



Development of Creative Economy Educational Tour Pocket Books in Semarang City

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Article Info

Article History :
Received
July 2021
Accepted
September 2021
Published
December 2021

Keywords:

pocket book, educational
tourism, creative economy,
tourists' interests

Abstract

The development of tourism sector in Semarang city has been established by Creative Economic Agency (BEKRAF) as one of the creative city in the field of culinary, fashion, and crafts. But not many people know about the existence of some reference books and the absence of a guide book about creative economy educational tourism affect the tourists' interests towards creative economy educational tourism in the field of culinary in Semarang city. This thing became the purpose of the study to discuss some problems that intended to be disclosed are: 1) To develop a creative economy educational tour pocket book; 2) To analyze the feasibility of a creative economy educational tour pocket book; 3) To analyze the practicality of a creative economy educational tour pocket book to tourists, and 4) To analyze the effectiveness of a creative economy educational tour pocket book to interest tourists. This research used R&D method (Research and Development) which refers to model development of ADDIE (Analysis, Design, Development, Implementation, Evaluation). Population and Sample is obtained all travelers who travel in Semarang city. Based on assessment results, it can be found that validator expert obtained an average score of 4,58 included in the category of very decent, material experts got average score of 4,72 included in the category of very decent, assessment result done by the respondents that is focused on practicality of a pocket book is in the category of overall positive position with average score of 97,5%, and the questionnaire results of tourists' interests to the creative economy educational tour pocket book categorized as an effective thing because it reaches 4,26%. This shows that creative economy educational tour pocket book can affect the tourists' interests.

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INTRODUCTION

Tourism is one of the largest industries in the world. Tourism industry is not type of industry that dredges natural resources until they are depleted, but it seeks to organize and beautify the country so that it brings benefits and foreign exchange without spending increasingly scarce natural resources. Each region in Indonesia has its own uniqueness and tourism potential, such as the province of Bali which is known by the world as beautiful beaches, Jogjakarta with its special area also known as a tourist city, Malang City which has many natural attractions, and many more tourism potentials from other provinces that exist in Indonesia. Semarang city as the capital province of Central Java, in which its tourism development still trying to increase the foreigners' interests and local tourists to visit more destinations in Semarang city. Fahriya (2015), revealed that pocket books are suitable media as learning media. Its small size and light weight make it an ideal medium for all subjects. In another study, Ranintya et al. (2015) stated that the language of pocket book is not complicated and easy to understand because it has been summarized in a concise manner and the development of pocket books can be an appropriate medium for the development of creative economy educational tourism.

Based on the description above, the problems that will be revealed are: 1) How is the development of a creative economy educational tourism pocket book in Semarang city? ; 2) How is the feasibility of a creative economy educational tourism pocket book?; 3) How is the practicality of a creative economy educational tourism pocket book?; and 3) How is the effectiveness of the creative economy educational tourism pocket book on tourist interest? Furthermore, the objectives of the research carried out: 1) development of a pocket book for creative economy educational tourism pocket book in Semarang city; 2) analyze the feasibility of a creative economy educational tourism pocket book; 3) analyze the practicality of the creative economy educational tourism pocket book; and

3) analyze the effectiveness of the creative economy educational tourism pocket book on tourist interest.

METHOD

The research design uses research and development methods, or also known as Research and Development (R&D). This research was conducted to identify this creative economy educational tourism pocket book as a guide for creative economy educational tourism in the culinary field. Media development design in this study was taken from the ADDIE development model which consisted of five stages of development, namely Analysis, Design, Development, Implementation, Evaluation. As shown in Figure 1 and the framework for developing a pocket book as shown in Figure 2. Sampling technique used was purposive sampling. According to Sugiyono (2016: 85) stated that purposive sampling is a sampling technique for data sources with certain considerations. The reason for using purposive sampling technique is because not all samples have criteria that are in accordance with the phenomenon under study.

In this research, the respondents who became the sample were tourists who had a culinary tour in Semarang city. They were 40 respondents in total. Data collection techniques used are: 1) observation; 2) interview; and, 3) distribution of questionnaire sheets. The instruments used in the research were interview guidelines, and questionnaires.

Expert judgment is used to assess the validity and feasibility towards the production of creative economy educational tourism pocket book media. In order to test the practicality and effectiveness of developed media, instrument which has been used was a questionnaire. Analysis of the prepared sheet test, using the Aiken's V (1985) method, Aiken's V is a content validity approach to determine the suitability of the item with the domain which is measured based on the judgment of experts. Validation involves experts from the field of tourism and

multimedia lecturers. In order to measure content validity, a number of experts (raters) were asked to examine each component of the measurement

instrument. Finally, this expert input was used to calculate content validity for each component.

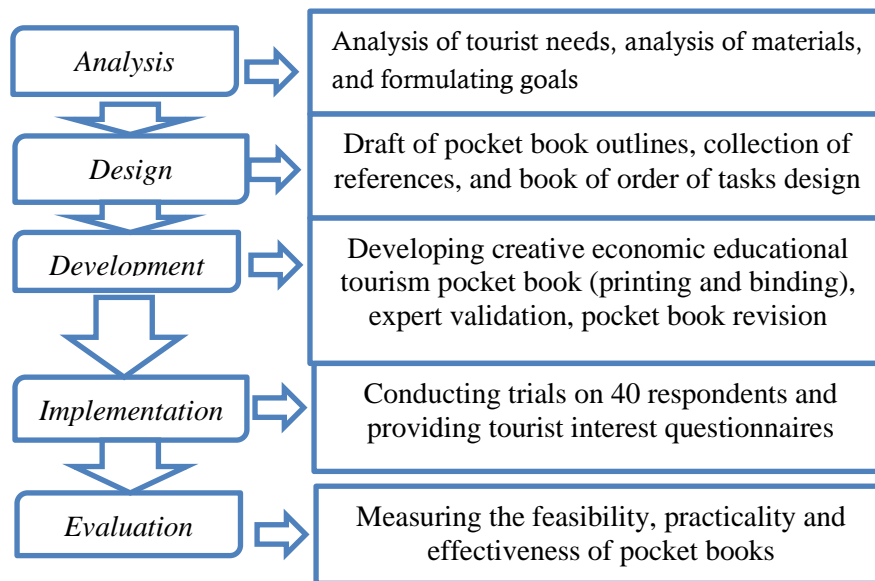


Figure 1. ADDIE procedure (Sugiyono, 2015)

The practicality test of the pocket book was developed by distributing questionnaire responses to respondents regarding the creative economy educational tourism pocket book and measuring the effectiveness of the pocket book which was carried out with one group pre-test, posttest design, in order to see the interest of tourists after using the pocket book that has been developed.

RESULTS AND DISCUSSION

Results

1. Development of creative economy educational travel pocket book

The implementation of developing the creative economy educational tourism pocket book media using the ADDIE approach (Lee and Owens, 2004:3) through the following stages:

a) Analysis Stage

The first stage in this research is analysis. Analysis stage is the stage behind the development of a culinary tourism educational pocket book, typical of Semarang city. The initial procedure for the analysis stage is as follows: (1) Needs analysis. The needs analysis process is where the researcher analyzes the field of conditions regarding to creative economy education tourism in the city of Semarang. Needs

analysis was conducted by interviewing tourism experts at the Semarang City Government Tourism and Culture Office. (2) Material Analysis. The analysis carried out at this stage includes the adjustment of pocket book material contents in accordance with the theme of culinary economic educational tourism typical of Semarang city. regarding the development of pocket books are as follows; Tourists need a pocket book that they can use easily; The educational tourism pocket book developed is attractive and practical in its use; A pocket book developed that can make tourists interested in culinary tours.

b) Design Stage

At this stage, the book media design is carried out in accordance with the BNSP preparation format. The developed pocket book is arranged systematically. The first section contains is cover, foreword, and table of contents. The content section contains material that is in accordance with the theme of creative economy educational tourism in the field of culinary in Semarang city. The final section contains bibliography. The pocket book is designed with an attractive appearance and easy-to-understand

language that contains material that is in accordance with the theme of educational tourism, the creative culinary specialty of Semarang city. Collected books that can be used as reference material in the preparation of a pocket book framework with educational tourism materials for creative economy in culinary type of Semarang city. With a predetermined framework, an initial design is carried out to get a draft pocket book.

On the first page of the pocket book, information on educational tourism and the creative economy of the culinary sub-sector is explained in the city of Semarang. There are seven special foods selected on the pocket book. The first special food is Lumpia which is a special food as well as the most sought-after souvenirs for local and foreign tourists. Lumpia which contains bamboo shoots that have been seasoned and then fried makes the spring rolls have a distinctive taste. The next specialty is Roti Ganjel Rel, from the history of Roti Ganjel Rel, this bread became a typical food in the Dutch era for big celebrations. Currently, Ganjel rel bread can be found in the souvenir center of Semarang City. The next typical food comes from soybeans, namely Tahu Pong, which is tofu whose contents are empty then fried and then mixed with a special sauce for tahu pong. This special food can be found along Jalan Depok, Semarang City. Not only tahu pong, the next food that comes from soybeans is Tahu Bakso. Tahu bakso is one of the typical foods of the city of Semarang, starting from Mrs. Pudji who made tofu meatballs for snacks only when there were events, now knowing meatballs is one of the UMKM (Micro and Medium Enterprises) that can help the economy of other communities. Another typical food from processed tofu is Wedang Tahu which consists of tofu juice or beancurd then mixed with ginger sauce. This special food is suitable to be eaten in cold weather. Next, Wingko Babat is made from grated coconut and then baked on the stove and then packaged in paper packages. The last and most popular specialty food is Bandeng Presto, processed milkfish which is made with pressure which can be found along the souvenir center street of Semarang City. Collection and Selection of References that researchers have chosen to use as a reference in developing a culinary tourism

educational pocket book typical of Semarang City, namely from the journal "Development of Micro, Small and Medium Enterprises (UMKM) based on the creative economy in Semarang City", then the journal Policy Studies Semarang city government in the development of the creative economy and the journal Design of Educational Tourism Models in Tulip Village Tourism Objects.

c) c) Development stage

The creative economy educational tourism pocket book was developed according to the framework that had been developed then bound and printed to be assessed by the validators, namely, media experts and material experts who are experts in the field of tourism.

d) d) Implementation Phase

In the fourth stage of R&D research (Research and development) with the ADDIE model, this is the implementation stage or also known as the application stage. Implementation is the stage of giving a creative economy education pocket book, after which tourists respond to a questionnaire on responses to a creative economy education pocket book and answer a tourist interest questionnaire. Responses from filling out the questionnaire by respondents were considered to test the effectiveness of the pocket book.

e) e) Evaluation Stage

The next stage in R&D research (research and development) is the evaluation stage, at this stage improvements will be made for a better system by processing the data that has been obtained from the previous stages that have been carried out. Evaluation is divided into two, namely:

1. Formative evaluation, where in the research development formative evaluation relates to the pocket book feasibility test conducted by Media Experts and Material Experts. This formative evaluation is also related to the practicality test of pocket books, formative evaluation is carried out in the context of repair or revision of pocket books. The formative evaluation stage is related to the implementation stage, so that the developed pocket book is in a very feasible and practical condition, these following are results of feasibility test by experts with category of

adopting from Widoyoko feasibility classification.

Table 1. Expert feasibility test results

No	Aspek	Rata-rata	Kategori
1	Content	4.25	Very Worthy
2	Serving	3.93	Worthy
3	Language Eligibility	4.31	Very Worthy
4	Contextual Assessment	4.5	Very Worthy
5	Graphic Eligibility	4.59	Very Worthy
	\bar{x} Overall Expert Average	4.31	Very Worthy

Based on data above, it can be seen that overall aspect average has a score of 4.31 very feasible criteria, thus the fashion design vocational career guidance module is declared valid and very feasible. Based on the validation results, it can be concluded that creative economy educational tourism pocket book is valid with revisions and does not require a significant overhaul and is suitable for use as a tourist guide media.

Practicality test, Technique of analyzing the pocket book implementation was carried out by quantitative descriptive analysis. The data from the analysis of module implementation were obtained directly using a response questionnaire conducted by the respondents. Data from respondents collected through assessment sheet, then analyzed to find a score with the following criteria:

Table 2. Results of data analysis of Kr and Ks scores of respondents' practicality towards pocket books

Indicator	Kr Score	Ks Score
Appearances	0.97	0.95
Materials		
Advantages		
\bar{x} Average	0.96	

According to Singarimbun et al (2014: 118-119), if the score of reproducibility coefficient (Kr) 0.97 has a value > 0.90 , it is declared eligible. The results of the calculation of the reproducibility coefficient or Kr in this study obtained a score of Kr for tourist respondents of 0.97 which indicates that the creative economy educational tourism pocket book developed is very practical to use because it is in accordance with the practicality requirements of > 0.90 and is also strengthened by the Ks score which get a score of 0.95 value > 0.90 declared a practical creative economy education travel pocket book.

2. Summative evaluation, this research was conducted in order to measure the effectiveness of pocket books. The dependent variable of this research is tourist interest in creative economy educational tourism. The effectiveness of pocket book can be known by giving the tourist interest instrument in the field of group test. The increase in tourist interest can be seen from the results of a tourist interest questionnaire using a Likert scale, with an interval of 1-5. The tourist interest questionnaire contains 31 valid questions and has been through an empirical test with a Cronbach's Alpha value

of 0.942 with instrument reliability criteria 0.80. The achievement of product development objectives is known by measuring what has been obtained by the trial respondents. After the educational

tourism pocket book is said to be feasible, the measurement of tourist interest is carried out. The questionnaire was filled out after one meeting using a pocket book.

Table 3. Data regarding tourist interest in using creative economy educational tourism pocket book media in Semarang City.

No.	Indicator	Criteria
	The existence of tourist interest because of the perception of the facilities in the creative economy educational tourism, typical culinary	Greatly interest
	There is tourist interest because of the perception of store layout of creative economy products	interest
	There is tourist interest because of the perception of the interior display of creative economy products	interest
	Intrinsic attraction that attracts tourists	Greatly interest
	The attraction of social shopping that attracts tourists	Greatly interest
	The attraction of gratification shopping that attracts tourists	Greatly interest
	The attraction of idea shopping that attracts tourists	Greatly interest
	The attraction of value shopping that attracts tourists	Greatly interest
	Average score	Greatly interest

Based on the effectiveness data obtained and processed, the use of pocket book media for effective creative economy educational tourism is able to increase tourist interest with an average score of 4.26 which is included highly increased category.

Discussion

The final result of this development research is in the form of a pocket book for creative economy educational tourism for culinary typical in Semarang city. The process of compiling the pocket book is made in stages to produce appropriate modules, then a series of validations are carried out from media experts, material experts, respondents and effectiveness to its users. Validation of media experts, material experts and respondents. carried out directly in the field in order to obtain data for the purposes of product revision in the form of a pocket book for educational tourism, creative economy for culinary typical in Semarang city. Pocket books are also called media for independent learning because they have been equipped with complete summaries, which contains interesting material to

achieve the expected competencies (Somayasa et al, 2013). This research is relevant to the previous research conducted by Fahtria Yuliani (2015), regarding the development of pocket books. The research uses the Research and Development (R&D) method. Furthermore, other studies on the development of pocket books were carried out by Ranintya Meikahani and Erwin Setyo Kriswanto (2015), who also used Research and Development (R&D) as their research method. The results of study that has been done by the researchers explained that developed tests in the feasibility level of the product is being developed. Overall, the pocket book that the researcher has been developed is declared as suitable for use in its introduction.

The feasibility study of the module development results is based on the results of the Material Expert response assessment sheets, namely from the Semarang City Government and Media Experts from experts in the multimedia field, while on the practicality test by pocket book users (tourists), and testing the effectiveness of the pocket book. The validity of the developed pocket book that was studied in this study included

content validity in the form of conformity between the concepts presented and concepts and theories as well as construct validity, namely the suitability of the transformation or translation of concepts and theories into an operational form (Drost, 2011). The validity of a product developed can be determined based on the results of validation activities (Azwar, 2014).

The next stage after the validation test was carried out, it was concluded that the educational tourism pocket book had become the final product and was very suitable for use by tourists in their interest in traveling. The conclusion is feasible in the educational tourism pocket book, obtained from the validation results of two media experts and two material experts. At the validation stage, media experts are two pocket book experts from multimedia lecturers. The pocket book size indicator after measuring the average score from the media validation results got a score of 4.58 with very decent criteria. Validation of material experts, who are experts in the field of tourism from the Semarang City Government. The results of material expert validation based on the feasibility aspect of the average of all aspects in the material validity test obtained a score of 4.72 with very feasible criteria. Akker et al. (1999) revealed that one of the objectives of development research is to promote scientific and practicality of the final product. According to Diktendik (2008:4), a pocket book can be said as a good and interesting media if it has the characteristics of a pocket book, namely self-instruction, self-contained, stand-alone, adaptive, and user friendly. Based on the explanation above, the practicality test of pocket books was carried out on tourists in Semarang city. The user validation stage is carried out by tourists, user validation is based on all practicality questionnaire indicators such as appearance, material, and advantages included in the tourist response aspect, after the average score the user validation results get a score of 97.5% with very practical criteria.

The effectiveness of the developed pocket book is related to the purpose of developing a pocket book which is related to improvement and problem solving in research. This study aims to determine tourist interest in creative economy

educational tourism pocket books based on the results of the subject tourist response questionnaire. The results of data analysis showed that the creative economy educational tourism pocket book was able to increase tourist interest with an average score of 4.26 which was included in highly increased category. which uses a Likert scale, with an interval of 1 – 5. Tourist interest questionnaire contains 31 valid questions and has been through an empirical test with a Cronbach's Alpha value of 0.942 with instrument reliability criteria 0.80. Overall from the development of creative economy educational tourism pocket books in Semarang City, it can be seen that all aspects that include the development of a pocket book such as aspects of content, presentation, linguistics, contextual assessment, and graphics from pocket books are considered very feasible by experts.

CONCLUSION

1. Development of a creative economy educational tourism pocket book in Semarang city is produced a creative culinary economic education pocket book media for Semarang city.
2. Creative economy educational tourism pocket book that has been developed is proven to be feasible according to media and material expert tests.
3. Pocket books for creative economy educational tourism that has been developed is proven as a media to attract tourists in the field of culinary in Semarang city.

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