

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

2.1.1 Definition of Tourism

The definition of tourism according to Law No. 10 of 2009 (Law No. 10 of 2009 concerning Tourism, 2009) is “Tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, the government, and local governments.” Tourism encompasses all forms of travel for recreation, relaxation, entertainment, and experiencing new surroundings, typically conducted in a specific location outside one’s usual environment, though only for a limited period of time (Rahmadhani, 2021). Eta (2023) states tourism is a temporary activity with specific objectives that can bring pleasure and tranquility to tourists and is supported by facilities and infrastructure and has an impact on the economic, social, and environmental development of local communities.. Based on this definition, it can be concluded that tourism is a temporary travel activity undertaken by an individual to satisfy their curiosity or simply to take a vacation, gain experience, and learn. Various facilities, amenities, and infrastructure are provided to meet the needs of tourists during their travels.

2.1.2 Types of Tourism

In tourism activities, every tourist has their own basis for traveling, especially those traveling outside their home region. These differences are reflected in the various types of travel determined by the purpose of the trip, such as vacation, enjoying the journey, culture and sports, trade, or convention. According to Spillane (1987), tourism is divided into several categories (Rahmadhani, 2021), including:

- a. **Pleasure Tourism**; it is tourism for the purpose of enjoying travel. This type of tourism consists of a group of people traveling to seek new experiences for vacationing, in line with their desire to enjoy natural beauty, relax from daily routines, learn about history, or spend time in urban centers.
- b. **Recreation Tourism**; it is tourism undertaken by a group of people during

holidays to visit specific tourist attractions they desire, such as visiting beaches, fishing in rivers, or visiting places with natural scenery like mountains.

c. Cultural Tourism; it is tourism that explores local or international cultures, such as visiting historical monuments, art centers, and religious sites, and learning about customs.

d. Sports Tourism; it is tourism undertaken by people whose purpose is to participate in sports activities.

e. Business Tourism; it is tourism for large-scale business affairs. This type of tourism is used by business people or travel business owners who use their free time to enjoy themselves as tourists visiting several tourist attractions.

f. Convention Tourism; it is tourism for conventions. This type of tourism is a convention that holds meetings attended by many countries, and participants typically stay for several days in the location or country hosting the event.

Museums can generally be categorized as cultural tourism. This is because museums are places that present historical, artistic, and cultural heritage through collections, exhibitions, and documentation that can provide visitors with a learning experience. Tourists who visit museums usually aim to explore historical values and broaden their knowledge of local and international cultures. Thus, museums serve not only as recreational facilities but also as educational media that support the development of cultural tourism.

2.2 Museum

2.2.1 Definition of Museum

According to Government Regulation No. 66 of 2015, museum is an institution that serves to protect, develop, utilize collections, and communicate them to the public. Museums are institutions responsible for exhibiting and publishing research and knowledge about objects that are important to culture and other sciences (Fauzan, 2020). Lukman (2010) states museum is an institution for the storage, maintenance, security, and utilization of material evidence of human culture and nature and its environment in order to support efforts to protect and preserve the nation's cultural wealth. From the above definition, it can be concluded

that a museum is a place for storing historical artifacts that can be used as a source of learning or knowledge and museums have the main purpose of documenting or preserving cultural heritage and human knowledge, as well as providing access for the public to learn about and appreciate this wealth.

Museums in Indonesia are spread across 27 provinces. The Indonesian Museum Association (AMI) states that the number of museums in Indonesia has reached 428; this data was compiled in January 2016 and is still being updated (Indonesian Museum Association, 2022). The increasing number of museums indicates that public awareness of museums is also growing. Museums are inseparable from their collections. According to Lukman (2010), collections are the heart of museums, and museum collections must be presented as an important form of communication in attracting the public to visit museums. In presenting museum collections, aesthetic, artistic, educational, and informative values must be considered. Museum collections can consist of cultural heritage objects that have significant historical and cultural value. These objects may be housed in museums as material evidence of cultural products and/or natural materials, and are related to religion, culture, technology, and/or tourism. As tourist attractions, museum environments hold historical, scientific, and educational value. Additionally, they provide visitors with a broad understanding of the past. Museums play a crucial role in the tourism industry, as tourist attractions, they can serve as magnets for visitors coming to both regional and urban locations.

2.2.2 Museum Duties

According to Soetjipto (1991) in Destiana (2016), there are several museum duties, including:

- a. Collecting items to be stored in the museum as museum collections; each item collected meets certain requirements so that it is worthy of being part of a collection that represents historical, artistic, or cultural value.
- b. Responsible for maintaining the aspects involved in this task. These aspects include preserving and maintaining the durability of collection items to protect them from damage or loss. Museums also have an obligation to ensure that collections

are well maintained in the hands of museums as institutions tasked with protecting and passing on cultural heritage.

c. Presenting exhibitions at each museum and providing knowledge, as the objects on display give visitors artistic satisfaction from the art collection items.

d. Museums can also function as centers for scientific research. Museum collections may include study and research tools, such as objects from ancient times or from periods when humans did not yet use writing to express themselves or tell their history. Objects from ancient times can provide a direct glimpse into an era in early human history.

e. Providing knowledge and aiming to increase the benefits of museum collections by providing information that can be accepted by various visitors.

2.3 Kota Lama Museum Semarang

According to the official website of the Semarang City Department of Culture and Tourism (Disbudpar Semarang), the Kota Lama Museum Semarang is located on the former site of the Bubakan Fountain Roundabout. This tourist destination showcases the history of Semarang since 1547, particularly focusing on the city's development and growth. The museum is recognized as an immersive technology museum, meaning it uses digital technology to give visitors a real-time experience that blends the physical and virtual worlds, allowing them to feel as though they are living Semarang's history.

It not only highlights the historical and cultural legacy of Semarang's Kota Lama but also serves as a sustainable educational center and a recreational site for tourists, making it a high-value attraction (Imawan and Laela, 2024).

2.4 Information Media

2.4.1 Information Media Definition

Media is a tool used by communicators to convey messages to communicants for specific purposes (Sunarya and Anisah, 2018). According to Widhianto (2021) Media is an intermediary for conveying messages or information in the communication process between the information provider and the message recipient. Therefore, it can be concluded that media is a tool or

means of conveying a message or information. According to Aji (2022) Information is a collection of processed data that produces something understandable, useful, and beneficial to the recipient, which ultimately affects the lives of information users. It can be concluded that information is a collection of data or facts developed into something useful for readers. According to Coates and Ellison (2014), information media is the visualization of data and communication of messages in any form to convey messages and meanings to the public. Latifatuzzahra (2024) states information media is a media that functions as a means of communication that conveys information to the audience through a tool or an intermediary medium. Thus, information media is a tool for collecting news or facts so that they become useful information for society. Additionally, information media is useful for disseminating messages that users wish to convey to recipients in an effective manner. As a result, information media enables people to understand the current state of affairs and developing information.

2.4.2 Types of Information Media

Information media can be defined as something that can be used as a means of communication and message delivery. Information media can be divided into two types:

- a. Above-the-Line Media: This is a type of media that does not directly interact with the audience and has a broad target audience, such as billboards, television advertisements, radio advertisements, and many more.
- b. Below-the-Line Media: This is a type of advertising that is not broadcast or communicated through media and focuses on a single point or area, such as brochures, posters, and flyers. According to this explanation, books fall under below-the-line media. Below-the-line media is often used for business promotions that require quick results with limited budgets, particularly to boost sales (Agustrijanto, 2002).

2.4.3 The Function of Information Media

Information plays a major role in society. In order to convey information effectively, a means of dissemination is required, and therefore media is needed as a channel for disseminating information to the public. According to Silalahi (2017) in Yohanes (2021) The benefits of information are as follows:

- a. To increase the knowledge of recipients, which can be used as material for consideration in supporting the decision making process.
- b. To reduce uncertainty about what was previously known and avoids doubts in decision making.
- c. To reduce the risk of failure in decision making.
- d. To minimize unnecessary diversity.
- e. To determine decision standards in setting goals.

Based on the functions mentioned above, information media serves as an essential tool for society because it not only increases knowledge and provides a basis for decision making, but also reduces uncertainty, minimizes the risk of failure, and establishes clear standards in achieving goals. Thus, the role of information media is not limited to disseminating messages, but also to ensuring that the information received can guide individuals or institutions toward more accurate, efficient, and effective decisions.

2.5 Book

2.5.1 Definition of Books

According to Hartono (2021) a book is information printed on paper through a printing process in the form of writing or images written on sheets of paper that are bound together into a single unit. Haslam (2006) describes books as the oldest form of documentation that stores the world's knowledge, ideas, and beliefs. A book is a collection of paper or other materials bound together at one end and containing text or images (Hermawan, 2019). Therefore, from the above definitions, it can be concluded that a book is one of the media that conveys information in a detailed

and accurate manner. Books have traditionally been seen as powerful drivers of culture, one of their roles is as agents of social and cultural change, and as important repositories of culture. Buying and reading books is a much more individual act than consuming advertising supported media such as television, radio, newspapers, and magazines, or highly promoted media such as movies and popular music (Azalia, 2015). Books are written for various reasons, one of which is as a means of information and promotion, as has been mentioned (Safira et al. 2020). The introduction of cultural heritage buildings in Semarang in the form of a book can be an alternative source of information for both educational purposes and tourist destinations.

2.5.2 Types of Books

Another classification of books is based on their content, as follows:

- a. Fiction Books: books that contain imaginative stories, fantasies, or stories that are not based on reality. The purpose of these books is to entertain and draw readers into the story. This type of book includes short story collections, poetry collections, drama collections, and novels.
- b. Non-fiction books: books based on facts and reality. The purpose of these books is to present new findings or improvements to existing information. This type of book includes reference books, manuals/guides, textbooks, dictionaries, encyclopedias, directories, and maps.

Based on the above statement, this book is a non-fiction book, because non-fiction books are used as reference books, and the nature of this book is as a reference book that provides information in the kota lama museum.

2.5.3 Profile Book

A profile book, also known as a company profile, is a document or presentation that summarizes important information about a company (Arlanda & Sutejo, 2023). A profile book is a collection of writings and images that provide a brief overview of the object being focused on (Nugraha et al., 2021). So, it can be concluded that a profile book is integrated information in one place covering all the data needed by a partner or agency. The benefits of a profile book are as an

efficient and effective medium for information and promotion, a means of obtaining partnerships and relationships with the community, and to be known by the wider community.

This document is used to provide an overview to external parties, such as clients, potential investors, business partners, or the general public, about the company's identity, objectives, and capabilities (Fitriani et al., 2022). The design of the tourism profile book considers aspects of visual communication design elements, including color, typography, illustrations, layout, and photography, to make the appearance more appealing and visually comfortable. The use of design stages in this process makes the project more structured and enables effective information delivery.

Based on the definition and characteristics of profile books according to experts, books created by researchers can be categorized as profile books because they contain important integrated information, are equipped with visual elements such as typography, color, layout, and photography, and serve as an effective medium of information for readers.

2.5.4 Communication Design Elements

The design of information media in the form of a profile book requires visual communication design elements to assist in the design process. The visual communication design elements used are as follows:

a. Color

Landa (2014) states that color is one of the main elements of design because it has the power to influence the meaning of a design. Color is an important element in design objects. Colors must be appropriate for the design we are creating. This is because colors enable people to display identity, convey messages, or distinguish characteristics from visual forms.

b. Typography

Typography is defined as the art of arranging printed material using typefaces. Typography must be able to communicate in its strongest, clearest (clarity) and most legible (legibility) form (Kusrianto, 2007). In the context of

virtual communication, typography includes the selection of fonts, font sizes, and the methods and techniques of arranging letters into words or sentences that match the character of the message to be conveyed. Typographically arranged letters are basic elements in forming a communication design display. Proper planning and selection of typography, including size, color, shape, and letter spacing, is believed to strengthen the content of the message.

Typography has four basic principles that greatly influence the success of a typographic design, as follows:

1) Readability

It is the ease with which text can be read. Readability is influenced by factors such as the combination and spacing of each letter.

2) Legibility

It is measure of how easily each letter or character can be distinguished. This principle aims to avoid and minimize the likelihood of misidentifying letters. This principle is very important for you to know because it affects the recognition and reading of a work.

3) Visibility

It is the measure of typography's ability to attract the reader's attention. This is influenced by the selection of the right font, appropriate font size, and good layout.

4) Clarity

It is the measure of typography's ability to be read and understood by the intended target audience.

c. Illustration

According to Kusrianto (2007) Illustration is the art of drawing used to provide explanations or convey meaning visually. Illustrations serve as a form of visualization to support a concept, idea, story, object, and situation.

d. Layout

Landa (2014) states that layout is the management of visual elements and text in print and digital media, also known as spatial arrangement. Layout is the arrangement of design elements into a field to form an artistic composition. This can also be referred to as shape and field management. The main purpose of layout is to display image and text elements in a communicative manner that makes it easy for readers to receive the information presented.

.Layout incorporates several concepts to facilitate the delivery of information in the product, including:

1) Organization

Organization : to arrange elements logically to guide viewers through the information

2) Aesthetics

Aesthetics : Paying attention to aesthetic aspects to create visually appealing designs.

3) Functionality

Functionality : Ensuring that the layout supports the desired goals and user experience.

e. Photography

Photographs depict reality as it is. Photographic works are one element of graphic design. Their function is the same as that of drawings, paintings, and decorative ornaments, namely to provide decoration or illustration. As an element, photographs can be the main focus of a graphic design. However, photographs that are capable of conveying a message on their own are very limited.

2.5.5 Bilingual Book

According to the fourth edition of the KBBI (Big Indonesian Dictionary) and the bilingual Linguistic Dictionary, it is defined as being able to use two languages well. According to Cruzado (1999) bilingual is the capability of communicate, speak, and understanding two languages (Daddi, 2015). According

to this theory, researchers describe bilingualism as consisting of more than one language. Therefore, a bilingual book can be defined as a book that contains more than one language.

2.6 Previous Studies

To validate this research, the researcher referred to three previous relevant studies as supporting references. The first study was conducted by Susanto (2024) entitled “Camera Techniques for Documentary Videos on Adaptive Reuse in Kota Lama Semarang.” This study discusses the application of various cinematography techniques to produce a documentary video showcasing revitalized colonial buildings in Kota Lama Semarang, such as the Spiegel Building and the Rad van Justitie. The aim is to promote cultural heritage through visual narratives.

The second study was conducted by Santoso (2021) titled “Designing Motion Comics as a Medium for Promoting Kota Lama Semarang Tourism.” This research aims to promote Kota Lama Semarang to teenagers by designing animated comics with engaging narratives and anime style illustrations. The narrative involves fictional characters exploring iconic landmarks.

The third study was conducted by Zanela (2021) with the title “Designing an Illustration Book of Kota Lama Semarang as a Supporting Tourism Information Media.” The researcher designed an illustration book using digital drawing techniques to showcase the historical and aesthetic aspects of Kota Lama. The book aims to increase public awareness and interest in visiting Kota Lama.

Even though studies in Kota Lama Semarang discuss camera technique, design motion comic, design illustration book), there has been no research on developing bilingual profile book at the Kota Lama Semarang Museum . Therefore, this study was conducted to fill that gap by creating a bilingual profile book that can be used as an information media for the Kota Lama Semarang Museum.