CHAPTER I
INTRODUCTION

1.1 Background

Semarang city is the administrative center of the capital city of Central Java the central of everything. Including education, business, and tourism. According to Ikasari and Farida (2017), the city of Semarang is better known as a transit city than a tourist city, but Semarang City has many uniqueness and interesting destinations that many people do not know. This city has many attractions that are very famous for its cultural heritage such as Lawang Sewu, Kota Lama, Blenduk Church, and Sam Poo Kong Temple. The variety of tourist attractions shows the great potential of Semarang as a tourist destination.

To support this potential and create a focused travel itinerary, the researchers selected four specific cultural and historical destinations for this guidebook: Lawang Sewu, Mandala Bhakti Museum, Sam Poo Kong Temple, and Ranggawarsita Museum. This selection is strategic because these key locations are conveniently accessible via one main public transportation route, Trans Semarang Corridor V. By focusing on destinations connected by a single corridor, the research directly addresses the need for efficient and simplified public transportation-based tourism guides.

Tourism is an activity carried out by a person or group of people with the aim of tourism from one place to another and the tourist destination is not to work or earn an income in the tourist attractions (Putri, 2020). In this context, Semarang city has become an interesting tourist attraction, supported by many activities and supporting facilities. According to Semarang City Regional Regulation Number. 3 of 2010 concerning tourism, the tourism sector of Semarang City covers several aspects, such as economic, social, cultural, and environmental.

Although Semarang is often seen as a transit city, its potential as a tourist destination is significant and diverse. This is shown by the data from the Central Statistic Agency (BPS) Central Java Province (2024), which reports that Semarang City rank first for the number of visitors at tourist attractions and events in Central Java, with a total of 7,345,373 tourists. This number is much higher than other areas like Klaten Regency (6,849,545), Semarang Regency (4,330,651), Magelang Regency (3,640,199), and Kudus Regency (3,602,263). Specifically, Semarang City attracts 24,296 international tourists and 7,321,077 national tourists. The presence of these 24,296 international visitors shows a need for special attention regarding the availability of information in a foreign language for visitors from abroad.

To meet this need for foreign language information, creating an English-language guidebook is essential. According to Wulansari (2023), interactive and informative guidebook have proven to be effective in promoting tourism. Therefore, this guidebook is designed to be informative, persuasive, and interactive to present Semarang's destinations. This kind of media has the ability to influence tourist travel decisions (Law in Noor, 2018).

This high tourism potential is further supported by the fact that as the capital of Central Java province, Semarang has 39 tourist attractions that can appeal to visitors. However, as noted by Ikasari and Farida (2017), this great potential has not been fully explored, as many places are not yet widely known by the public. Despite this, Semarang's popularity as a tourist destination largely depends on the appeal of its main attractions, which already have a high reputation on online media platforms.

In the planning a trip, tourists generally look for destination information online, when a tourist wants to come a destination, the first thing done is to create an internet account to get the needed information. Website always provide information that is similar to that of other tourists, but they do not take into account the personal needs of each individual tourist. The data provided to tourists can be based on their requests, needs, and preferences (Santoso et al., 2019). In addition, tourists in deciding on a destinations are influenced by the quality of facilities, easy access, and reviews on online media platforms, that show previous reviews make the destination even more interesting to visit (Alwijaya et al., 2024).

To make it easier to access destinations, using public transportation can be a fun aspect of the travel experience. Semarang has a Bus Rapid Transit (BRT) called Trans Semarang that has its own bus stops, organized departure schedules, and Trans Semarang services that provide excellent service. Trans Semarang has been operating since 2010, providing comfortable air conditioning and very affordable fares, 3,500 IDR for the public and 1,000 IDR for students (Nursalim & Sancono, 2023). The BRT potential as the main means of tourist mobility to various destinations, has not been used optimally as a means of tourist guidance.

Responding to the need for more personalized information, more immersive experiences, and the suboptimal use of public transportation such as Trans Semarang in tourist guides, interactive storybooks are present as an innovative solution for travel in Semarang City. this book is not only destination information, but also incorporates guidelines for using Trans Semarang for easy accessibility. With the use of interactive, readers will get the experience of getting an enjoyable visualization experience, allowing readers to explore Semarang before visiting, as well as generate the desire to experience various destinations firsthand in a unique way. Therefore, the creation of this interactive storybook is expected to be an effective medium

in exploring Semarang City in a more interesting and focused way. Therefore, the creation of this interactive guidebook is urgently needed as an effective medium to bridge the existing gap between Semarang's vast tourism potential and the public's lack of accessible, cost-effective travel guidance.

1.2 Statement of the Problem

From the above background, the problem statement discussed in this research is as follows:

1. How is the development of an interactive guidebook for travel using Trans Semarang?

2. How is the feedback of the interactive guidebook for travel using Trans Semarang?

1.3 Objective of the Study

The objectives for research are as follows:

1. To describe the process of making an interactive travel guidebook for the needs of tourism tips in Semarang City

2. To obtain and analyze the responses of respondents regarding the interactive guidebook for traveling using Trans Semarang.

1.4 The Advantages of the Study

The advantages of the study are as follows:

1. Theoretically

The purpose of this research is to help improve the quality of tourism information and promotion approaches. This study expands understanding of how the quality of tourism information can be improved through innovative approaches that provide compelling narratives and compelling visualizations. In addition, this study provides additional information on the role of interactive media in promoting tourism. The study shows a new understanding of how interactivity can make users more engaged when searching for information that may be difficult, such as transportation routes and destination information. In addition, the study emphasizes the importance of public transportation, especially BRT, in city tourism experiences. It shows how information about transportation can be incorporated into an engaging travel guide, making it an integral part of the travel story as an effective way to promote the trip as a whole.

2. Practically

The purpose of this research is to have a positive impact on various parts. For tourists, this interactive storybook will make it easier to travel to Semarang's historical and cultural destinations using BRT, providing freedom of exploration with more flexible and affordable

time and cost. It also offers economical guides that remain informative and memorable, as opposed to hiring a private guide. The Semarang City Government and related agencies will benefit through increased use of BRT, promotion of more innovative destinations, and support for sustainable tourism. Finally, tourist destination managers will see an increase in visits and appreciation for the historical and cultural values of Lawang Sewu, Mandala Bhakti Museum, Sam Poo Kong, and Ranggawarsita Museum.

1.5 The Output

The results of this study are in the form of an interactive travel guidebook that focuses on the city of Semarang, using narrative and visual techniques. The book consists of 45 pages and introduces Lawang Sewu, Mandala Bhakti Museum, Sam Poo Kong, Ranggawarsita Museum, and how to use Trans Semarang, focusing on corridor V. Each section of the book provides information about its location, history, and appeal. Additionally, to enhance the reader's experience, the book incorporates pop-up and pull tab interactive elements. The book helps readers understand effective travel routes, especially by designating the Simpang Lima bus stop as the starting point, while briefly introducing the Trans Semarang system from the Simpang Lima bus stop. For the Indonesian language version, Barcodes are included to provide additional information and a richer experience and an Indonesian version has a barcode at the last page of the book.