

CHAPTER II

LITERATURE REVIEW

2.1 Book

A book is defined as a bound collection of sheets of paper, containing writing or blank pages (Kamus Besar Bahasa Indonesia, 2025). However, when considered more deeply, book is a more complex media containing information. According to Sitepu (2012) in Akbar (2016), book is defined as a collection of papers containing printed information that is systematically arranged, bound, and protected. The advantage of a book is that it presents accurate material, allowing readers to revisit certain sections at any time. In addition to the book cover, the quality of a book is also defined by the presentation of its content.

An effective book is the result of thinking that is packaged in simple and interesting language and supported by visual illustrations so its message is easier for readers to understand (Kurniasih, 2017). This has also been discussed in Tarigan's (2009) research, which states that textbooks are learning tools designed to support the success of an educational program. Therefore, books not only serve as a place to store information, but also as a tool to deliver knowledge in a more organized and easily understandable way. According to Hartanto (2012), books are divided into several forms according to their function in the learning process. Among these various formats, one of the most functional is a pocket book, which prioritizes portability so that it can be easily carried and accessed at any time.

In the current development of technological advances, printed books still have the main advantage of presenting clear and trustworthy information. Based on Pamuji (2019) research, the information written in print media is permanent and cannot be easily changed, so the production process must be extremely thorough to ensure the quality of its content remains excellent. This is in line with Hafizah (2023) opinion that the selection of a media must consider who the users are so that it can truly help and meet their needs. In the modern day, physical books have become very useful supporting tools because they can be used directly without worrying about access to the internet. Therefore, creating a guide in the

form of a physical book is the right step to provide practical and reliable communication materials for international volunteers.

2.1.1 Book Classification

Books are generally divided into main types based on their purpose and content. According to research by Sundayana (2014), books consist of textbooks for formal education, reference books for finding information, and instructional guidebooks. Based on their function, books are classified into several categories, such as nonfiction books that present fact based information, fiction books that contain entertaining stories, educational books that contain material in line with the curriculum, religious books that contain guidance related to a particular religion, children's books, and reference books that serve as quick references (Detak Publisher, 2024). This classification of books is clarified by Azizah, Mufidha, Aji and Setiadi (2025) who group printed teaching materials into various types, such as textbooks, modules, handouts, and booklets, each of which has different presentation characteristics. This is also in line with Hafizah (2023), who states that the selection of media types, in this context books, must be adjusted to the target audience so that the process can be understood optimally.

This is supported by research conducted by Hasanah, Wahab, Nawali, Savika and Yaqin (2024) which states that books are easy to study anytime and anywhere without relying on technology. Even though we are in a digital era, Dewi (2022) explains that physical books are still able to maintain their position. This is because readers can choose the best source of information to meet their needs. Similar to this, Pamuji (2019) emphasizes that printed books provide stronger information compared to online sources. Therefore, categorizing books into more compact and practical formats is an important strategy to ensure that information remains available to volunteers effectively.

2.1.1.1 Pocket Book

Pocket book is a portable and small-sized information media specially designed to be easily carried and stored in a pocket (Rahmawati et al., 2013). According to research by Setiyaningrum and Suratman (2020), the advantage of pocket books is that they can present information in a practical way so that

readers can read the material provided anytime and anywhere. Physically, pocket books measure 10,5 x 14,8 cm or A6 size and use clear and straightforward language, with material supported by visual illustrations to facilitate reader understanding (Putri, 2022). With all these advantages, pocket books are an effective media for delivering messages quickly, compactly, and communicatively to readers. This makes the pocket book format highly relevant for development as a practical educational media for local communities or society.

In addition to physical aspects, the effectiveness of pocket books is determined by information organization strategies that prioritize reader satisfaction and cognitive principles. According to Hafizah (2023), the success of instructional media greatly depends on the systematic presentation of content, which enables stronger information recall for users. In this context, pocket books do not simply summarize texts, but curate content so that the core message can be conveyed instantly through straightforward language. This is in line with the thinking of Azizah, Mufidha, Aji and Setiadi (2025) in which the integration of text and visual illustrations in print media serves as a bridge of understanding that can minimize communication ambiguity, especially in unfamiliar environments. Furthermore, the layout combines accurate data and relevant visualizations is a crucial tool in facilitating interactive dialogue between international volunteers and local communities in a more effective and professional way.

2.2 Communication

Communication is often explained simply through five main elements formulated based on Lasswell's (1948) view, namely who delivers the message, what message is delivered, through what media, to whom, and how it affects the message recipient. Through this approach, communication is seen as a process of delivering messages that involves the communicator, the content of the message, the media, the recipient, and the impact of the message itself (Perwira, 2024). On the other hand, Mulyana (2023) explains that communication is a process of exchanging meaning using symbols to build interactions between individuals and

their environment. In this view, choosing the right media is crucial so that the message to be delivered is accurately received by the target audience.

Communication is a process of interaction that involves the exchange of messages in a mutual manner and is not one sided. According to Alawi, Anggrayni, Siregar and Ibdalsyah (2025) in two way communication, the recipient of the message provides feedback in response to the information received, allowing for immediate adjustment of meaning. This feedback is an important indicator for determining whether the message has been understood according to the intention of the communicator (Saputro, 2014). Without a response from the recipient, the success of communication cannot be clearly measured because there is no certainty regarding the understanding of the message. In the context of interaction between volunteers and local communities, two way communication is an important basis for building mutual understanding in everyday social life.

In practice, the communication process often encounters barriers that can disrupt the successful delivery of messages. In a study by Maharani, Misnawati and Pattara (2024), intercultural communication barriers can arise due to differences in language, values, and social norms, which cause messages to be interpreted differently from the intention of the communicator. This opinion is also in line with what Lia (2022) said, which shows that language and perception barriers are serious obstacles in intercultural communication, especially in culturally diverse environments. In addition, cultural barriers related to different norms and values can worsen miscommunication and misunderstanding between different groups (Tolapa et al., 2025). This condition shows that supporting media such as pocket books are needed to help international volunteers bridge communication with local communities.

2.2.1 Media Communication

Media communication is all means used to deliver messages from senders to receivers (Hasan et al., 2021). In communication, the sender is the one who delivers the message, while the receiver is the one who receives it (Putri, 2022). Based on Mulyana's (2023) research, media are very important as tools to help

deliver information without any limitations of space and time. In addition, communication media also serve as a means to arouse the interest of readers so that the messages delivered in them can be easily understood better. Choosing the right media is the key to communication, because if it is not in line with the message being delivered, there will be barriers to understanding or information.

Furthermore, the effectiveness of a communication media is largely determined by its ability to facilitate user needs to exchange information practically. According to Purbohastuti (2017), a media is considered effective if it has a high level of accessibility, so that the information contained therein can be studied anytime and anywhere according to user needs. Along the same lines, Setiadi (2016) emphasizes that the selection of the right media must be able to transform conventional communication methods into more efficient ones to ensure that messages are conveyed beyond physical barriers. However, in the process of delivery, media must be carefully designed so as not to cause incomplete or misleading understanding of information (Mahendra et al., 2022). Therefore, a communication media does not only function as a data delivery tool, but must also be a means of ensuring the accuracy of meaning so that the message can be accurately received by the reader.

2.2.1.1 Practical Media Communication

As social beings who interact with each other every day, humans need communication media to deliver information in order to achieve certain goals (Badriyah, 2021). In accordance with this, the National Education Association (NEA) in Badriyah (2021) defines media as any media that can be seen, heard, read, or manipulated in print or audio-visual form. According to Anzar, Ilmiawan and Idris (2026) in the context of sociolinguistics, media is not merely a technical tool, but also an active social media that is useful for helping individuals build social relationships in new environments. This is what makes the development of practical communication media important because it can minimize barriers so that readers can receive information quickly (Hasan et al., 2021). By presenting a practical and compact format, a type of media can overcome these barriers so that social interaction can be achieved in daily activities (Anzar et al., 2026).

In practice, effective communication tools must minimize the physical and mental challenges that users face when adapting to new environments through high accessibility (Purbohastuti, 2017). According to Setiadi (2016), the primary advantage of compact media is its ability to transform complex information into a more efficient form without space constraints. Furthermore, practical media do not merely deliver messages, but ensure precise meaning to prevent misinterpretation during interactions (Mahendra et al., 2022). These structural criteria for practical and precise media serve as the foundation for developing the SOBAT pocket book to support effective intercultural communication. Through this compact approach, the book is expected to support effective intercultural communication and bridge the language barrier for international volunteers.

2.3 Intercultural Communication

Intercultural communication is a communication process that happens between people or groups with different cultural backgrounds (Milyane et al., 2023). In an academic sense, this field is where anthropology and communication studies meet, where every message from one culture is meant to be understood by people from another culture (Muchtar et al., 2016). In interactions between international volunteers and locals, these differences in perspective often result in significant communication barriers. According to Toomey and Dorjee (2018), these barriers are caused by differences in expectations and social norms between the volunteers and local communities. Therefore, the ability to manage uncertainty is necessary to create harmonious interactions amid cultural diversity.

Furthermore, successful interaction in a new environment greatly depends on the ability of each party to minimize psychological barriers, such as ethnocentrism, which believes that their own culture is superior, and stereotypes. According to Karmilah and Sobarudin (2021), multicultural societies often face challenges in the form of subjective judgments of certain cultures, which can lead to social conflict. Intercultural communication is seen as a dynamic process that requires mutual understanding in the use of communication symbols to avoid misunderstanding and to build mutual respect (Toomey & Dorjee, 2018; Milyane

et al., 2023). Without a good understanding of these cultural values, the process of human adaptation in a new environment will be difficult to achieve.

According to Toomey and Dorjee (2018), intercultural communication competence also involves understanding nonverbal symbols that are often understood intuitively. In line with this, Milyane et al. (2023) emphasize that proper message delivery is the key to bridging cultural differences. As explained by Muchtar, Koswara and Setiaman (2016), cultural values contained in the communication process must be understood as part of how humans adjust. This emphasised point is reinforced by Karmilah and Sobarudin (2021), who state that accommodative communication is very important to prevent social conflict. Therefore, the design of SOBAT pocket book is not merely an attempt to translate words, but a comprehensive strategy to create an open space for dialogue, so the tasks of international volunteers can be carried out professionally and optimally.

2.4 Volunteer

Volunteering is a true manifestation of an individual's concern for social issues. A volunteer is a person who does something willingly, not because they are required or forced to do so (Kamus Besar Bahasa Indonesia, 2025). In carrying out their programs directly in the field, volunteers are required to be able to build social relationships through active language interaction with locals (Anzar, Ilmiawan, & Idris, 2026). These interactions require volunteers to build social relationships through effective communication and mutual understanding. However, differences in language and cultural background can often create challenges that hinder the communication process between volunteers and locals.

Volunteers have an important role in supporting various social activities aimed at helping the community. Volunteering activities are often seen as a form of community participation in social development and voluntary contributions to support social programs run by certain organizations or communities (Pinariya et al., 2021). This participation demonstrates individual concern for social issues and efforts to contribute to improving community welfare (Niebuur et al., 2018). According to Bauer and Lim (2019), the involvement of volunteers is also an

important factor in the success of various social programs because they connect the organization and community targeted by the program. In line with this, Kurnianingsih (2015) argues that volunteer involvement can make a contribution to supporting the implementation of social activities in the community.

In practice, volunteers often find themselves in social environments that are different from their own backgrounds. Differences in cultural background, language, and community customs can affect the adaptation process of volunteers when interacting with the locals (Restianty, 2025). Based on research by Ismail and Wijaksono (2024), these conditions can create communication barriers that have the potential to cause misunderstandings in social interactions between volunteers and local communities. Support in the form of appropriate media or communication tools can also help volunteers interact with the community (Toncheva-Zlatkova, 2023). Therefore, communication skills and appropriate media support are important factors in helping volunteers perform their roles effectively when interacting with the locals.

2.4.1 International Volunteer

Foreigners are defined as individuals who are not Indonesian citizens residing in Indonesia, which in this context includes international volunteers participating in social activities (Government of Indonesia, 2015). Legally, the status of these foreign volunteers is strictly regulated by the Directorate General of Immigration through the issuance of a special C6B Visa designated specifically for volunteer programs (Central Jakarta Immigration Office, 2024). Quoted from Dejavato Foundation (2016), these international volunteers generally arrive through major global networks such as the European Voluntary Service (EVS), ERASMUS+, CCIIVS UNESCO, ICYE Federation, NVDA, and Alliance. Their presence aimed at encouraging the active role of the global community in providing social benefits while acting as agents of world peace and tolerance. Eventually, these collaborative activities serve as an effective platform for mutual cultural exchange through direct and meaningful interaction with locals.

Furthermore, based on the program's duration, Dejavato Foundation (2016) classifies volunteers into Short Term Volunteering (2–4 weeks), Mid Term

Volunteering (4–12 weeks), and Long Term Volunteering (5–12 months). Given this limited time, volunteers are required to quickly build social interactions with locals in Indonesian to minimize barriers (Anzar, Ilmiawan, & Idris, 2026). In Kusmiatun's (2016) research, this adaptation process is often hampered by significant differences in linguistic backgrounds, so the learning materials provided must be functional in order to be immediately applicable. The selection of the right supporting media is crucial in order to truly help and meet the specific communication needs of volunteers in the community (Hafizah, 2023). Therefore, a practical and applicable communication tool is needed to facilitate daily interactions so that the vision of cultural exchange can be achieved to the fullest.

2.5 Dejavato Foundation

Dejavato Foundation is a foundation engaged in international volunteerism that focuses on intercultural exchange through international volunteer programs. As a Non-Governmental Organization (NGO) established in 2005, Dejavato Foundation has been committed since its beginning to creating sustainable social impact and social change in the community (Dejavato Foundation, 2017). According to the United Nations Development Programme (2021), a Non-Governmental Organization (NGO) is defined as an organization or group that does not seek profit and aims to bring about positive change in society. This foundation is officially known as Dejavato Foundation, based in Semarang City, located at Panjangan Asri Blok M 7, Bukit Raya Street, Manyaran, Central Java. The volunteering programs offered by Dejavato Foundation cover various issues, including the natural environment, the elderly, arts and culture, disability or special needs, children, education, and even orphanages.

The active role of Dejavato Foundation in facilitating this cultural exchange is shown by the stable flow of international volunteers each year. Based on internal data obtained through interviews with representatives of Dejavato Foundation, the level of international volunteer participation has shown a stable rise over the past three years. In 2025, around 60 international volunteers contributed to various social programs. The majority of volunteers that year came

from Asia, particularly Hong Kong and Japan, supplemented by volunteers from European and several other countries. Compared to 2024, this number saw a slight decrease of around five people, but the number was relatively consistent with the average participation rate from 2021 to 2023. This shows a significant recovery compared to the COVID-19 pandemic period, which had temporarily stopped all international volunteer programs (Dejavato Foundation, 2026).

The participation of volunteers from all over the world at Dejavato Foundation is a real implementation in vision of the organization to increase community involvement through meaningful volunteer activities. To realize this vision, the foundation carries out its mission of promoting social and cultural activities and is committed to enhancing intercultural understanding among the community. As a program facilitator, Dejavato Foundation serves as a platform for international volunteers to contribute directly to various social projects in Indonesia. However, language barriers often challenge communication, making it difficult for volunteers to interact effectively during the program. To solve this problem, SOBAT pocket book were developed to equip volunteers with basic communication skills and boost their confidence when interacting with locals.

2.6 Previous Studies

Related research regarding practical communication media was conducted by Berlian (2025), who designed “Survival Book: How to Survive in Semarang” for Japanese volunteers at Dejavato Foundation Semarang. This media developed as a practical guidebook containing basic information about daily life, local culture, and communication expressions to help Japanese volunteers adapt to the social and cultural environment in Semarang during their volunteering program. Another study related to the development of communication media was conducted by Mubarok and Asri (2021) through the development of a bilingual pocket book for lecturers and administrative staff. This pocket book, which contains various English communication expressions for academic and administrative activities, is equipped with infographics, comics, and QR codes to provide access to additional materials. Both studies concluded that the development of practical books can be

an effective, feasible, and structured means of supporting communication and user understanding in various social and academic environments.

A study on international volunteer experiences was also conducted by Palacios (2010), who researched the interaction between volunteers and locals in developing countries using an ethnographic approach. The results showed that volunteering provided cross-cultural learning experiences and increased social solidarity, but language and cultural differences became major barriers in the interaction process. To address such media development challenges, research on learning media development models by Hidayat and Nizar (2021) discussed ADDIE model (Analysis, Design, Development, Implementation, and Evaluation) through a literature review method. The ADDIE framework is described as a systematic learning design model that helps researchers design educational products in a more structured and effective manner. Therefore, combining an understanding of communication barriers with a structured development framework is an important factor in the success of volunteer activities.

Based on these previous studies, it was found that the development of media in the form of guidebooks and pocket books has been widely used to assist the communication and adaptation processes in various social contexts. For example, a study by Berlian (2025) developed a survival book that focused on guiding Japanese volunteers in adapting to life in Semarang. Meanwhile, a study by Mubarok and Asri (2021) developed a bilingual pocket book as a communication media for lecturers and administrative staff in interacting with international students in an academic environment. However, research that specifically develops Indonesian pocket books designed to help international volunteers communicate directly with local communities in social activities is still limited. Based on the theoretical framework and previous studies discussed above, it can be concluded that the development of practical communication media is important to support intercultural interaction between international volunteers and local communities. Therefore, this research develops SOBAT pocket book using the ADDIE model as a systematic approach to design an effective communication media for international volunteers at Dejavato Foundation.