

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Travel Guidebook**

A travel guidebook is a reading that functions to provide information covering a destination for visitors. According to Fidyani and Patria (2023), a guidebook is a literature that provides all forms of information and advice that tourists need to know about places, attractions, accommodation, transportation, restaurants, and other tours. Its main function is to facilitate travelers in planning and executing their trips, ensuring they get all the essential information needed regarding a location.

In general, travel guidebooks contain various types of information, including destination descriptions, brief history, maps, accommodation and culinary recommendations, travel tips, and other practical information such as transportation and local culture. Its main goal is to help travelers navigate new places, understand the cultural and historical context, and optimize their visit experience. Bender in Noor (2018) also defines a guidebook as literature that offers important information to tourists, serving as a valuable tool for finding guidelines. In addition, according to Lew in Noor (2018), guidebooks have the ability to influence individual travel decisions because they can present a brief overview of destinations and interesting things worth trying, thus providing a new perspective on important aspects of a destination.

#### **2.2 Interactive Book**

Interactive books are a promotional media to be exciting and unique. The definitions of interactive are "beneficial action", "interconnected", and "interactive". More than just interactive texts and books, also known as movable books, contain information that allows readers to interact directly (Ramadhani et al., 2018). To create a more active and individualized reading experience, various components, such as movable pages, pop-up features, or even storyline options.

Interactive books can not only convey a message to readers, but also get feedback from readers. In the form of sheets that can interact directly with the reader through various kinds of delivery. According to Suci and Anggapuspa (2021), there are four types of interactive books, as follows:

1. Interactive pull tab

This type allows the reader to draw on the pages of the book, making the image of the story becomes move or change.

2. Interactive peek-a-boo

The reader must open the page to find out the surprise or information behind it.

3. Interactive hidden object book

This type of interactive book invites readers to find a hidden object on the page illustration, which can then reveal parts of the story or information.

4. Interactive pop-up

It is a special paper folding technique, so that elements or images are seen embossed or 3d when the page is opened.

In this study, interactive books were chosen as the main media for travel guides. This selection is based on presenting destination information in a visualizational manner, as well as inviting readers to interact directly, making it a unique promotional medium for tourism in Semarang City. The use of this interactive book is combined with a travel guide using public transportation in Semarang City.

### **2.3 Trans Semarang**

Tourist trips from one place to another carried out by individuals or groups in an effort to find balance or harmony with the environment in social, cultural, natural, and imu aspects are the general definition of tourism (Riani, 2021). To make travel like this definition happen and cheaper, accessibility is one of them. In the context of tourism in cities such as Semarang, the availability of cheap and affordable public transportation, such as Trans Semarang, is one of the accessibility in facilitating tourists to come to various destinations and experience the local experience as a whole.

The choice of the Simpang Lima Trans Semarang stop as the starting point of the tourist trip is based on its position as the largest transit center and city center. Simpang Lima is the central point of various activities such as culinary, shopping, and entertainment centers, making the strategic and easily accessible location a departure point for tourists. Tourists can easily access several Trans Semarang corridors that will deliver to selected destinations.

The Trans Semarang System at the Simpang Lima bus stop consists of several corridors serving routes within the city:

1. Corridor I: Penggarong - Mangkang, Mangkang Penggarong
2. Corridor III: Elisabeth - Pelabuhan, Pelabuhan - Elisabeth
3. Corridor IV: Cangkiran - Tawang
4. Corridor V: PRPP - Meteseh, Meteseh - PRPP

## 5. Corridor VIII: Gunungpati - Cangkiran

The use of Trans Semarang as a tourist trip not only provides cost and time efficiency, but also provides an authentic local experience. However, information about the route and connectivity of the Trans Semarang for tourist destinations is still not well known by tourists, so this interactive storybook is expected to provide information with clear and interesting guidance. In the context of this tourist trip, the journey will start on corridor V, which will connect to the destination of Lawang Sewu, the Mandala Bhakti Museum, then Sam Poo Kong Temple, and the last destination of the Ranggawarsita Museum.

### 2.4 Tourist Destinations

There are four tourist destinations with quality facilities, easy access, and reviews on online media platforms that make tourists more interested in visiting the destinations to be visited (Alwijaya et al., 2024). There are four destinations that will be included in the interactive storybook of travel in Semarang City:

#### 2.4.1 Lawang Sewu

Lawang Sewu is one of the historical attractions in the city of Semarang which was once the headquarters of the Dutch East Indies Railway built in the early 20th century during the Dutch colonial period. Visitors often visit to see historical architecture, explore spaces, and learn about the history of Lawang Sewu itself (Santoso, 2023). The popularity of Lawang Sewu can be seen from the online media application and the average rating is above 4.5 which received positive reviews from previous visitors.

This station can be accessed easily using the Trans Semarang Corridor I, making it an ideal choice as part of a public transportation-based tourist trip. The stories and visuals of Lawang Sewu's architecture have the potential to be included in the narrative of interactive storybooks, providing a visual experience that attracts readers to the story.

#### 2.4.2 Mandala Bhakti Museum

Mandala Bhakti Museum is located very close to Lawang Sewu, a museum established to commemorate the struggle of the Indonesian Army. The Mandala Bhakti Museum stores thousands of valuable objects from the colonial period such as archives and documents for the Army, but it is unfortunate that now the museum is less in demand by the people of Semarang City because of its unpleasant place (Putra et al., 2015).

The choice of the Mandala Bhakti Museum as one of the destinations is because of its high educational value in the history of Indonesia's struggle, as well as its position on the same

Trans Semarang route with Lawang Sewu, specifically Corridor V. This can be an efficiency for time travelers and understand the complete historical narrative in one area.

#### 2.4.3 Sam Poo Kong

Sam Poo Kong is a large and historic temple complex that is one of the symbols of the acculturation of Chinese and Javanese culture in Semarang. The building was built in honor of Admiral Cheng Ho, a Chinese explorer who stopped in Semarang in the 15th century. Kleteng Sam Poo Kong is the oldest Chinese temple in Semarang, has a unique building architecture that is a silent witness of Chinese history in Semarang City, visitors often visit to see the beauty of the magnificent temple architecture, and statues of gods (Diliani & Widayanto, 2020).

Tourists can visit Sam Poo Kong comfortably using the Trans Semarang Corridor V, which provides direct access to Sam Poo Kong's destination which is ideal for exploring through interactive and visual elements of the storybook.

#### 2.4.4 Ranggawarsita Museum

As the largest museum in Central Java, the Ranggawarsita Museum is a center for information and cultural preservation of the province. Musuem Ranggawarsita also has a diverse collection that is a cultural heritage place where there is a lot of science, history, and culture (Ningrum et al., 2016). With an extensive collection, the museum offers an immersive educational experience for tourists. Access to the Ranggawarsita Museum is also very convenient because it can be accessed by Trans Semarang Corridor V.

### 2.5 Previous Studies

The research that has been written by Septada, Herawati, and Maesaroh (2019) analyzes the quality of Trans Semarang services. This study found that Trans Semarang is still lacking in terms of timeliness and safety. The method used is descriptive qualitative (observation, interview, documentation). Even so, the ease of information and convenience of Trans Semarang is good, but the main problem is in the facilities and infrastructure that have not been maximized. Overall, this study provides a clear picture of the condition of the Trans Semarang, showing that the ease of information can be the basis for tourist guides.

Research written by Wulansari (2023) also provides important information. The study specifically concentrated on creating an interactive pop-up book intended to promote Semarang food. This research shows that pop-up books can be an effective tourism promotion tool because they have interesting and interactive visual elements. This is especially true for Semarang local pop-ups.

The research that has been written by Kasemsarn (2022) aims to develop and evaluate cultural tourism e-book guides that appeal to young tourists, focusing on design factors such as photography, storytelling, character design, and *layout*. Using a mixed method involving interviews and questionnaires, the study found that the four design factors were highly relevant to young people's interests and the resulting e-books were effective in arousing their interest in cultural tourism.

Previous studies have discussed the quality of public transportation services such as the Trans Semarang (Septada, et al., 2019) as well as the development of interactive books for tourism promotion, both in pop-up format for culinary (Wulansari, 2023) and e-books for culture (Kasemsarn, 2022). However, the existing literature has not comprehensively integrated these three elements. There has been no research that specifically develops tourism promotion media in the form of physical interactive storybooks (pop-ups) that focus on Semarang's historical and cultural destinations, as well as actively utilizing and guiding trips using Trans Semarang routes as part of the trip. This research is here to fill this gap by offering a new approach in promoting Semarang tourism destinations that are easily accessible.