

BAB I

INTRODUCTION

1.1 Background of the Study

Semarang, the capital of Central Java Province, has a long history spanning back to the early development of the northern coast of Java. Its strategic location on the shores of the Java Sea made it a meeting point for traders from various regions, including China, India, Arabia, and the Nusantara itself. As a trading city and transit city, Semarang has a rich cultural and historical heritage. The diverse ethnic and religious makeup of its population is reflected in the historic buildings that stand throughout Semarang. These structures are among the city's most famous tourist attractions. Semarang is home to 64 tourist attractions/sites, including 11 natural attractions, 24 cultural attractions, and 29 man-made attractions. Semarang's diverse tourist attractions offer significant potential (Setya 2017). The city also has various strengths in the tourism sector. In 2024, it received the Anugerah Bangsa Berwisata di Indonesia (ABBWI) award, as recognition for its achievements and management of tourist destinations. As a city that offers a blend of history, culture, cuisine, and natural beauty, Semarang provides a comprehensive tourism experience. This diversity makes Semarang one of the favorite destinations for both domestic and international tourists.

The government has made many efforts to preserve cultural heritage and raise historical awareness in the community. The existence of museums is one such effort, and museums also serve as a medium of education for the community. As regulated in Government Regulation No. 66 of 2015, A museum is an institution that functions as a place for the preservation, protection, development, and utilization of collections, as well as a communication medium for cultural heritage in order to enhance the nation's cultural awareness and knowledge. Similar to this definition, Kota Lama Semarang Museum acts as an institution that stores, cares for, secures, and utilizes a collection of artifacts that have artistic and historical value. The museum displays the

historical and cultural wealth of Semarang through its artifacts and interactive exhibition rooms. Throughout the tour activity, visitors are guided by a guide who explains in detail the diverse collections within the museum. Through its visionary strategy, the museum provides a cutting-edge technological infrastructure whereby visitors, particularly researchers, are able to relive the historical beauty of Semarang in an experiential manner while being educated through an unmatched digital interface. The visitors are encouraged to embark on a temporal journey facilitated by breathtaking immersive technology, particularly through 3D presentations that restore the feeling of active participation in history events. The experience of the visitor is enhanced by the addition of interactive features, such as containers containing historical artifacts, which allow visitors to interact with the displayed cultural heritage directly.

Based on an interview with the Head of the Kota Lama Museum in Semarang, Mrs. Farah, it was found that the decreasing number of visitors in 2024 was due to limited information about the Kota Lama Museum. After the interview session, the interview continued with Mr. Adjie, the curator of the Kota Lama Museum, and found that tourists did not have enough time to explore the entire museum collection. Mr. Adjie mention that several factors causing the low number of visits to the museum included the lack of interesting direct interaction, damaged roads at several points, and inadequate parking facilities. In addition, without effective and targeted information, the appeal of the Kota Lama Museum was reduced in the eyes of potential tourists due to a lack of understanding and prior knowledge about the museum. To address these issues and make it easier for tourists to obtain information, the researchers decided to create a bilingual profile book as an information medium capable of reaching a broader target market.

Kota Lama Museum Semarang, as one of the tourist destinations in the Kota Lama area of Semarang, is visited not only by domestic tourists but also by foreign tourists. The presence of visitors from various linguistic backgrounds requires information

media that can be widely understood. In this context, the development of a bilingual profile book (Indonesian and English) is an important step in providing information that is easily accessible to all visitors. This bilingual book is designed to help foreign tourists understand the history, collections, and facilities of the museum more clearly, without compromising the comfort of local readers. Thus, this book serves as an inclusive information tool that supports a more optimal visiting experience for all visitors, both domestic and foreign.

Currently, there have been many studies conducted in Kota Lama Semarang, including a study by Zanela (2021) entitled “Designing an Illustrated Book of Kota Lama Semarang as a Support for Tourism Information Media,” which focuses on creating an illustrated book with the aim of introducing the history and architecture of the Kota Lama area to the general public. The next study was conducted by Santoso (2024) entitled “Designing Motion Comics as a promotional medium for tourism in Kota Lama Semarang,” which focuses on introducing and preserving the historical value of Kota Lama using motion comics. Currently, there is no research on the application of bilingual profile books in the Kota Lama Semarang Museum. This research investigates how bilingual profile book can be effectively utilized as a promotional and informational media, with the Kota Lama Semarang Museum as the main subject. Bilingual books, which are written in two languages (Indonesian and English), are a form of media that has the potential to support the promotion of tourism destinations.

1.2 Statement of the Problem

Based on the description in the background of the study, this study tries to answer the research question below :

- a. How is the process of designing bilingual profile book of Museum Kota Lama Semarang as an attractive and communicative tourist information media?
- b. What is the feedback on the bilingual profile book?

1.3 Objectives of the Study

This study aims to support tourism by developing and evaluating a bilingual book for Museum Kota Lama Semarang. The specific objectives are:

- a. Explaining the process of developing a Bilingual book of Museum Kota Lama Semarang as an attractive and communicative tourist information media.
- b. Analyzing the feedback on Bilingual book of Kota Lama Semarang Museum.

1.4 Significance of Study

This study provides valuable experience for the researcher in applying theoretical knowledge to practical work, particularly in the design and development of a bilingual tourism book. It also offers potential benefits for institutions by contributing ideas and references for creating visually engaging and informative tourism materials. Furthermore, this research can serve as an academic resource for future students who wish to undertake similar projects in the field of developing bilingual tourism profile book.

1.5 Output of the Study

The output of this study is bilingual profile book, this 91 pages bilingual profile Book presents the condition and collection of the rooms in Museum Kota Lama Semarang. The Bilingual Book begins with a history and general information about the history of Semarang and the Kota Lama Semarang Museum. Then the explanation of the room's collections, facilities, culture and culinary nearby the museum. This bilingual book has the title "A Memorable Past at the Kota Lama Semarang" which has Indonesian and English translations.