

CHAPTER I

Introduction

1.1 The Background of Study

Semarang City as a trading city in ancient times as well as a transit city also makes Semarang City has a rich cultural and historical heritage. The culture of the people consisting of various ethnicities including Chinese, Arabic, Javanese and Dutch as well as diverse religions is characterized by historical buildings that stand in the city of Semarang. These buildings become one of the famous tourist attractions in Semarang City. Semarang City is recorded to have 64 attractions; 11 natural attractions, 24 cultural attractions, 29 artificial attractions (Setya, 2017). The city also has many advantages and uniqueness in the field of tourism. Even in 2024, Semarang City recorded the best achievement at the Anugerah Bangsa Berwisata di Indonesia (ABBWI) event. Semarang has a lot of wealth that is worthy of being a tourist spot, so it is not surprising that many tourists from all over the world come to enjoy this wealth. Semarang is called a tourist city because it offers an experience that is rich in history, culture, culinary, and natural attractions. Semarang, which used to be a trading center during the Dutch colonial era, has many historical relics, one of which is the Kota Lama area of Semarang, which is full of typical Dutch colonial buildings.

Kota Lama Museum Semarang has evolved from a tourist attraction to a place of immersive education for academics. With its innovative vision, the museum offers an immersive technology concept that allows visitors, especially academics, to experience the charm of Semarang's history firsthand and learn about it through a mesmerizing digital experience. Visitors are invited to immerse themselves in the passage of time through stunning immersive technology, especially with 3D screens that give the sensation of being directly involved in historical events. Visitors' experience is enriched by interactive facilities, such as boxes of historical objects, which allow them to interact directly with the cultural heritage presented. Kota Lama Museum Semarang offers historical visualization, artifact collection and immersive technology. The museum is a place that not only educates but also

mesmerizes every visitor who wants to see the city's glorious past.

Based on visitor data to the Kota Lama Museum from 2022 to 2024, there has been a significant fluctuation. In 2022, the number of visitors was recorded at 28,765 people. In 2023, there was a sharp increase of 12,066 visitors, bringing the total number of visits to 40,831. However, in 2024, the number of visits dropped drastically to 24,400, representing a decrease of 16,431 visitors compared to the previous year. Based on an interview with the Head of the Kota Lama Museum, Mrs. Farah, she stated that the decline in 2024 was due to a lack of information about the Semarang Kota Lama Museum after the Lunpia app was deactivated. Mrs. Farah suggested to upload informational media on the Konco Dolan app. Another interview was conducted together with Mr. Adjie as a curator at the Kota Lama Museum, and found that tourists were not given enough time to explore the museum's collections.

Meanwhile, without effective and targeted information, the Kota Lama Museum became less attractive to potential tourists because they lacked sufficient information about the museum. To help tourists find information about the Kota Lama Museum and assist tourists who lacked information due to a lack of time to explore the museum, the researchers decided to create a bilingual profile book. Therefore, this research design would include the museum profile, starting with the providee history of Semarang City and the Kota Lama Museum. It also provide explanations about the collections in each room, facilities, food outlet near museum, and contact information for the management. The museum profile book is created in a standard format and printed on A5 bookpaper.

There are several previous studies with the same topic as this study, and the data in this study is supported by existing theories. A study aligned with this topic was conducted by Susanto (2024) titled “Camera Techniques for Documentary Videos on Adaptive Reuse in Kota Lama Semarang ,” which discusses the application of videography techniques to document historical buildings that have undergone adaptive reuse in the in Kota Lama Semarang area. Another study conducted by Santoso (2024) focuses on the theme “Designing Motion Comics as a Promotional Medium for Kota Lama Semarang Tourism,” with a focus on introducing and

preserving the historical value of Kota Lama Semarang using motion comics. The next study by Zanela (2021) is titled “Designing an Illustrated Book in in Kota Lama Semarang as a Support for Tourism Information Media,” which focuses on creating an illustrated book to introduce the history and architecture of the Kota Lama Semarang area to the general public.

The Kota Lama Museum is very special to study because it is the only museum in Semarang that uses immersive 3D technology to display the history of the city. In addition, this museum is located in the Kota Lama area, which is an icon of Semarang's heritage with high historical, cultural, and tourism value. However, the available information media is still limited, so the museum's great potential has not been optimally conveyed to tourists. Meanwhile, previous studies in the Kota Lama area have only discussed (camera techniques, motion comic design, and book illustrations), but none have specifically developed bilingual profile books for the Kota Lama Museum. Therefore, this study was conducted to fill this gap by presenting a bilingual profile book that can be used as an information medium.

1.2 Statement of the Problem

Based on the background presented above, the problem statements are as follows:

- a. How is the process of creating a profile books for the Kota Lama Museum?
- b. How are the stakeholder and visitor’s feedbacks of the profile books for the Kota Lama Museum?

1.3 Objectives of the Study

Based on the problem statement, the objectives of this design project are:

- a. Describing the process of creating profile book for Kota Lama Museum Semarang.
- b. Analyzing the stakeholder and visitors feedback of the profile books for the Kota Lama Museum.

1.4 Advantages of The Study

a. For the author

The benefit of this research for author is can gain additional insights and knowledge about developing profile book be able to creatively develop profile book.

b. For the institution

The benefit of this research for the Institution is that this study can provide a reference regarding profile book in increasing tourist attractions. In addition, it is hoped that this research can provide information to the public about tourism that has never been visited to be an option when going to travel to a place.

c. For other researcher

The benefit of this research for other researchers is that it can become a reference,source of information and reference other materials to improve the quality of learning. It is also material for further research so that it can be further developed in expected that his research will motivate other researchers to design better learning medias by using and developing other innovative learning approaches.

1.5 Output

This research produced a systematically organized bilingual profile book titled “A Memorable Past at the Kota Lama Semarang”. A Memorable Past at the Kota Lama Semarang consists of 91 pages containing cover, the history of semarang city, the history of the kota lama museum, public access to the kota lama museum, facilities in museum, information museum, room in museum and culinary food near in museum.