

CHAPTER II

LITERATURE REVIEW

2.1 Tourism and Promotion

2.1.1 Tourism

Tourism in Indonesian is defined as *Kepariwisataan*. Soekadijo (2011) states that tourism includes everything related to tourism, including the exploitation of objects and tourist attractions and related businesses. According to Wirawan and Semara (2021) tourism is everything related to tourism activities and various impacts that occur due to interactions between tourists and various tourist attractions such as tourist attractions, supporting facilities, and infrastructure facilities provided by the community, private sector, and government, this process starts from the tourist's place of residence, when the tourist is on the trip, at the tourist destination, until returning to the tourist's place of residence.

It can be said that tourism is generally defined as a trip made by individuals or groups within a certain period of time moving from one place to another by leaving the place of origin, either with planning or without planning, with the aim of enjoying recreational activities to fulfill diverse desires and not to make a living in the place they visit (Tangian & Kumaat, 2020). Rusyidi and Fedryansah (2018) also mentioned that tourism is a complex activity that can be seen as a broad economic, ecological, political, social, and cultural system. Tourism cannot be separated from these aspects, especially social and cultural aspects. When viewed from the socio-cultural aspect, tourism development can grow and develop well if supported by cultural tourism (Waani, 2016).

2.1.2 Promotion

Promotion is an important part of marketing, which informs and attracts the market about the products or services offered by the company (Kotler & Armstrong, 2012). Sukirno (2013) adds that promotion aims to introduce products to consumers so that they are interested. Meanwhile, Rangkuti (2009) in Puspitarini and Nuraeni (2019) explains that promotion not only aims to inform the existence of a product but also to provide confidence to consumers regarding the product's benefits. Thus,

promotion is one of the key strategies for increasing consumer interest in a product or service.

2.1.3 Tourism Promotion

In this era, the tourism sector can be developed again for the better through existing technology so that the information obtained will be easily accessible and quickly received (Wolah, 2016). According to Setiawati and Pritalia (2023), the use of technology is currently increasing from time to time, and increasingly updated electronic equipment makes it easier for humans to find anything through an electronic device, be it making it easier for human work and others, such as making it easier to promote via the internet. In the current digital era, tourism promotion encourages resources to use technology optimistically (Muliawanti & Susanti, 2020). Chandra and Menezes (2001) also mentioned that in the tourism industry, tourism destination promotion strategies are becoming increasingly important due to high competition and the rapid development of this industry. According to previous research Wolah (2016), promoting tourist destinations is essential because introducing tourism in Indonesia to the whole world requires effective promotion. Without effective promotion, these tourist destinations cannot be recognized, resulting in low levels of tourist visits.

2.2 English for Tourism

English is now essential to learn because it has become an international language that people in various countries often use. Likewise, in the world of tourism, English is essential. Zahra et al. (2023) mentioned that learning English in tourism is considered one of the interesting topics because at least someone will be a tourist once in his lifetime, and English is also significant for those who work in reception, such as in hotels, restaurants, travel agents and information centers and tourist attractions. According to Nasution (2018), the ability to communicate based on English for tourism is very important for human resource development. Kusyani et al. (2023) also stated that proficiency in English for tourism is fundamental to developing and introducing tourist attractions in a place, and this skill will impact the quality of service provided.

2.3 Learning of Historical Tourism

Learning about historical tourism is important in the current era. Hasan (2003) states that learning history plays an important role in the formation of national character for the younger generation and it is hoped that formal education can instill historical awareness, which can morally foster students' nationalism. Asmara (2019) also revealed that historical learning is not only concerned with the knowledge aspect but also includes aspects of emotional intelligence which is an effort to build national character.

According to Guntur, Syukur and Umasih (2018) learning history tourism in general in the classroom, history teachers only emphasize students to memorize information about the past and how events occurred. By learning history students will be more familiar with their identity, their environment and also their nation and country (Gunning, 1978). History learning is a combination of learning and teaching activities in which learning about past events is closely related to the present (Widja, 2012). The utilization of local history at any level of education will enable students to learn history (Kartodirdjo, 1986). Local history allows us to relate to events that may not have been considered major, but actually have an important and valuable role in shaping larger events (Abdullah, 1990).

Electronic-based learning is a learning method focusing on a specific result as the learning objective. Electronic learning, also known as e-learning, began in the 1970s with the concept of computer and network-based learning is a learning model that utilizes web and internet technology and this concept has been around for a long time (Waller & Wilson, 2001). E-learning refers to an education and training process that utilizes existing information and communication technologies in the delivery of learning materials and E-learning includes the use of various digital media, such as the internet, learning software, and mobile applications to deliver learning content flexibly and interactively (Wajdi et al., 2025).

2.4 Book

Books are collections of writings or images available in printed form called textbooks and non-printed books called e-books, both of which contain knowledge (Prajawinanti, 2020). According to the New Columbia Encyclopedia 1975 (in

Puwono: 2009) defines that books are written works that are available in both manuscript and printed form which are quite long and also books can be used as a way to communicate. Books are the result or product of thoughts that are analyzed into science and then written in simple language with pictures and a bibliography (Lestari & Aditya, 2018).

2.4.1 Kind of books

Books fall into the category of fiction or nonfiction. Fiction books are books written by authors based on their own imagination; imagination itself is the power of thought that produces ideas, such as novels, short story collections, poetry collections, comics, and plays. Non-fiction books are books that contain true and useful stories. So that nonfiction books can be accounted for, they must be made with correct observations and data (KEMENDIKBUD, 2020). In addition, in the current era, books are divided into two, namely printed textbooks and electronic digital books. Printed textbooks generally consist of a collection of paper or prints containing written text or images (Sianipar, 2019). While electronic digital books according to Sukardi (2021), electronic books (abbreviated as e-books or ebooks) or digital books are electronic versions of books. If books generally consist of a collection of paper that can contain text or images, then electronic books contain digital information which can also be in the form of text or images.

2.5 Flipbook

According to Ulandari, Syawaluddin and Hartoto (2022) flipbook is a digital book that is the same as a printed book that has pages but is very different from printed books because in this flipbook there are animations, videos, images and audio. Sa'diyah (2021) also suggests that flipbooks are digital books that can add various kinds of images, videos, animations to sound as supporting material and also pages that can be flipped like real printed books. Flipbook is a structured media consisting of text, images to sound that are displayed in digital form and combine multimedia elements to make users more active (Sari & Ahmad, 2021). Mulyaningsih and Saraswati (2017) states that flipbook is a virtual form of a book that can be used as a learning medium. Wibowo and Pratiwi (2018) also said with moving animations, videos, and audio, flipbooks can make learning media more

interactive, interesting, and not boring. Based on some of the definitions above, it can be said that a flip book is a digital book that displays text, images, sounds, and videos in an interesting way to increase reader enthusiasm and understanding (Masitoh, 2022).

2.5.1 Characteristics of Flipbook

The characteristics of a flipbook are basically a simple form of animation, but along with the advancement of information technology at this time, the flipbook concept has been used to create digital books or e-books with characteristics that can be opened and flipped like a book or magazine (Aprilia, Sunardi & Djono 2017). According to Silfia (2023) the characteristics of this digital flip book combine text, animation, video and sound, among others, to provide additional visuals and audio to improve reader memory. It can be said that this flipbook is more interesting than ordinary printed books with its hypermedia characteristics with animation, sound and video features (Nakajima, 2019). According to Juliani and Ibrahim (2023), the benefits of flipbook media are that it can increase reading interest in the material presented with an attractive and interactive design. There are several advantages of flipbooks, including being able to present learning material concisely and clearly, practically, can be accessed anywhere and can increase interest in reading (Aprilia et al., 2017).

2.6 Gedong Songo Temple

In Indonesia there are many natural tourist destinations, one of which is in Central Java Province, precisely in Semarang Regency, there is a temple that is an icon of tourism in the region, namely Gedong Songo Temple (Sigalingging, Nurcahyanto & Marom 2024). Gedong Songo Temple is a tourist complex at the foot of Mount Ungaran, precisely in Darung Hamlet, Candi Village, Ambarawa District, Semarang Regency. The journey to the Gedong Songo Temple attraction when traveling from Ambarawa City is 9 km, and 12 km when traveling from Ungaran City. Gedong Songo Temple is one of the relics of Hindu culture from the Sanjaya Dynasty in the X century 927 AD (Hayati, 2007). Gedong Songo Temple

has a beautiful view and atmosphere and is a tourist spot that is often visited by tourists who come not only from local tourists but also from foreign tourists (Nugratama, 2022). According to Utami (2020), Gedong Songo Temple functioned as a spiritual retreat, where Hindu priests performed religious ceremonies, meditations and offerings to the God.

According to Santoso (2011), the Gedong Songo Temple is a temple complex with nine distinct structures that serve as a religious site for worship and rituals, and for the architecture and spatial arrangement is similar with Dieng Temple Complex, indicating a shared cultural and religious influence. The meaning of Gedong Songo itself is Nine (group) buildings or Nine temple buildings which although according to the name given are nine groups of temples, but currently there are only five groups of temples that are still intact and are scattered starting from Gedong I Temple which is located at the bottom to Gedong V Temple which is located at the top (Dinas Pariwisata Kabupaten Semarang, 2019). All of these temples consist of three parts, namely the lower part (base of the temple) which depicts the human realm, the upper part (top of the temple) is the realm of the gods and the middle part is the realm that connects the two (Hariyanto, 2011).

2.7 Previous Studies

Based on previous research 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' using the ADDIE research method which includes five stages namely Analyze, Design, Development, Implementation, and Evaluation. In this study, the research subjects were students in elementary schools with products that raised local wisdom in Semarang City. Research from Yoshinta et al. (2023) entitled Developing An English For Tourism Digital Module Oriented To The Local Wisdom Values Of Magelang which collected data through distributing questionnaires from Google Form to research subjects. In her research, the questionnaire is divided into several parts including what information is needed and the data needed to create a syllabus. Research conducted by Shahab et al. (2024) on Bilingual E-Book: A Platform to Promote Culinary Tourism from Palembang

which developed a product in the form of a bilingual e-flipbook as a medium to promote culinary tourism, especially for the promotion of Palembang pempek. This product contains information about brief descriptions, prices, product images, facilities, ordering procedures to payment methods with red, black and white color displays.

In some previous research on digital book making, this research makes a product in the form of an interactive digital flipbook about Gedong Songo Temple. This flipbook contains information about the Bandung area including what is there and information about Gedong Songo Temple from the first temple to the last temple. The difference between this research and previous research conducted by Rahmawati, Azizah, and Reffiane (2023) is that if the previous research used a research method with the ADDIE model (Analyze, Design, Development, Implementation, and Evaluation), then this research uses the Borg and Gall model (1983) which includes Research and Information Collecting, Planning, Development of Preliminary Form of Product, Preliminary Field Testing, Main Product Revision, Main Field Testing, Operational Product Revision, Operational Field Testing, Final Product Revision, Dissemination and Implementation and in this study the research subjects are tourists and students. Then what distinguishes this research from research conducted by Yoshinta et al. (2023) is that if in previous studies the required data was used to create a syllabus, then in this study the existing data was not used to create a syllabus. Then what distinguishes this research from research conducted by Shahab et al. (2024) is that if in previous studies e-flipbook products were used as promotional media for culinary tourism, then in flipbook products in this study it was used to promote cultural tourism, namely Gedong Songo Temple tourism with a dominant cream-colored flipbook display.