

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

According to Yoeti, quoted in the work of Suryadana & Octavia (2015), the term tourism has its roots in Sanskrit, namely “tour,” which literally means traveling from one location to another. The word ‘pariwisata’ itself is a combination of two elements, namely “pari,” which means many or traveling around, and “wisata,” which means going or traveling. From this combination of meanings, tourism can be understood as a travel activity that involves repeated or circular movement from one place to another, with the aim of exploring various destinations. In other words, tourism is not just a one-way trip, but a series of trips that include visits to various places within a certain period of time.

Tourism is defined in the Indonesian Dictionary (KBBI) as an activity involving recreational travel. In English, the terms travel, tour, and tourism are different. While the word travel means “journey,” which is equivalent to the word wisata, the word tour means a journey around, which is equivalent to the word pariwisata. The addition of the suffix “ism” to the word “tour” refers to phenomena related to travel. The purpose of the journey is not intended for work or permanent residence at the destination, but rather as a recreational activity (Soebagyo, 2010).

In a broader sense, tourism is the travel of individuals or groups from one place to another in an effort to achieve balance or harmony in natural, social, cultural, and technical aspects. According to Law No. 10 of 2009 concerning Tourism, tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, the government, and local governments. According to Prayogo & Febrianita (2018), tourism is the travel of a person or group of people from one place

to another for a certain period of time for the purpose of recreation and entertainment.

Tourist attractions and points of interest are the foundation of tourism. Tourist attractions and points of interest are a basic form of interrelated activities and facilities that can attract tourists to visit a particular area. According to Law No. 9 of 1990 on Tourism, tourist attractions consist of:

1. Tourist attractions and sites created by God Almighty, such as natural conditions, flora, and fauna;
2. Tourist attractions and sites created by humans, such as museums, archaeological sites, historical sites, art, and culture, nature tourism, recreational parks, and entertainment complexes.

2.1.1. Cultural History Tourism

According to Damardjati (2010) (in Pambudi, 2010), cultural tourism is an activity stimulated by the existence of tourist attractions in the form of cultural arts, customs, and traditions that are the main attractions for tourists. Smith & Johnson (2018) emphasizes that cultural tourism involves the active participation of tourists in understanding and appreciating cultural values that have been passed down from generation to generation. In addition to the entertainment aspect, cultural tourism also has educational and preservation objectives, as through these activities visitors can increase their awareness of the importance of preserving and maintaining cultural heritage so that it remains alive and relevant in the modern era.

Japan has a long and turbulent history, which is still recognized by the Japanese people today and continues to be an inspiration, as they are very proud of their culture. The first prehistoric settlements in the Japanese archipelago date back 30,000 years. Japan has long been inspired by the advanced culture of China, and we can see some elements that were taken from the mainland but adapted for use in Japan. Thanks to its trade and political ties with China, Japan developed rapidly.

Japan's historical destinations are places or locations that hold significant value in the context of Japanese history and culture, reflecting the long journey of civilization, traditions, and historical events in the country. These destinations include various sites such as palaces, temples, castles, museums, and cities associated with historical figures, events, or traditions in Japan. Japan is a country rich in history and culture, as evidenced by the numerous buildings and castle ruins scattered across many regions of Japan, as well as the various unique and vibrant festivals held annually. In addition to these historical castles and annual festivals, Japan still has many tourist destinations rich in historical and cultural value. These historical destinations in Japan are not only tourist attractions, but also educational facilities that allow visitors to understand Japan's long history, traditions, and cultural values that are still alive today. They reflect the blend of ancient and modern culture that is characteristic of Japan (Tsutsui, 2007). According to Suryadana & Octavia (2015) in their book entitled *Introduction to Tourism Marketing*, cultural tourism consists of:

1. Historical relics and monuments, which include cultural sites, national monuments, historic buildings, religious buildings, and other historical sites such as former battle sites.
2. Museums and other cultural facilities are tourist attractions related to the natural and cultural elements of a particular place or region. Museums can be themed, such as archaeological, historical, ethnological, natural history, art and crafts, science and technology, or industrial museums.

Overall, cultural tourism is a journey that is not merely about visiting places but also involves social interaction and direct experiences with local culture, providing added value in the form of understanding, appreciation, and preservation of culture as an important part of the modern tourism industry.

2.1.2. The Role of Cultural History Destinations in Tourism Promotion

The role of Japan's cultural history destinations in tourism promotion is very important and multifaceted. Japan's cultural history destinations serve as major attractions that combine educational and entertainment value, thereby attracting both domestic and international tourists who are interested in Japan's historical and cultural heritage. Promotion of cultural heritage destinations such as historical sites, temples, and historic buildings is carried out through marketing strategies that leverage digital technology and social media to reach a broader audience and raise public awareness of the historical value of these destinations (Tada et al., 2014).

Effective promotional approaches also involve collaboration between the government, local businesses, and the local community to develop and preserve historical and cultural destinations, thereby not only increasing tourist visits but also having a positive impact on the local economy (Jimura, 2021).

2.2. Promotion Media

Throughout history, word of mouth has been the traditional form of promotional media and it has been complemented by print media, which includes brochures, posters, catalogs, pamphlets, booklets, banners, billboards, flyers, business cards, newspapers, magazines, and more (Garaika, 2020). However, with technological advancements, promotional media has evolved significantly, incorporating digital channels such as social networks and platforms like Instagram, blogs, websites, Facebook, and Twitter. Furthermore, print media has adapted to digital transformation, enabling newspapers and magazines to be accessed online.

Media promotion is one of an effective approach to introduce products, services, brands, or companies to a broader audience. There are various types of promotional media that can be utilized to advertise and market a product or service. The following are examples of promotional media that can be used for advertising and promoting purposes as stated by

Sri Ipnuwati (2016 as cited in Garaika, 2020):

1. Brochures

A brochure or pamphlet is a non-periodical publication, not bound in hardcover, typically presenting information on both sides and folded in specific ways to create separate panels, allowing for a compact and organized presentation of content.

2. Catalog

Catalogs offer detailed information about a wide range of products, making them valuable for promoting numerous items. They provide comprehensive details on product specifications, images, benefits, and pricing, making them effective for attracting potential customers.

3. Pamphlet

Pamphlets, also known as leaflets, are unbound booklets often used for marketing various products or distributing political information. They serve as a convenient and effective means of disseminating information to a broad audience.

4. Booklet

A booklet is a form of mass communication that seeks to transmit promotional messages, which are intended to be either recommended or prohibited to a large audience. The aim is for the targeted individuals to comprehend and comply with the messages contained within the print media. The messenger is not in direct contact with the audience, which results in a delayed response time. However, the dissemination of print media requires significant effort and resources.

5. Banners

Banners are commonly used by businesses to promote and convey information about their products, often placed on the sides of highways or in stalls

6. Billboard

Billboards are large outdoor advertisements used for promotion, placed in prominent locations with high footfall to capture maximum visibility.

7. X-banner

X-Banner, created with Flexi printing technology, has become widespread due to its relatively high-quality output and cost-effectiveness.

8. Flyer

Flyers encompass brochures, pamphlets, or booklets, representing non-periodical publications with a small number of pages, independent from other issues, and complete in a single edition.

9. Business Card

Business cards are considered significant as they enable individuals to showcase their profile or work, providing a concise overview that might be difficult to present in detail through a cell phone or smartphone.

10. Print Media

Print Media refers to mass media presented in printed form, typically consumed through reading and characterized by a static format. This media is produced in print and is usually published

once a day, featuring comprehensive and in-depth writing.

11. Ambient

Ambient media, also known as Ambient Art, is an innovative advertising form that utilizes public spaces to evoke emotions and engage the intended audience through integration with the surrounding environment.

12. Flashmob

Flashmob refers to a spontaneous gathering of unfamiliar individuals in a public location, engaging in a unique activity briefly before dispersing. These events are often organized through social media platforms, email, or other media channels.

13. Social Media

Social Media comprises online platforms that facilitate user participation, content sharing, and generation, such as blogs, social networks, wikis, forums, and virtual worlds. Among these, blogs, social networks, and wikis are the most commonly used forms of social media worldwide.

2.2.1. Pop-up Interactive Book

The existing research on pop-up interactive books is quite restricted, primarily focusing on their application for educational purposes. Nonetheless, some sources offer valuable insights that researchers can draw upon. A pop-up interactive book is a unique form of literature comprising pages that go beyond mere text, incorporating diverse interactive elements to effectively convey the message and create a sensory experience for readers (Suci & Anggapuspa, 2012). Various types of traditional pop-up interactive books have been identified by Oey et al. (2013), including:

1. Pop-up interactive book: This type of pop-up interactive book is crafted from folded paper, creating three-dimensional elements that leap off the pages;
2. Peek-a-boo interactive book: In this pop-up interactive book, readers unveil surprises on each page by opening them;
3. Pull Tab interactive book: Pages of this pop-up interactive book are designed with paper tabs that can be pulled to reveal additional elements;
4. Hidden object book interactive book: Engaging the reader, this pop-up interactive book prompts them to find specific objects on the pages, guiding the story through this interactive approach;
5. Participation interactive book: Within this type of pop-up interactive book, the narrative is accompanied by questions or instructions that encourage readers to take part in certain actions;
6. Play-A-Song or Play-A-Sound interactive book: Buttons within this pop-up interactive book produce sounds, such as music or story-related sounds, when pressed by the reader;
7. Games interactive book: This pop-up interactive book includes various games, some of which may require writing tools while others do not;
8. Touch and feel interactive book: Particularly suitable for preschool-aged children, this pop-up interactive book aims to develop their interest in identifying different textures, such as feeling the soft feathers on a bird's picture;
9. Mixed interactive book: This type of pop-up interactive book combines multiple forms of pop-up interactivity. For example, it might feature a blend of pull-up and peek-a-boo elements within its pages.

The chosen type of pop-up interactive book for this final project is the Pop-up interactive book. This kind of book introduces movement and interaction by employing various paper devices such as creases, rolls, slides,

tabs, or wheels (Bluemel & Taylor, 2012). A pop-up book is a three-dimensional creation, utilizing paper engineering techniques to craft interactive and movable structures that "pop up" when the book is opened. These structures can include pop-up characters, scenery, and other elements designed to surprise and captivate the reader. While pop-up books are

According to Andrianto (2019), as a medium for promoting tourist destinations, pop-up books have three disadvantages and three advantages. The three disadvantages are affordability, limited reach, and insufficient content. Meanwhile, the three strengths of pop-up books as a promotional medium for tourist destinations are flexibility, creativity, and the ability to be used as a medium or tool during promotions. Based on the previous work of the author's senior, Wulansari (2023), on promoting culinary tourism through pop-up books, there were several shortcomings in their previous work, namely that it focused only on promoting culinary tourism and did not cover the history of the culinary tourism destinations themselves. Based on the research findings or previous products of their group, this has motivated us to create or improve upon the product outcomes that the author has examined.

From the explanation of the disadvantages of the product above, it can be concluded that there is a lack of explanation of the history behind the local specialties of Semarang itself, as well as a lack of navigation access in some of the places or restaurants mentioned in their pop-up book product. This is the purpose of the author's observation and research on the creation of the pop-up book, which highlights numerous advantages, including a general overview of the city of Aizuwakamatsu, its history, seasonal festivals, and local cuisine or traditional dishes of Aizuwakamatsu, complete with QR codes to facilitate navigation to tourist destinations. Ultimately, crafting an interactive pop-up book is a testament to creativity, precision, and patience.

The preliminary study also involved initial validation by media and material experts to ensure that the concept and design of the pop-up book are suitable and aligned with the learning objectives. Additionally, the results of the preliminary study served as the basis for designing a pop-up

book prototype, which was then tested on a limited and large scale to obtain feedback from teachers and students, so that the final product could be improved and adapted to real-world needs. Therefore, the author developed an interactive pop-up book in the field of tourism, specifically in the tourism introduction sector in Aizuwakamatsu City.