the language and writing used in the book proper?
 Not Proper Fairly Proper Proper Very Proper
- Is the information provided in each chapter's delight clear?
 Not Clear Fairly Clear Clear Very Clear
- Is the delivery of information in the book precise?
 Not Precise Fairly Precise Precise Very Precise
- Is the writing in each description of Kota Lama Semarang delight informative?
 Not Informative Fairly Informative Informative Very Informative
- Is the writing in each description of Kota Lama Semarang delight persuasive?
 Not Persuasive Fairly Persuasive Persuasive Very Persuasive
- Are the Pop-up elements easily accessible to learn?
 Not Accessible Fairly Accessible Accessible Very Accessible
- Is there more information that needs to be added to this book? If yes, please elaborate.
 No, just make sure that each documentation has source credits written in a smaller font and placed near the corresponding documentation.
- Criticism and Suggestions
 Add element such as arrow or "pull me" indicators to make the flow of using the pop-up elements easier to follow.
 To make the information / description more persuasive, supplement the imaginative style writing so that it is more appealing.

Figure 4. 31 Material expert validation

As for the media expert validation form, it was suggested to make sure that every photo already has the source credits. Some suggestion regarding the layout also mentioned on this validation form. It was also suggested to changing the pop-up style to make sure the pop-up style used in the book was working properly. Other than that, it was suggested to applying visual identity through the base colour or font colour to indicate the bilingual content information.

Form Validation Product
Pop-up book for Kata Larna Sumatera
 Validator: Nita Bayulita, S.Pd., M.A.
 Date of validation: 21 May 2026

Media Expert Validation

Please checklist one of the selected answers (✓)

- Does the cover of the book "Unlocking Ombak: Restoring the soul of Kata Larna Sumatera" look attractive?

<input type="radio"/> Not Attractive	<input type="radio"/> Fairly Attractive	<input type="radio"/> Attractive	<input checked="" type="radio"/> Very Attractive
--------------------------------------	---	----------------------------------	--
- Is the layout of the writing and elements in the book neat?

<input type="radio"/> Not Neat	<input checked="" type="radio"/> Fairly Neat	<input type="radio"/> Neat	<input type="radio"/> Very Neat
--------------------------------	--	----------------------------	---------------------------------
- Is the color selection in the design interesting as a tourism promotional book?

<input type="radio"/> Not Interesting	<input type="radio"/> Fairly Interesting	<input checked="" type="radio"/> Interesting	<input type="radio"/> Very Interesting
---------------------------------------	--	--	--
- Are the types and sizes in the book legible?

<input type="radio"/> Not Legible	<input type="radio"/> Fairly Legible	<input type="radio"/> Legible	<input checked="" type="radio"/> Very Legible
-----------------------------------	--------------------------------------	-------------------------------	---
- Are the pop-up models in the book interesting?

<input type="radio"/> Not Interesting	<input type="radio"/> Fairly Interesting	<input checked="" type="radio"/> Interesting	<input type="radio"/> Very Interesting
---------------------------------------	--	--	--
- Are the elements also suitable with the provided materials?

<input type="radio"/> Not Suitable	<input type="radio"/> Fairly Suitable	<input type="radio"/> Suitable	<input checked="" type="radio"/> Very Suitable
------------------------------------	---------------------------------------	--------------------------------	--
- Are the images also suitable for the provided materials?

<input type="radio"/> Not Suitable	<input checked="" type="radio"/> Fairly Suitable	<input type="radio"/> Suitable	<input type="radio"/> Very Suitable
------------------------------------	--	--------------------------------	-------------------------------------
- Do the pictures seem clear when the book is opened?

<input type="radio"/> Not Clear	<input type="radio"/> Fairly Clear	<input type="radio"/> Clear	<input checked="" type="radio"/> Very Clear
---------------------------------	------------------------------------	-----------------------------	---
- Is the size of the book being used functionally convenient?

<input type="radio"/> Not Convenient	<input type="radio"/> Fairly Convenient	<input type="radio"/> Convenient	<input checked="" type="radio"/> Very Convenient
--------------------------------------	---	----------------------------------	--
- Is the book practical to use?

<input type="radio"/> Not Practical	<input type="radio"/> Fairly Practical	<input type="radio"/> Practical	<input checked="" type="radio"/> Very Practical
-------------------------------------	--	---------------------------------	---
- Is there any more information that needs to be added to this book? If yes, please state below:
 I'd make sure that every photo used in the pop-up book has its source, and written in the book (source credits)
- Criticism and Suggestion:
 - ① Redesign the layout to make it more visually appealing, use a magazine layout.
 - ② need to consider changing the pop-up style using in the book because some styles is not working properly as planned.
 - ③ Maintain the visual identity, such as blue for English, brown for Indonesian text.

Figure 4. 32 Media expert validation

Through the expert validation process, as mentioned above, some criticism and suggestion were provided by the supervisor as an important basis to improve the product into the better version. The suggestion was being

processed through the revision steps. Regarding to the suggestion that related with the chapter developed in this part, some revised mentioned on the next paragraph was related to source credits information written near the picture or documentation, the change on the font colour, and additional element such as arrows shape placed on the pull-tabs element with envelope design and “Pull Me” text placed on the waterfall pop-up element. The detail information about the product revision explained on the next paragraph.

There are some corrections and feedback regarding to the source on picture material. It was suggested to make sure that each photo documentation has source credits written in a smaller font and placed near the corresponding documentation. Regarding to the source credits revision, it was also being discussed with approval from the supervisor that the placement of the source information can be different following the picture layout. Figure 4.33 shows the text placement of the source credit that written right under the picture.



Figure 4. 33 Before and after source credits revision

There were also some corrections about the font colour used in writing the bilingual content. It is suggested to change the font colour to make it different from the English language and the Indonesian language. As shows on Figure 4.34 below, before colour revision procedure, both of the information in English and Indonesian language were write using black (#00000) colour. Therefore, after the feedback revision, the changes on the colour revision were using black (#00000) as a colour to indicate the

information wrote in English language and dark azure (#1d3d59) to indicate the information wrote in the Indonesian language.

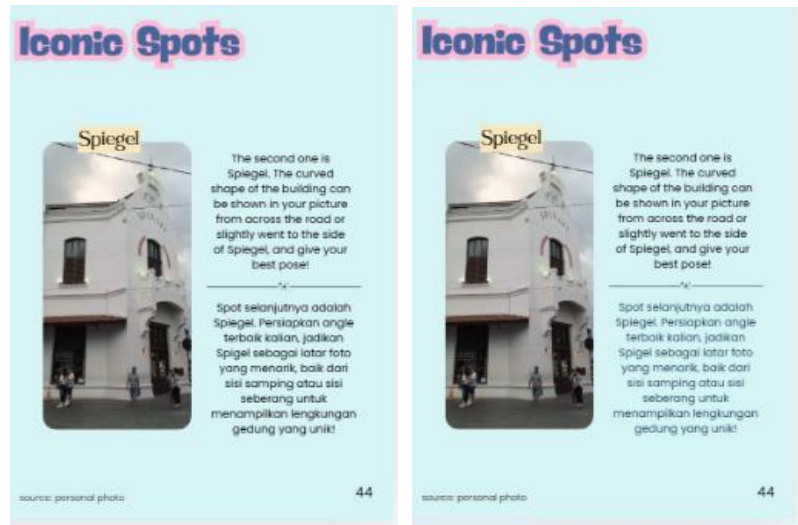


Figure 4. 34 Before and after colour revision

It is also suggested to put some arrow element or additional written information in some pop-up element, especially the element that needed to be pulled-down while interacting with the pop-up element. This additional element was considered because some people may not realize that some pop-ups need a pull-down movement. Through the revision process, it was decided to put an arrow-shaped element into the pull-tabs pop-up element with an envelope concept (Figure 4.35), and put an additional text “Pull Me,” into the waterfall pop-up element (Figure 4.36).

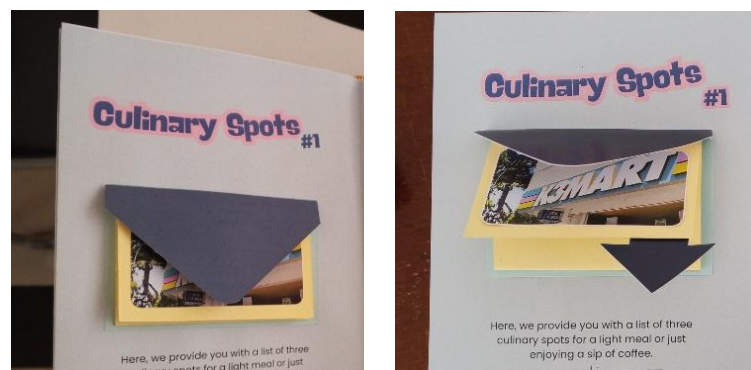


Figure 4. 35 Before and after revision with additional arrow-shape element



Figure 4. 36 Before and after revision with additional text

Other than that, there was also additional feedback from the expert as well as the supervisor of the project after the consultation process. It was suggested to change the institutional order, which the previous version was mentioned “Universitas Diponegoro” on the first order. The revision result shows the complete institutional order that start from the study program, faculty, then followed by the university name on the last order.

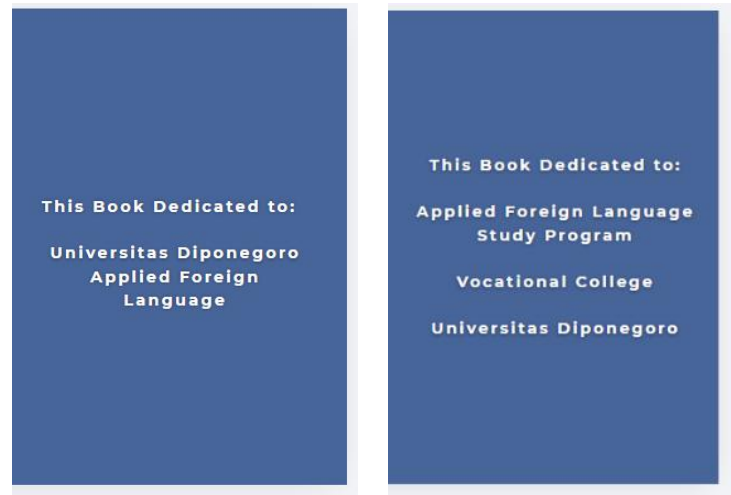


Figure 4. 37 Before and after the institutional order revision

The expert validation form was also a significant step of the whole developing process in making the promotional book. After this process, the book receives an approval with a revision consideration to be share with the stakeholders and public audience for further feedback process, especially to see how the book functions as a promotional book. In this project, the stakeholder feedback came from Mr. Rofiq Achmad as a representative of the

tour guide community and sellers in Pasar Antik Asemkawak, *Kota Lama* Semarang. The feedback regarding the design and concept of the promotional book was satisfied, where he mentioned that it has artistic features because it consists of a combination of pop-up creation and some unique information provided in the book about the spots in *Kota Lama* Semarang and its historical background.

There was feedback regarding the material written on the accommodation, specifically about the Kotta Hotel Semarang. Mr. Rofiq Achmad suggested that it would be great if some additional information about the first *Sumur Artesis* (Artesian well) placed on the side of Kotta Hotel Semarang was mentioned in the book. He said that it was the first *Sumur Artesis* (Artesian well) in Semarang from the Dutch colonial period. The content information revision was mentioned below:

Table 4. 3 Revision information about Kotta Hotel

Before Revision	After Revision
<p>English: Located next to several tourist attractions like Taman Srigunting, Marba, and Gereja Blenduk. Kotta Hotels complements your heritage and unique experience in Kota Lama Semarang.</p>	<p>English: Kotta Hotel is located in the heart of Kota Lama Semarang. It is interesting to note that Semarang's first <i>Sumur Artesis</i> (Artesian well) is right next to the hotel building. <i>Sumur Artesis</i> (Artesian well) served as one of the primary sources of water for Semarang City during the Dutch colonial period.</p>

Before Revision	After Revision
<p>Indonesian:</p> <p>Berlokasi dekat dengan beberapa objek wisata utama, seperti Taman Srigunting, Marba, dan Gereja Blenduk. Kotta Hotel menjadi pilihan tepat untuk menambah pengalaman berwisata kalian.</p>	<p>Indonesian:</p> <p>Kotta Hotel berlokasi di pusat area Kota Lama Semarang. Menariknya, terdapat Sumur Artesis pertama di Semarang tepat di samping bangunan Kotta Hotel. Sumur tersebut dijadikan sumber pengairan di Kota Semarang pada masa pemerintahan Belanda.</p>

g. Public Audience Feedback

Other than the feedback from the expert or supervisor of this project and the stakeholder, the feedback from public audience was conducted to see the feedback about media and material of the promotional book. The public audience feedback was conducted through a questionnaire used a Likert scale as the rating scale of each of the question. The researcher used a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure the respondents' agreement in several statements mentioned on the questionnaire. The details of the Likert scale measurement were mentioned on the table below:

Table 4. 4 The description of the Likert scale

Rating Scale
1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

There were 51 respondents with a differ range of age that was interacted with this promotional book including the pop-up elements and the written information. It was indicated that the public audience that involved as the respondent and already interacted with the promotional pop-up book came from a differs range of age, which later on give a score through the questionnaire about three different sections: “Content and Material”, “Visual and Design”, and “Functionality”.

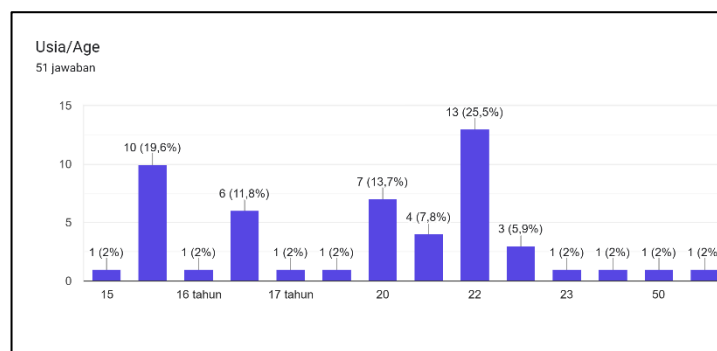


Figure 4. 38 Rrage of age of the respondents

Followed by the result form the questionnaire, there were some feedback regarding to “Content and Material” section with the question “Do you have any suggestions or feedback regarding the content and material of this pop-up book?” The respondent answered that “Some pop-ups contain human error, and some are less neat, and the pop-up in the 4-part area has inconsistent blank sections and information (*Beberapa pop up terdapat human error, dan beberapa ada yang kurang rapi, dan pop up tempat yang 4 bagian itu ada yang tidak konsisten bagian kosong dan informasinya*)”.

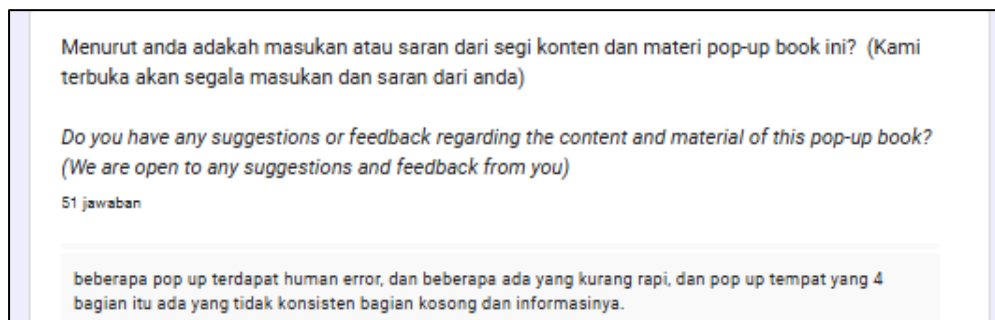


Figure 4. 39 Respondent feedback about open-tabs pop-up

The feedback was mentioned about the open-tabs pop-up element where the paper was out of the line due to a production error, and it is also mentioned that there was some empty part of paper inside the open-tabs element that had no information placed inside. Regarding to the feedback, some revision of the open-tabs pop-up element was made to keep the consistency of the layout arrangement of the information to avoid empty space on the paper inside the open-tabs element. The additional information was mentioned about opening hours, especially about culinary spots. Meanwhile, for the other category places inside the open-tabs pull-up elements, the empty paper was filled out with some recommended time for the readers or tourists to come to the photo spots.

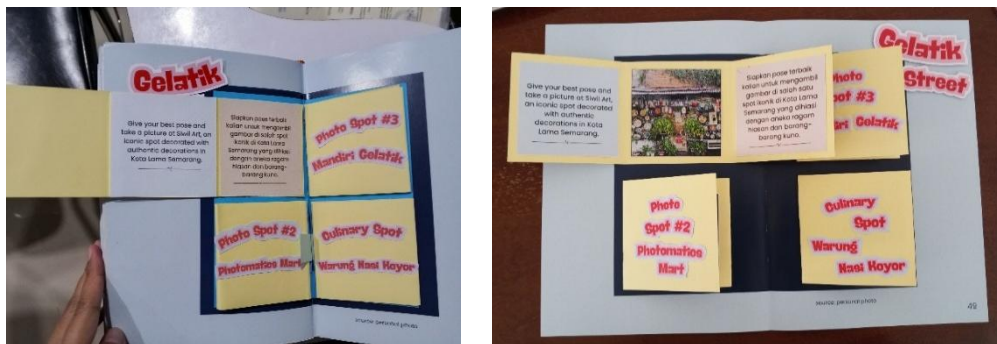


Figure 4.40 Before and after the revision of open-tabs pop-up element

Following by the revision part on culinary spots, the researcher adjusted the other culinary spot that were not places on the open-tabs pop-up element. The other page that mentioned about culinary spot was being add an information about the opening hours. As example on the culinary spot at the Merak Street that shows on Figure 4.41 below. Additional opening hours information was places above the main content information on the same page. However, die to the difference layout and the type of pop-up element that was applied on this page, the researcher decided to places the additional information about the opening hours above the main content material that present information regarding to the place mentioned on this page.

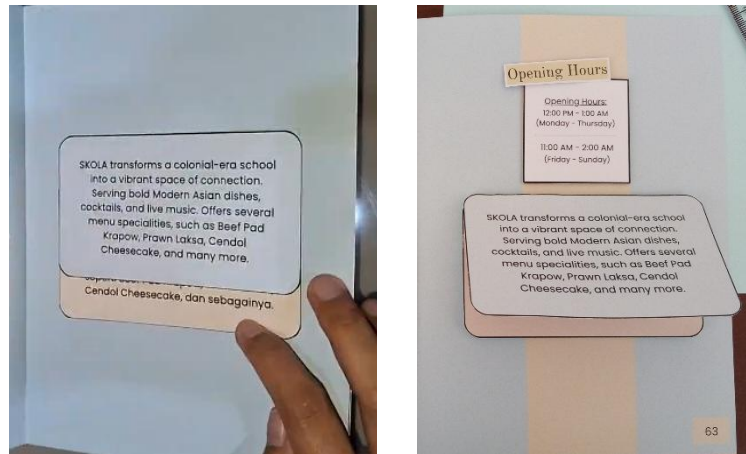


Figure 4.41 Before and after the additional opening hours information

Other feedback from the same question on the “Content and Material” section also mentioned about some pop-up elements that there are still some errors in the pop-up elements where it is not working properly (*Beberapa elemen pop up masih ada yang belum bekerja dengan baik masih terdapat beberapa error dalam elemen pop up nya*).



Figure 4.42 Respondent feedback about pop-up elements

There was no specific pop-up element mentioned that are directly concerned from this feedback. Furthermore, all the team members were checking throughout all the pop-up elements to make sure that the final version of the pop-up elements was working properly. It was also showing a comment from the respondent that “The content of this book is same with the place that we have visited (spiegel) and we want to visit (rumah akar)”. It was said that the spots they visited were the same as the information in the promotional book.

Another suggestion from the same question on the “Content and Material” section was that “The overall design and explanation are very good,

but perhaps for the culinary spots, the operating hours of each shop could be added (*Keseluruhan design dan penjelasannya sudah sangat baik, namun mungkin untuk culinary spots nya bisa ditambahkan jam operasional dari setiap toko*)". Followed by the suggestion and feedback, concerning the additional information about the operating hours of the shop, the researcher decided to change the layout arrangement to add the operating hours information. It shows that there were several pictures of the culinary spots on the page before the layout rearrangement. Meanwhile, after adjusting the layout, the page was only presenting the information related to the culinary spots, followed by the pictures that were placed inside the pull-tabs element with an envelope design.

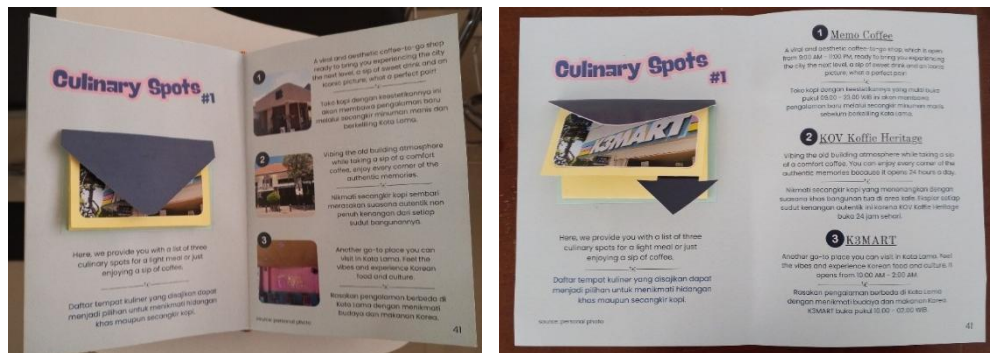


Figure 4.43 Before and after layout rearrangement

Besides the feedback and suggestion mentioned by the respondents, the questionnaire also indicated a great result through the overall score for each section. There are three different sections that consist of several statements: Section 1 represent the “Content and Material” measurement, Section 2 represent the “Visual and Design” measurement, and Section 3 represent “Functionality” measurement. The results shown for the measurement of each section were presented through the average chart shown on the picture below, which was scored using a Likert scale.

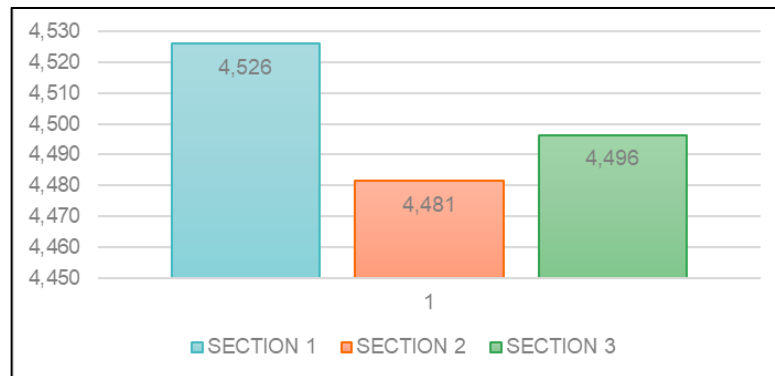


Figure 4. 44 Average chart in each section of the questionnaire

Section 1 shows the average score regarding the “Content and Material” of this pop-up book. This section indicates some statement about several aspects, such as the clearness of the object material, and information presented in this book, the use of bilingual language, and the vocabulary that is easy to understand, as well as the pop-up elements provided on this book. The average score for section 1 was 4.5, which is described as “Agree” on the Likert scale, means the majority of the respondents agree that all the aspects on this section was clearly presented.

As for Section 2, it shows the average score of the “Visual and Design” measurement of this pop-up book. This section consists of some statement about the attractive looks of the illustrations and pop-up elements, the layout arrangement that is neatly organized, the visually appealing elements through the colours and fonts, as well as some statement about the quality of the picture and other element on this pop-up book. The average score for section 2 was 4.4, which is described as “Agree” on the Likert scale, means the majority of the respondents agree that all the aspects mentioned on this section looks attractive and neatly organized.

Meanwhile, section 3 also shows similar result from the other section. It consisted of some aspects regarding the “Functionality” of his pop-up book as a promotional book. The statement measurement on this section mentioned the overall perception toward this book as an effective promotional medium.

The average score for section 3 was 4.4, which is described as “Agree” on the Likert scale, means the majority of respondents agree that this book can be effectively used as a promotional medium for tourist who come to *Kota Lama* Semarang. It can be concluded that the overall score for this pop-up book as a promotional medium was scored 4.5, which is described on the Likert scale as “Agree”, means that majority of the respondents were agree with the statement mentioned on the questionnaire about the “Content and Material”, “Visual and Design”, and “Functionality” aspects of this book.

4.1.4 Disseminate

The whole development process of the promotional book was already going through several stage and various steps until it is reached the final version of the product. Several revision procedures were done after suggestions and feedback from expert, stakeholder, and the public audience regarding to material and media of the product. It has come to the final step, which is disseminating the product to the stakeholders. In this project, it was submitted to Mr. Rofiq Achmad as a representative of the tour guide community and sellers in Pasar Antik Asemkawak, *Kota Lama* Semarang, whereas in the future, this promotional book can be used as an additional form of the guiding activity for both domestic and foreign tourists in *Kota Lama* Semarang.

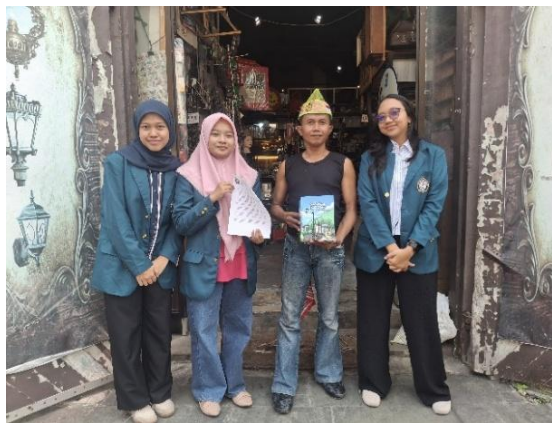


Figure 4. 45 Documentation of the handover product to the stakeholder

The submitting process is followed by the issuance of a Minutes of Handover (*Berita Acara Serah Terima*) as valid legal proof that the delivery and receipt process of the product has been carried out in accordance with the initial agreement. Another process that was done at this stage was the submission for the product’s Intellectual Property Rights (IPR) as a legal proof ownership of the product. The digital version of the final design product was being submitted through the official website of the Directorate General of Intellectual Property (DJKI) to get the IPR certificate.



Figure 4. 46 IPR certificate

4.2 Discussions

The book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” with pop-up design as the interactive element is a promotional book designed to promote tourism in *Kota Lama* Semarang that consists of three different chapter. It was provided with information about the

historical bilingual story of Semarang, the heritage building in *Kota Lama* Semarang, and a list of curated information related to photo spots, culinary spots, and accommodations near *Kota Lama* Semarang. As a promotional book that adapting pop-up element in developing the information, it can be concluded that this product received a positive impression regarding to pop-up element as an interactive part of the promotional book. The majority of the respondents also addressed the accuracy of the information, as well as the language used in the book that considered easy to understand both in the English language and the Indonesian language.

Other than that, all the aspect element, such as picture, pop-up element, font, information, and layout arrangement provided inside the book was shown result effective as a promotional medium. This positive response was being achieve with the support of the feedback and revision steps from the expert validation process and the public audience as the respondent regarding the material and media of the product. The aspect improved throughout the revision steps were carefully adjusted to receive a better version of the product, such as providing source credits for each photo material in the book, making sure that the pop-up element works properly, adjusting font colour for the bilingual written information in some layout arrangement, and adding some information regarding the places mentioned in the book.

The developing process of the content material inside the promotional book mainly describes the process of developing Chapter Three as part of the promotional book. All the process was following by the systemic four stages of 4D model by Thiagarajan et al. (1974) that consist of define, design, develop, and disseminate. The process was start with the define stage to collect the data information regarding the background problems that were identified through the literature review. The field observation was carried out as the following actions to collect the information about the selected categories, namely photo spots, culinary spots, and accommodation around Kota Lama Semarang. Another data collection process was done through

Instagram research, specifically using the hashtag feature to assist in the curated process in selecting the information about tourist attractions used as the content material.

The process was followed by the design and development stage that focused on developing the content material. It included basic background or base, such as colour, font, layout arrangement, and pop-up element, which later on, in the development stage, all the basic backgrounds were being developed into the final design content displayed on each page of the book. The development stage included some important progress, such as expert validation and feedback with some suggestions and a revision process, stakeholder feedback, as well as collecting the feedback from the public audience as the respondents through a questionnaire. The feedback came from different aspects of the promotional book, such as media and material aspects. As mentioned before, several revisions were conducted after the feedback collection, such as adding source credits information under the picture, additional information from the public audience and stakeholder suggestion, making sure that pop-up elements were working properly, and the font colour changed to keep the visual consistency of the content material. Once all stages relating to the development of the product have been completed, the process moves on to the dissemination stage. At this stage, the final product was handed over to the stakeholder.

Regarding to the gap findings from the previous studies, this promotional book with interactive pop-up elements successfully providing a new form of promotional media that combined different topics about tourism in *Kota Lama Semarang*, which being served into three chapters on the book. A previous study conducted by Widadijo & Santoso (2024) created a motion comic that only focused on promoting the historical story of *Kota Lama Semarang*. Another study conducted by Wibawanto et al. (2022) was developing a mobile game as a promotional medium about the iconic buildings in *Kota Lama Semarang*. Amin et al. (2020) developed an

application for promoting inclusive and sustainable tourism of the historical areas in *Kota Lama Semarang*. According to the previous studies mentioned above, this promotional book with three different focuses on each chapter was providing a different form of the existing promotional media about tourism in *Kota Lama Semarang*.

Moreover, related to the use of pop-up as an interactive element for promotional purposes, a previous study conducted by Wulansari (2023) focuses on promoting Semarang's culinary delights and using pop-ups as an interactive element in the book. It was focusing on providing information to promote culinary delights in Semarang. Fauzia & Oemar (2021) conducted research on creating a pop-up book as a tourism promotional medium, which only focuses on promoting religious tourism sites in Lamongan Regency. Meanwhile, the other study conducted by Rusli (2024) was also adapting pop-up as an interactive element in creating a bilingual pop-up comic provided a storyline where the character inside the comic was exploring to promote tourist spots in Semarang City. All the previous studies mentioned above mainly present one topic as their content on the promotional medium. Meanwhile, this promotional pop-up book was supported by three different topics integrated in one chapter, which provided information for tourist in *Kota Lama Semarang*. Other than that, this book also consists of bilingual information that makes it different from the other existing promotional media mentioned above.

Furthermore, the promotional book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” successfully provided a combination of three different chapters as information mentioned inside the promotional book, with pop-up elements as an interactive aspect of the book. The integration of interactive elements from pop-up and the bilingual information mentioned in the promotional book has a positive impact on the readers when receiving the information related to the history of Semarang, heritage buildings in *Kota Lama Semarang*, a list of curated tourist attractions,

and accommodations near *Kota Lama* Semarang. The bilingual presentation expands further accessibility for both domestic and foreign tourists to enhance their tourism experience while exploring the authenticity of *Kota Lama* Semarang. These aspects demonstrate the potential effectiveness of this promotional book that positively gaining impression through the combinations of bilingual information and an interactive aspect through pop-up elements.