

CHAPTER II

LITERATURE REVIEW

This chapter consist of several academic literature sources that address the underlying concepts and related theories regarding to the development of bilingual promotional pop-up book.

2. 1 Theoretical Framework

2.1.1 Tourism

Tourism is a travel activity where tourist visits a place with the intention of engaging by something interesting and enjoying tourist objects and attractions (Afridayanti, 2022). These compelling regional features, classified as tourist attractions, draw tourists or visitors to engage with the locale, as well as providing spaces for experiential learning. It is also mentioned that tourist attractions can be in the form of natural attractions or buildings such as museums, historical heritage sites, forts, and others. Aligned with Sedmak & Vodeb (2025), stated that tourist attraction was a result of the development from the primary elements of the destinations, which consists of cultural, social, industrial, and historical resources. It is used to represent potential sources in the tourism site and as an ability to attract tourists to come and encountering each tourist attractions provided on the tourism site as their travel activity. Moreover, Undang-Undang (UU) Nomor 10 Tahun 2009 (Article 1 Number 1 of Law No.10 of 2009) defines tourism as a travel activity carried out by a person or a group of people by visiting certain places for different purposes or learning the uniqueness of tourist attractions for a temporary period.

The tourism sector has grown across multiple areas, influencing tourist to have preferred tourist activities that meet their needs. In recent years, the increased interest among tourists has driven cultural tourism to expand rapidly in the tourism sector (Muda, 2026). Cultural tourism is a tourism activity where tourists learn, discover, experience, and consume

both physical and experiential cultural attractions or products at destinations featuring the architecture, historical and cultural heritage, creative industries, and living (World Tourism Organization, 2018). Cultural tourism contributed to the transfer of historical traditions, while assisting in the preservation of cultural heritage.

Within the expanded of cultural tourism, heritage tourism namely a growing tourism sector, is defined by McNulty & Koff (2014) as part of the National Trust of Historic Preservation as an activity where people experiencing places or certain activities while immersing to the authentic stories of the past and present of the destination. Regarding to the expand of this sector, Madania & Ratman (2025) mentioned that heritage tourism offers visitors a new experience by integrating cultural preservation of historical sites and performative displays as tourist attractions.

2.1.2 Kota Lama Semarang

Kota Lama Semarang that often referred as “The Little Netherland,” is a historical site with many relics of the Dutch colonialism and a number of historical buildings that still exist as tourist object (Susiatiningsih et al., 2018). Moreover, according to Peraturan Daerah (Perda) Kota Semarang Nomor 2 Tahun 2020 (Semarang City Regional Regulation Number 2 of 2020) concerning the *Kota Lama* Site Building and Environment Planning, the *Kota Lama* Semarang is a cultural heritage with a historical legacy of the growth of Semarang City, which contains high historical value, aesthetic, scientific, as well as cultural values, and a potential support to the growth of economic and tourism sector.

Meytasari & Tisnawati (2018) mentioned that *Kota Lama* Semarang has tourism potential because of its historical richness of tourist attraction. The infrastructure in *Kota Lama* has been redeveloped in order to improve the tourism sector to promote *Kota Lama* Semarang as one of the cultural heritage destinations. It is shown in the recent redevelopment, where a new

functional building is used as a trendy coffee shop, restaurant, photo spot, and other popular places. Aligned with Ikhsani et al. (2025), the existence of the old building attracted many people to come to the area, making it into a new functional space with various activities.

2.1.3 Promotional Media

Promotion is a kind of marketing mix elements that can be used in promoting tourist products. Promotional activities related to the tourism promotion are an actual process to encourage potential visitors to travel to the destination through the spreading of information (Hasan, 2015). It is also mentioned that a necessary promotional strategy has an important role for the decision makers to develop a form of information for visitors, especially related to tourism services, products, and facilities at the destination. Various forms of promotional activities can be used to provide the message to potential tourists, one of which is by adapting the use of promotional media.

Promotional media can be classified into digital media and conventional media. Digital media refers to media disseminated using digital technologies, focus on promoting products or services through online platforms, including social media platforms, mobile apps, online videos, and podcast (Alzubi, 2023). These platforms had been instrumental to promote or share information quickly and easily with large audience. On the other hand, traditional media mentioned by Odun & Utulu (2016) refers to those method indicative printable-based medium, radio, and television. Traditional media allowed advertiser to present their products to a more heterogeneous mass audience, informed them about their various goods and services.

In the midst of various digital media, as stated by Prapanca & Hidayat (2023), promotional tools using conventional or traditional media still have their existence and are much needed to be used in promoting any products to the public, such as distributing brochures, installing billboards,

and other methods. Moreover, it is also mentioned that several forms of printed promotional media can be used to promote products or services, such as catalogues, pamphlets, booklets, banners, and flyers. Odun & Utulu (2016) also mentioned that through traditional media platforms, messages are carefully created and screened before the dissemination process for people to be engaged and attracted by promotional of the products and services

2.1.4 Bilingual

In tourism field, language provide as an important aspect to serve information for the tourist related to the tourism sites. Language functions as a medium to persuade tourist to visit particular destinations, and importantly serves as a guide during their visits, especially to the places they have never been before (Da Silva et al., 2021). As an important role in providing information for tourist, especially for promotional purpose, the fundamental goal for the use of language is to serve the best form of information to turn potential tourist into actual tourist with the medium of bilingual text for the promotion material (Budiharjo et al., 2022). It is also mentioned that through the appeal communicated from the bilingual texts can be targeting potential tourists for both domestic (Indonesian) and international audiences.

Hokenson & Munson (2014) stated that bilingual text characterized as a self-translation, authored by a writer who has a capacity to produce composition in different languages and who translates the text he or she produces from one language into another. Bilingual text is chosen as one of many approaches to serves information with a promotional purpose, especially in the tourism field, because it can produce materials to advertise tourism attractions containing two different languages. In this context on developing the promotional book, the information produce inside the book was written in both Indonesian texts along with English text.

2.1.5 Pop-up Book

A pop-up book is defined as a book that includes text, line, shape, colour, composition, and elements with three-dimensional form in every page for its picture and object (Bluemel & Taylor, 2012). Pop-up book, stated by Pratiwi & Irawan (2025) as an innovative design utilizing specialized folding, cutting, and mechanical techniques, which allows images to emerge or move when the page is opened. Aligned with Rizkiyah et al. (2023), the moveable elements, such as sliding, opening, and folding in the pop-up book section, deliver an interesting experience for readers.

The development of the pop-up book with movable elements innovated several ways to create three-dimensional pop-up forms, including folding paper in creating an interesting movement. According to Van Dyk et al. (2010), there is a variety of methods related to cutting, folding, and other mechanisms behind the construction of a pop-up book. It can be divided into four categories: movable parts that lie flat, images that pop up, books that fold, a multiple forms of construction, as follows:

a. Moveables

This method known with the elements that lie flat on the page but had a moveable style that fall into a few basic construction types to give a pops movement, such as volvelles or wheels type, flap books, and pull tabs.

b. Pop-ups

Three-dimensional figures spring to life in pop-up book that shown a rising movement from the surface of the page. There are four basic construction techniques used in creating this form: stage set, v-fold, box and cylinder, and floating layers. The style of these methods marked by similar movements, whereas its folded papers unfold when the book is opened and a page is turned.

c. Folding mechanism

It is being used for some pop-up book to create a specific design of movements when the book or page opened. A variety of forms can be shown through the book when its opened. It can be shown like a form of circle, an accordion when its being pressed, or to fan out. In several unfold method, it can be shown different forms: *leporellos*, carousels, and tunnel books or peep-shows.

d. Multiple constructions

This method combining several construction techniques to form an innovative and a more interesting pop-up book by using materials others than paper such as plastic, string, mirrors, and sticks.

Moreover, the same book also mentioned more detail information regarding to pop-up elements or figures that are used to elevate the design process in creating an interesting pop-up book. There are several pop-up elements mentioned, as follows:

a. Box and cylinder

Rounded cylinder or a box-like cube where it will rise from the centre of the page spread after the book is being opened. It has a lift up movement that catch the attention once the page is opened.

b. Carousel

This element will create a series of three-dimensional scenes, indicated with the covers that are folded back and opened. The form of this element is being supported with the use of string, ribbon, snaps, or Velcro to complete the circle movement. It can tell a story from the scenes or sometimes present a set of little rooms to play in.

c. Dissolving images and slats

It is also known as transformation movement that achieved by the pictures being printed on horizontal, vertical, or circular sections that slide over each other. It contains an illustration that will change into a completely different scene at the pull of the tab.

d. Flap or lift the flap

It is one of the simplest forms in a movable pop-up element. A hidden illustration, message, or any moveable parts will be revealed once a piece of other illustrate paper attached to the base page is being lifted. Each lifted flap changes the picture or reveals new twist in the plot, and may be cut into shape of illustration.

e. Floating layers or platforms

Some paper will support to lift an illustration off the page and gives the best illusion effect when seen form the side. It will be creating a floating illusion over the surface.

f. Harlequinades and metamorphoses

The illustration will be folded up or down, and the series of flaps are flips. Then, it will reveal a new picture or message underneath. It can be in the form of booklet with illustrations split in the centre.

g. Leporello

It is named after *Leporello*, the servant in the open Don Giovanni. This construction element refers to an accordion book formed of one long sheet of folded papers. These folded papers will be stretches out in a zigzag or concertina shape.

h. Paper engineer

This refers to an artist as well as the illustrator that uses various techniques such as cutting, folding, and/or gluing to make paper illustrations move or pop-up.

i. Pull-tab

A moveable tab through a sliding paper tab, ribbon, or string that being pulled and pushed to reveal a new image. This movement also can activate a pop-up effect. The use of any figure can be an additional part to show the change in movement when the user is pulling or sliding the tab.

j. Stage set of multiple layers

This was one of the first construction to be used for pop-up books. It is suitable for display interior scene. The book will be a form of theatre that show several pictures or any element when it is opened to a 90-degree angle.

k. Tunnel book or peep-show

It is a series of cut-papers that are placed or grounded to one behind the other. The aim was to creating an illusion of depth and perspective, showing an effect like the user or readers is looking into a tunnel.

l. V-fold

This construction element is what most people think when the term pop-up is being mentioned. This element is attached to facing pages, then it will unfold from the centre of the page when the book is open. Then, followed by a collapses effect into the other side of page when the book is closed.

m. Volvelle or wheel

The word volvelle is derived from the Latin verb, “volvere”, means “to turn”. In this construction element, some string, paper, or grommets is being used to attach an illustrated paper disc or circle to a page. Then, it will revolve around a central pivot of the page. The disc aligned with the image and information once the user or reader turns the wheel.

n. Waterfall

It is an enhancement decoration and movement of the pull-tab elements through its flaps effect. The waterfall movement will make several flaps open onto each other sequentially. It follows the after movement as the single tab is pulled in the opposite direction. It gives ‘flowing effect’ as the chain reaction when the paper being pulled that shows different figures, elements, or any message.

2.2 Previous Studies

Several studies related to the use of pop-up book have been conducted. As a promotional medium, Wulansari (2023) developed a pop-up interactive book that focuses on promoting Semarang’s culinary delights. The research shows that the interactive elements created for the pop-up book can engage tourists’ enthusiasm and persuade them to explore the information regarding culinary delights in Semarang through the interactive pop-up book. Research written by Rusli (2024) was creating a bilingual pop-up comic that focuses on promoting well-known tourist spots in Semarang City. As a promotional medium with innovative and captivating media, the bilingual pop-up comic is used to provide stories in both Indonesian and English. It included attractive visual elements and techniques used for a pop-up style to attract tourists’ interest in visiting tourism destinations in Semarang City. Other than that, Widadijo & Santoso (2024) were creating a motion comic on their research as a new approach to promote tourism in *Kota Lama* Semarang, which focusing on historical value. The motion comic was combining visual,

movement, and sound to attract teenagers as their targeted audience while promoting and introducing the historical story of *Kota Lama Semarang*.

Moreover, the studies related to tourism promotion in *Kota Lama Semarang* was mainly focusing on the historical site and ancient building as the main content. Wibawanto et al. (2022) conducted on their study to develop promotional media for *Kota Lama Semarang* in a mobile game format to introduce various existing tourism potentials using the visualization of iconic buildings in *Kota Lama Semarang*. Amin et al. (2020) developed a model for promoting inclusive and sustainable tourism in *Kota Lama Semarang* in the form of an application, *The Sejarah di Dekatku* (History Near Us), and social media for promoting historical areas in *Kota Lama Semarang*. Although some tourism promotion is taking place in *Kota Lama Semarang*, the form of promotional media is mainly conducted through digital media, such as an application and a mobile game.

Additional research related to the use of pop-up books as a tourism promotional medium was conducted by Fauzia & Oemar (2021) to promote the religious tourism site in Lamongan Regency. A pop-up book was chosen as an alternative choice in promoting tourism site. A realist style with a colourful picture used as a key element, as well as the pop-up movement, attracted more people to come and get to know more about the religious tourism site. It is also mentioned that it is easier for the people to receive information about the tourism site with the use of pop-up book as a promotional medium.

However, it can be said that the existing studies have not comprehensively provided an integrated promotional media that consists of some information and does not just focus on historical information. Meanwhile, the use of pop-up books also has impactful value, especially as a promotional medium. Therefore, this project was conducted to fill the gap by offering a new approach for promotional media, focusing on promoting

tourist destination in *Kota Lama* Semarang. The content consists of various information, including map as an additional feature to inform about tourist destinations, historical bilingual story of Semarang, historical building in *Kota Lama* Semarang, list of photo areas, culinary spots, and accommodation near *Kota Lama* Semarang.