

CHAPTER I

INTRODUCTION

1.1 Background of Study

Foreign language skills in the current era of globalization are very important to master. Putri and Wijayanti (2008) argue that foreign languages are currently very important for several reasons such as being able to help find jobs, facilitate the search for knowledge or international literature, expand understanding and knowledge of modern technology today, and can improve the ability to interact with others, especially with foreign nationals. Therefore, language has an important social role in communicating with society as a whole (Hualai, 2017; Keraf, 1994). Language not only serves as a means of communication, but also serves as a link between cultures and opens up new opportunities. Language also serves as a useful means to promote culture consistently and sustainably (Rijal, 2021). Particularly in the tourism industry, mastery of a foreign language, especially English, can help to promote a tourist spot which allows tourism actors to improve the quality of services and communicate with foreign tourists. Fatsah and Mas (2023) argue that mastery of foreign languages is very important for managers and tourism actors in the increasingly globally connected world of tourism. Therefore, through the mastery of foreign languages we carry the title for the creation of a bilingual flipbook “Travel Beyond Words” which takes a tourist spot in Bandungan, Gedong Songo Temple, as an interactive digital book in two languages, namely Indonesian and English.

One of the areas located in Semarang Regency is Bandungan, which has many unique and beautiful tourist attractions that offer cool natural charm and beautiful views of the mountains. It is famous for its many attractions, including Umbul Sidomukti, which has a swimming pool at high altitude, the historical Gedong Songo Temple, and many beautiful flower gardens and agro-tourism. Because of its fresh and calm air, along with Gedong Songo Temple, Bandungan is an excellent place for family vacation or to have a break from the city’s hustle and

bustle. Although Bandungan has a lot of potential place as a tourist attraction, one of the reasons for choosing Gedong Songo Temple is because it is one of the Indonesian Cultural Heritage in the Regency of Semarang and is a Hindu temple complex that estimated to have been built during the Sanjaya Dynasty in the 8th century. The name of “Gedong Songo” comes from Javanese Language that has the meaning “nine buildings” referring to the number of temples scattered in the area. These temples are believed to be places of worship for Lord Shiva and look like the Dieng Temple in Wonosobo.

Wisata Budaya	Jumlah Pengunjung di Tempat Rekreasi Wisata Budaya di Kabupaten Semarang (Jiwa)	
	2022	2023
Candi Gedong Songo	426.267	359.316
Museum Palagan Ambarawa	28.847	29.468
Museum Kereta Api	162.739	145.411
Makam Hasan Munadi Nyatnyono	230.962	58.968
Gua Maria Kerep Ambarawa	107.873	87.298

Figure 1.1 Data on the number of visitors at cultural tourist attractions in Semarang district

This indicates that Bandungan tourism has the ability to attract visitors from overseas. Ridla, Sawu and Kanom (2023) states that tourism promotion is one of the strategies to communicate tourism products to attract tourists and attractive tourism promotion can influence the interest of tourists to visit. In this digital era, information technology has an important role in advancing tourist attraction. The potential for both local and foreign tourists in terms of learning foreign languages and promoting these tourist destinations has not been fully explored. However, learning a language while in tourism activities might create a more enjoyable and fun learning experience.

Combining English language learning with cultural and tourism activities can be an innovative and effective approach. According to Mulyadi (2016), Flipbook is a media similar to a book and on each page is equipped with a moving

or animated process. On the other hand, interesting and relevant learning tools are needed nowadays because the younger generation is more interested in interactive digital media. One of the skills that tourism actors must master is the skill of using foreign languages (Fatsah & Mas, 2023). Studies also show that introducing culture and tourism with foreign language learning is a creative and effective way. Therefore, interactive digital books are an effective learning tool in today's digitalization era. This media can increase interest and understanding of learning by presenting material in an interesting and interactive way. Amanullah (2020) states that flipbooks, digital application-based learning media, are an easy-to-use and suitable alternative to help students learn in the era of the industrial revolution. Digital flipbooks offer a variety of attractive visual and audio visual models. Therefore, the development of an interactive digital book that focuses on Bandungan tourism, especially at Gedong Songo Temple, can be an effective way as a medium for foreign language learning as well as promoting the potential of tourist attractions and encouraging the community to be more involved in tourism.

Suharto (2023) in his previous research discussed the creation of a bilingual guidebook for students as an effort to increase information about tourism in Indonesia. This guidebook includes information on tourist attractions, accommodation, dining, and location instructions. In addition, there is previous research on the methods used to promote tourism in two languages. For example, in research conducted by Rahmawati, Azizah, and Reffiane (2023) entitled 'Pengembangan Media Flipbook Berbasis Kearifan Lokal Kota Semarang Mengenai Pengalamanku Di Tempat Wisata Sebagai Literasi Siswa Kelas II Sekolah Dasar' and research conducted by Shahab et al. (2024) on Bilingual E-Book: A Platform to Promote Culinary Tourism from Palembang.

Although several studies have been conducted to promote tourism, this interactive flipbook is used not only to promote tourist destinations in Bandungan, particularly Gedong Songo Temple, but also to incorporate it as an English language learning medium, which is still very rarely found and discussed in previous studies. A comparison with flipbooks in previous studies shows that most

of them only convey information and do not have interactive features. Thus, the development of this interactive flipbook combines two languages, namely Indonesian and English, and as a tourism promotion media by presenting new and unique features about Bandungan's tourist destination, namely Gedong Songo Temple, which has a lot of information and history that needs to be told to the public.

1.2 Research Questions

Based on the background that has been presented, the problem formulation in this study is as follows:

1. How is the process of creating "Travel Beyond Words" flipbook content for tourists and students as information, promotion and learning media?
2. How is the stakeholders feedback on the content of "Travel Beyond Words" flipbook?

1.3 Objectives of the Study

Based on the above problems, the objectives of this study are as follows:

1. To elaborate the process of creating "Travel Beyond Words" flipbook content as a medium of information, promotion and learning for tourists and students;
2. To explore and analyze the feedback provided by stakeholders regarding the content of the "Travel Beyond Words" flipbook.

1.4 Significance of the Study

The significance of this study is as follows:

1. Can attract interest in learning foreign languages for students and travelers;
2. Increase students' and tourists' understanding of culture and tourist destinations through the context of Gedong Songo Temple Historical Tourism;
3. Can help promote tourist attractions through an interactive digital book, "Travel Beyond Words."

1.5 Research Output

The output of this research is an interactive digital book in the form of a flipbook containing various kinds of interesting information about the historical tourist destinations of Gedong Songo Temple with a total of 46 pages. The content of this flipbook includes an introduction to the Bandungan area about everything there and about Gedong Songo Temple from the first temple to the last temple. This flipbook has excellent features such as interactive videos about these tourist destinations and the availability of subtitles for learning videos about these tourist destinations. Not only that, this Flipbook carries the theme “Travel Beyond Words”, which means learning and exploring through this book. Besides that, this Flipbook also uses two languages, namely Indonesian and English, as the main language.