

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides a summary about the product that was successfully developed as a promotional medium to promote tourism in *Kota Lama Semarang*. Several suggestions regarding future research or study about similar topics or field object was also served in this chapter.

5.1 Conclusion

Based on the research and development that has been conducted, it can be concluded that the promotional book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” has been successfully developed as a promotional medium through the 4D model by Thiagarajan et al. (1974). This promotional book was developed to provide a new form of promotional media that integrated three different chapters that consist of information about the history of Semarang, heritage buildings in *Kota Lama Semarang*, and a curated list of tourist attractions in *Kota Lama Semarang*, written in both English and Indonesian. Other than that, the promotional book also consists of an interactive design that incorporates a pop-up element as an additional feature inside the book. The development process was followed by the four systemic stages of the 4D model, namely define, design, develop, and disseminate. The define stage indicated the first step of the whole developing process, which start with identified the background problems that followed by field observation and data collection process. The next step was design and developing stage that connected to one another in developing the product from the base design until it becomes the final design, used for the expert and public audience feedback to improve the product. The development process came to end after the dissemination stage was successfully conducted with team members.

Regarding the feedback towards the pop-up book as a promotional medium, the respondents showed a positive impression about the pop-up element inside the promotional book. The overall respondents were immersed in the pop-up elements, which can be interpreted as meaning that these pop-up elements were the first thing that catch the attention. Other features in the book, such as picture and information in the promotional book, also catch the public's attention, showing a great result as an effective promotional medium. The stakeholder's feedback also shows a positive impression regarding to the idea of using pop-up book concept to create a new form of promotional medium about *Kota Lama* Semarang. It mentioned that this concept shown an artistic style because the pop-up element was created through the creative process. The content material inside the promotional also consists of unique information and facts about Semarang City and also *Kota Lama* Semarang. In conclusion, this pop-up book as a promotional medium to promote tourism especially about *Kota Lama* Semarang shows an effective impression regarding the object material from the pop-up element, as well as the information written inside the book, which also expands the number of chances to improve tourists' experience while exploring the authenticity of *Kota Lama* Semarang.

5.2 Suggestion

Several suggestions are proposed to improve the product's future development. Developing a digital version of this promotional book would be a valuable future step to broaden its accessibility. Regarding the information provided inside the promotional book, especially about tourist attractions, more completed information could expand the use of this promotional book for future development. The range of recommendation can be increased to enhance the tourist experience on exploring *Kota Lama* Semarang. It is also suggested for future development to collaborate with third parties, such as hotel accommodations, to disseminate promotional media directly to tourists. Other than that, considering the result findings about the feedback of the product, where the respondent shows a great impression while interacting with the pop-

up elements, it was being suggested that another interactive promotional medium would be a better approach in the future to expands tourists' experience in different tourist destinations around the area of *Kota Lama* Semarang.