

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Travel Guidebook**

A travel guidebook is defined as a publication that provides specific and detailed information on various topics, offering a comprehensive overview for individuals planning to visit an area. Furthermore, according to Setyawan et al. (2024), travel guidebooks also function as alternative media, presenting comprehensive and clear information regarding tourist destinations, locations, culinary delights, and accommodations. The advantage of travel guidebooks, in particular, lies in their ability to present descriptions of tourist destinations, enhanced visually through graphic design elements such as layout, photography, and illustrations.

Travel guidebooks have evolved from a primary source of information to an essential complement in the digital age. Although information is now readily accessible online, guidebooks remain relevant because they provide curated, structured, and in-depth information. Their strength lies in their ability to provide a holistic picture and cohesive narrative of a place, making them a valuable tool for travelers seeking a planned and meaningful experience (Mieli & Zillinger, 2020).

#### **2.2 Interactive Guidebook as Promotional Media**

An interactive book is a book used as a learning tool that has a "two-way flow" in the information conveyed to the reader (The New Oxford Dictionary of English). "Two-way flow" refers to the two-way interaction between the guidebook as a learning tool and the reader (Limanto et al., 2015).

Regarding the variations, interactive books have various kinds of interactive books. Based on a journal written by Fanny Wiliyanto entitled "Introduction to Interactive Book Design and Sugar Glider Conservation in Indonesia for Ages 7–12 Years" (ISI Yogyakarta), which is quoted in Ramadhani, Amelia, and Mahardika (2018), there are eight types of interactive books, namely: pop-up, flip flap, pull tab, hidden object, game, participation, play song, and touch and feel. In the guidebook design, the techniques used include pull tab, pop-up, and peek-a-boo.

Among these types, pop-ups are among the most well-known and effective in creating visual appeal. Experts agree that pop-up books are inherently entertaining, thanks to their animated images, diverse shapes, and engaging visuals from the three-dimensional elements

they offer (Kamal et al., 2024). However, beyond mere entertainment, we see pop-up books as having significant potential as an effective promotional medium.

Therefore, the primary reason for choosing an interactive travel guidebook format, specifically a pop-up book, was a strong desire to provide a more engaging, engaging, and easily understood reading experience for a wide range of audiences. Interactive travel guidebooks allow readers to gain information while experiencing emotional and visual engagement through illustrations, narratives, and interactive elements such as QR codes. We believe this format has been highly effective in disseminating tourism promotional information in a subtle yet impactful manner, while simultaneously engaging the public in exploring Semarang's rich local culture.

To maximize the promotional potential of this interactive travel guidebook, consistent and engaging visual design is a key component. In general, design serves as the primary medium for conveying information and visual messages effectively to the target audience (Deanti et al., 2024). Therefore, the design considers the balance between text and images, layout composition, and color and typography selection to ensure the guidebook is not only informative but also enjoyable to read and enjoy.

In line with the importance of design, the editing process also plays a crucial role in ensuring content quality. Editing focuses not only on correcting grammatical errors but also on ensuring the narrative is logical, flows smoothly, and has a consistent style (Sugihastuti, 2020). In this study, thorough editing was carried out on sentence structure, storyline, and adjustments to visual elements to create a harmonious blend of narrative and illustration.

By integrating unique interactive elements, strong visual design, and a systematic editing process, this interactive travel guidebook has succeeded in functioning not only as an interesting information medium, but also as an entertaining and effective means of tourism exploration in promoting destinations.

### **2.3 Transportation in Semarang**

In the context of interactive travel guidebooks focused on city exploration, transportation plays a crucial role as a link between various destinations and a key element in the city experience. Tourist movement within the city can be supported by various modes of transportation, ranging from private vehicles such as cars and motorcycles to public transportation options. These modes not only facilitate physical mobility but also enrich the tourist experience by understanding the city's structure and ease of access. Accessibility, as measured by the availability of transportation facilities and infrastructure, is a crucial component that significantly influences tourist interest in visiting an urban tourist destination

(Zamira, 2019). In Semarang, one effective mode of public transportation to support tourist exploration is the Trans Semarang bus.

One of the modes featured in this guidebook is Trans Semarang. Since 2009, Trans Semarang was founded, organized by the Semarang City Transportation Agency and is now managed by the Public Service Agency (BLU) UPTD Trans Semarang. This is expected to satisfy the public, both in terms of the condition of the bus fleet and supporting facilities such as the number, changing corridors, comfortable seating, air-conditioned bus rooms, and others such as maintaining low fares, improving communication between service officers and passengers, information criticism and suggestions if there are passenger complaints and so on (Nursalim & Sancono, 2023).

The Simpang Lima Bus Stop was chosen as the starting point for this guidebook's journey because it is a strategic city icon and is located in the center of activity. This area is known as a public space and center of community activities, making it very easy to reach from various directions. The Simpang Lima Bus Stop is also surrounded by various major facilities such as hotels and shopping centers, and offers very easy access. As a transit location, this bus stop is served by many corridors, making it easy for passengers to transfer between corridors and continue their journey to various destinations in Semarang. The Simpang Lima Bus Stop has a good level of connectivity between Trans Semarang corridors, serving Corridor I, Corridor III, Corridor IV, Corridor V, and Corridor VIII, making it very easy to switch between travel routes.

Currently, Trans Semarang consists of eight main corridors that reach various strategic areas such as terminals, ports, educational areas, residential areas, and tourist destinations. For the purposes of this guidebook, some of the relevant corridors directly connected to the four main tourist destinations are as follows:

1. **Corridor I:** Penggaron - Mangkang, Mangkang - Penggaron
2. **Corridor III:** Elisabeth - Pelabuhan, Pelabuhan - Elisabeth
3. **Corridor IV:** Cangkiran - Tawang
4. **Corridor V:** PRPP - Meteseh, Meteseh - PRPP
5. **Corridor VIII:** GunungPati - Cangkiran

Trans Semarang Corridor V facilitates tourist access to Semarang's top destinations. From central points like the Simpang Lima bus stop, this corridor facilitates travel to Lawang Sewu and the Mandala Bhakti Museum, and then to Sam Poo Kong Temple and the

Ronggowarsito Museum. The system is designed to connect tourists to Semarang's rich history and culture efficiently and conveniently.

Each corridor has an average waiting time of 10–15 minutes, and the bus stop system is designed to be easy to understand, even for children. Fares range from Rp 3,500 to Rp 4,000, with a special Rp 1,000 fare available for students, seniors, veterans, and children under five.

By integrating Trans Semarang directly into the narrative of this guidebook, we not only present a physical itinerary but also engage readers in a more intimate understanding of Semarang's transportation infrastructure. Comprehensive explanations of the corridor system, bus stop locations, travel directions, and fare policies help readers see how public transportation integrates with city life and actively supports the tourism sector.

## **2.4 Tourist Destinations**

In creating this interactive travel guide, four tourist attractions were chosen as the main routes: Lawang Sewu, Mandala Bhakti Museum, Sam Poo Kong, and Ranggawarsita Museum. These four sites not only reflect the rich culture and history of Semarang but also serve as a fun and accessible way to introduce the city's character.

### **2.4.1 Lawang Sewu**

Lawang Sewu is a historic building in Indonesia located in Semarang. It boasts a beautiful and majestic structure, with two towering domes. In addition to its exterior, its basement is also unique (Oktaviani et al., 2019).

Regarding the entrance ticket price, Lawang Sewu has various packages available, with general admission prices for adults: IDR 20,000 per person, children: IDR 10,000 per person, foreign tourists: IDR 30,000 per person. For the Immersive Area Entrance Ticket Price, both adults, children, and foreign tourists are charged IDR 15,000 per person. A little information about the Immersive Area is one of the new attractions at this location. At this location, visitors can learn about the history of Lawang Sewu and railways in Indonesia through immersive displays.

Lawang Sewu was begun by the Dutch on February 27, 1904, and completed in 1907. Initially, the building served as the headquarters of the private Dutch railway company, Nederlands Indische Spoorweg Maatschappij, or NIS for short. This company was the first to build a railway line in Indonesia, connecting Semarang, Surakarta, and Yogyakarta. The first line to be built was from Semarang to Temanggung in 1867 (Oktaviani et al., 2019).

#### 2.4.2 Mandala Bhakti Museum

The Mandala Bhakti Museum in Semarang is a tourist attraction that houses various stories, works, and historical collections, particularly the history of the Indonesian National Army (TNI), particularly the struggle to secure and maintain Indonesian independence. The Mandala Bhakti Museum in Semarang is one of Indonesia's most important cultural heritage sites, located directly opposite the Tugu Muda Semarang monument.

This museum was inaugurated as the Mandala Bhakti Semarang Museum in 1985, which was previously used for the Raad Van Justitie or high court for European citizens in Semarang and in the 1950s this building was also used by the IV/Diponegoro Military Command as the headquarters of the II Defense Region Command. The Mandala Bhakti Semarang Museum not only houses historical and artistic collections, but also functions as an educational and recreational facility for the community (Fardani, & Billah, (2024).

#### 2.4.3 Sam Poo Kong

Sam Poo Kong is a cultural heritage site built with beautiful Chinese architectural features combined with Javanese architecture. This blend of two cultures creates a unique attraction amidst the surrounding residential and industrial areas (Manullang et al., 2016).

Sam Poo Kong is located in Bongsari, West Semarang District, Semarang City. Entrance tickets to Sam Poo Kong consist of several packages. For Weekdays (Monday-Friday): Adults: Rp15,000, Children: Rp10,000, while for Weekends (Saturday, Sunday, National Holidays): Adults: Rp20,000, Children: Rp15,000. The temple's operating hours are from 9:00 to 18:00 on Monday to Friday, and from 8:00 to 20:00 on weekends.

The Sam Poo Kong Temple has a long history rooted in the story of Admiral Cheng Ho's arrival in Java in the early 15th century. Admiral Cheng Ho is known as a Muslim figure from China who sailed to various regions of Asia, including Semarang. Historical records indicate that Cheng Ho's presence in the region significantly influenced the development of local culture, particularly in terms of architecture and beliefs. The architecture of the Sam Poo Kong Temple reflects a harmonious blend of Chinese architectural elements with local touches, such as Javanese ornaments and Islamic religious elements. The distinctive Chinese curved roof shape is combined with carvings and decorative patterns with Indonesian nuances. The placement of space and visual symbols reflect universal values such as peace, loyalty, and respect for ancestors. This acculturation is evident not only in the physical structure, but also in the social and cultural functions of the temple (Syahara, & Kurnia, 2025).

#### 2.4.4 Ranggawarsita Museum

The Ranggawarsita Museum is the most comprehensive museum in Semarang. Its collections range from archaeological processes to collections on Hindu-Buddhist, Islamic, European, and royal civilizations. It also features collections on cultural history, the nation's struggle, and the development era (Khoirotun et al., 2014).

The Ronggowarsito Central Java Museum is located at the Kalibanteng Roundabout in Semarang and was officially opened on July 5, 1989. It is open from 8:00 AM to 3:00 PM. Admission to the museum is very affordable, at Rp 2,000 for children and Rp 10,000 for adults. The museum consists of four main buildings displaying collections with various themes. Building A presents the Natural History collection on the ground floor, including meteorites and preserved animals, and the Paleontology collection on the upper floor, which includes fossils from Sangiran.

Meanwhile, Building B presents Prehistoric and Hindu-Buddhist collections on the upper level, such as menhirs, statues, and temple sites, while Islamic and colonial heritage collections are on the lower level, Building C presents a collection of the history of the nation's struggle through dioramas on the lower floor, as well as the ethnographic life of Central Javanese society on the upper floor, including home technology and crafts. Meanwhile, Building D exhibits the traditions and developments of the archipelago, a collection of classical era gold such as necklaces and keris, as well as regional art spaces such as shadow puppets, barongan, and kuda lumping (Warni, W, 2012).

### 2.5 Previous Studies

This research draws on a number of relevant previous studies to provide a conceptual and methodological foundation. These studies cover the themes of interactive travel guidebooks, pop-up book design, tourism promotion, and public transportation and tourist destinations.

According to Mudakkir and Sembada (2019), designing a tourist guidebook in e-book format as an information medium for tourist villages is relevant. This study highlights the importance of tourist guidebooks as comprehensive and engaging information for tourists. This research supports the idea that the design and presentation of information in guides are crucial for attracting and guiding tourists, regardless of whether they are in digital or physical format.

Wulansari (2023), in her research on the development of interactive pop-up books to promote Semarang culinary delights, the findings confirm that engaging visual design and

interactive elements in a pop-up format can significantly enhance the appeal of tourism promotions, particularly in the local context of Semarang. This research provides concrete evidence of the potential of pop-up books as an effective promotional medium in this city.

Furthermore, Romadlon, Arifianto, and Nofrizaldi (2021) in their research provide a direct perspective on the effectiveness of visual communication in public transportation promotional media. Although located in a different Trans Jateng corridor, these findings are highly relevant because they highlight the importance of effective visual design in conveying information and engaging public transportation users. This aligns with the project's goal of integrating Trans Semarang routes and requiring strong visual communication in an interactive travel guidebook to guide tourists.

From various previous studies, it can be concluded that the success of interactive media, including travel guidebooks, is strongly influenced by attractive visual design, cohesive narrative strength, and the ability to actively engage readers. Although Mudakkir and Sembada's (2019) study discussed travel guidebooks, it focused on e-book formats and tourist villages, rather than physical pop-up books for urban historical destinations integrated with public transportation. Wulansari's (2023) study specifically focused on Semarang culinary and the use of pop-up books, but did not integrate public transportation aspects and broader multi-destination travel narratives, particularly for historical and cultural tourism. Similarly, Romadlon, Arifianto, and Nofrizaldi's (2021) study focused on the perception of visual communication in promotional media in general and did not specifically address the potential of interactive physical books with structured narratives that combine travel information with the reading experience of tourist destinations.

Based on this review, there has been no previous study that comprehensively integrates elements of an interactive travel guidebook with a focus on travel narratives connecting several of Semarang City's leading historical and cultural destinations through the use of the Trans Semarang route. Therefore, this study aims to fill this gap by designing and editing an interactive travel guidebook that introduces four historical and cultural tourist destinations in Semarang City using a visual literacy approach and the integration of the Trans Semarang route as a unique and educational travel guide.