CHAPTER I
INTRODUCTION

This chapter outlines the research background, identified promotional gaps, and the resulting research questions. It also defines the study's purpose and benefits to provide a clear framework for the project.

1.1 Background

Tourism is one of the major industries that currently influences international relations, cultural preservation, and economic growth. The tourism sector delivers a large profit for the country due to the swift development progress (Nastabiq & Soesanto, 2021). In the world's main nations, tourism has been recognized as one of the most important economic industries (Streimikiene et al., 2021). Gamal (1997) on (Lukito et al., 2019) explains that various interests, including economic, social, cultural, political, religious, and health interests, as well as the desire to gain new experiences and knowledge, can motivate tourism activities.

Cultural Heritage-based tourism is one example that motivated tourism activities. In order, the United Nations World Tourism Organization (UNWTO) stated that the largest and fastest-growing area of the global tourism business is cultural tourism, as travelers are drawn more and more by unique factors including a destination's ambiance, ties to well-known individuals, and cultural, traditional, and historical sites (Sunarminto & Mijiarto, 2022). This sector is defined as travel driven by a willingness to discover more about the history, culture, and community lifestyle (Timothy & Boyd, 2019) on (Madania et al., 2025). As a result, the government has also established official regulations to protect and supervise locations where these cultural activities take place. According to Law of the Republic of Indonesia Number 11 of 2010, Chapter I, Article 1, p. 4, a Cultural Heritage Area is defined as "a geographical unit that has two or more Cultural Heritage Sites located close to one another and/or has distinctive spatial characteristics.". Happy and Bahar (2009), as cited in Lukito et al. (2019) explained that maintaining a culture and history that may provide visitors a distinctive

experience is how tourism is developed. This is clearly reflected in the preservation of colonial heritage sites that become a tourist attraction.

One of the Dutch Colonial heritages that is still strong to be the destination for tourists is *Kota Lama* Semarang in Semarang City. Located in northern Semarang, its Western-style historic buildings have become a favorite location for photography due to their distinctive design (Prabowo et al., 2020). *Kota Lama* Semarang has a specific tourist attraction in architecture which is typically European style. It is generally called *outstadt* in the Dutch era which means the Dutch-style building of European architecture style and describes it as a former center of trade. Known as The Little Netherland due to the similarities of the layout, it showed the miniature of Dutch in Semarang. According to Tim Departemen Sejarah Universitas Diponegoro (2020), *Kota Lama* Semarang is decided to be a National Cultural Heritage Site through the Ministry of Education and Culture Decree No. 682/P/2020, on 22 July 2020.

Preserving and conserving a special tourist destination that has historical significance and is included in a protected cultural heritage site contributes to enhancing the value of tourism. Cultural heritage sites are essential assets both for their cultural and aesthetic value and for their potential to generate income through tourism (Gómez-Zapata et al., 2025) In order to increase interest in cultural heritage sites and preserve them, making them more attractive to visitors, promotional media is needed to attract the interest of various groups, thereby assisting in the tourism promotion system in *Kota Lama* Semarang. Many aspects of *Kota Lama* Semarang are undoubtedly well-known to the general population. However, a number of relevant organizations, as well as the Tourism Department, continue to use traditional media, including leaflets, brochures, posters, and social media, to promote tourism in *Kota Lama* Semarang. Furthermore, the target audience for these media is still overly wide and general, and the images are still very generic (Santoso, 2024). However, despite its rich historical significance, the accessibility, clarity, and attraction of tourism information for tourists especially those from abroad remains limited.

Most of the information currently available is presented in long descriptive texts, information boards, or explanations in only the local language, which may be difficult for foreign tourists to understand. In addition, the information from the government website is not optimal because they just served a picture with the explanation which is too monotonous. As a result, many heritage attractions fail to convey their historical relevance and cultural significance effectively, which reduces tourist engagement and limits the impact of promotion. Diliawan et al. (2025) stated that the development and utilization of *Kota Lama* Semarang attractions have not yet been fully optimized because they still focus on the area's visual and aesthetic aspects, whereas the development of this area is expected to provide historical insight and evoke the atmosphere of the past in the context of a tourist destination, considering that this area is a cultural heritage tourist destination. Whereas, as cultural heritage areas, the development must show the interpretation of history as well and giving the old vibes experience to the visitors also educational value to the visitors.

To concentrate on the promotion of *Kota Lama* Semarang, Pop-up books are one of the media that is chosen and relevant to this study to enhance the promotion of tourism in *Kota Lama* Semarang. Haryani and Siregar (2022) stated that Pop-up book media are moveable books that have the ability to interact by using paper mechanics consisting of wheels, slides, folds, and scrolls. Developing Pop-up books assisting with the stories in the book come to be more vivid by embossed effects as interactive media it is potentially enhances the ability to read by developing complex subjects more interesting and easy to access (Adha & Januarsa, 2025). The effectiveness of this medium in various educational settings is further evidence of its effectiveness. Naimah and Setyaningsih (2021) as well as Damayanti et al. (2023) mentions that Pop-up books successfully enhance students' knowledge about clean and healthy living behavior and also increase motivation to learn. Based on that, Pop-up books was chosen as an ideal strategic medium to bridge the gap and promote tourism in Kota Lama Semarang.

These lack of promotional media in *Kota Lama* Semarang destination information as well as the ineffectiveness of available promotional media to deliver

show there is an urgency for developing an interactive medium that can communicate historical narratives more effectively and engagingly to convey the historical narration that can attract the tourists in both local and foreign. The use of Pop-up books as an interactive medium to deliver the tourists information especially the cultural heritage can convey the bilingual message of more understandable and interesting. The benefits of using Pop-up books based on Haryani and Siregar (2022) is three-dimensional (3D) media, and every page has captivating images to encourage paper mechanics to transform complex cultural heritage information into a more understandable and engaging experience. Therefore, the aim of this study is to develop an interactive medium as a strategy to enhance the tourism sector in *Kota Lama* Semarang for local or foreign tourists.

1.2 Problem Formulation

This final assignment has two problem formulation, consisting of:

1.2.1 How is the development of a bilingual interactive pop-up book chapter 2 that contains information about the cultural heritage building in *Kota Lama* Semarang?

1.2.2 What is the tourist feedback on pop-up books as a promotional tool for tourism in *Kota Lama* Semarang?

1.3 Purpose of the study

The purpose of the study for this final project consisting of:

1.3.1 To design an interactive bilingual pop-up book that effectively delivers information about cultural heritage buildings.

1.3.2 To assess the effectiveness of pop-up book media in conveying information to local and foreign tourists based on their direct feedback and perceptions.

1.4 Benefits of the study

This final project has several benefits, consisting of:

1.4.1 Theoretical Benefits

This study provides academic contribution to the development of cultural tourism research, particularly bilingual interactive book-based culture and as a

reference for future research in improving visual narrative-based promotion systems.

1.4.2 Practical Benefits

As an innovative media promotion that can be used to introduce the historical value to the visitors, tourists can learn the value of the tourist attraction informative and easily which could enhance the tourist experience both in English and Indonesian.

1.5 Output

For the final assignment, this project would develop a Bilingual pop-up book titled "Unlocking *Oude Stad*: Restoring the soul of *Kota Lama* Semarang*"* to Promote Tourism in *Kota Lama* Semarang. The book consists of three sections that relate to the destination as a tourist attraction with explanations in both English and Indonesian (Bilingual). To make it an interactive medium, the book information presents a visually appealing format due to the pop-up concept to enhance visitors' local and foreign curiosity, comprehension, and emotional connection to the site.