

BAB II

LITERATURE REVIEW

2.1 Tourism

2.1.1 Definition of Tourism

Tourism encompasses all activities related to travel for the purposes of recreation, relaxation, seeking entertainment, and experiencing new surroundings in a specific location of the destination's choosing, which is outside their usual environment but only for a limited time (Rahmadhani, 2021). Furthermore, Siahaan, Panjaitan, and Harefa (2024) state that in the modern era, the definition of tourism has become broader and more progressive. Practically, there are now types of tourism that were previously unknown or have overlapping meanings, such as business tourism, medical tourism, spiritual/religious tourism, nature tourism, ecotourism, wilderness tourism, adventure tourism, alternative tourism, halal tourism, and so on. In light of these developments, the United Nations World Tourism Organization (UNWTO) has formulated a definition of tourism as “the activity of travel and stay of a person or group outside their place of residence and environment for no more than one consecutive year for leisure, business, or other purposes, without working at the place visited”.

2.1.2 Tourism Attraction

According to Government Regulation No. 50 of 2011 of the Republic of Indonesia on the National Tourism Development Master Plan for 2010-2015, tourist attractions are divided into three categories, namely:

1. Cultural Tourism Attractions

Cultural tourism attractions are the results of human creativity, taste, and imagination as cultural beings. These attractions can be divided into two categories: tangible and intangible. Tangible attractions include traditional villages, cultural heritage sites, unique community traditions and customs, and museums. Intangible attractions, on the other hand, can include the rich cultural

life and activities of communities, as well as arts such as reog, angklung, and so on.

2. Natural Tourism Attractions

Natural tourism attractions refer to the potential derived from the diversity and beauty of nature, which can be found in two main areas: land and sea. These attractions can be categorized into two types. The first is natural attractions based on marine environments, such as coastal beaches, water pools, seascapes, and ocean floors. The second is natural attractions based on terrestrial diversity, including natural forests or national parks, mountains, rivers, lakes, plantations, agricultural areas, and unique landscapes such as deserts, caves, and similar features.

3. Man made Tourist Attractions

Man-made attractions are man-made attractions that are outside of nature and cultural tourism activities. These man-made tourist attractions have facilities that can support tourist activities, such as recreational facilities/amusement rides, rest areas, and so on.

2.2 Museum

2.2.1 Definition of Museum

According to the International Council of Museums (ICOM), museums can be defined as non-profit institutions that serve the public with a focus on research, collection, preservation, and exhibition of tangible and intangible cultural heritage. Museums should be open to the public, easily accessible, and inclusive. They operate ethically and professionally, engage the community, and offer visitors educational, entertaining, reflective, and diverse knowledge experiences.

Museums in Indonesia are spread across 27 provinces. According to data from the Indonesian Museum Association (AMI), the number of museums in

Indonesia has reached 428 units, with data collected in January 2016 and still being updated to date (Indonesian Museum Association, 2022). This increase in the number of museums reflects the growing public awareness of the existence and role of museums. The existence of a museum cannot be separated from its collection. According to Lukman (2010), the collection is the core of a museum, so its presentation must be able to serve as an effective means of communication in attracting visitor interest. In displaying collections, aesthetic, artistic, educational, and informative aspects must be considered. Museum collections can consist of cultural heritage objects with high historical and cultural value. These collections are generally preserved as material evidence of cultural products or natural resources, closely related to religion, culture, technology, or tourism. As a tourist destination, museums have an environment that contains historical, scientific, and educational value. More than that, museums also provide visitors with a broad understanding of the past. In the tourism industry, museums play a very important role because their existence as tourist attractions can be an attraction in itself, both in urban and rural areas.

2.2.2 Museum Duties

According to Government Regulation (PP) No. 19 of 1995, a museum is an institution for the storage, care, security, and utilization of material evidence of human culture, nature, and the environment in order to support efforts to protect and preserve the nation's cultural wealth. Based on this PP, museums have the task of storing, caring for, securing, and utilizing museum collections of cultural heritage objects. Thus, museums have an important function as a place for the preservation and source of information on cultural and natural objects. As a place of preservation, museums must carry out storage activities, which include: (1) collecting objects for the collection through grants, compensation for services, deposits, or other activities in accordance with applicable laws and regulations; (2) Recording collections in registration and inventory books; (3) Numbering systems; (4) Arranging collections in exhibition rooms as well as outside

exhibition rooms and collection storage rooms for collections in certain conditions (Asmara, 2019).

Thus, it can be emphasized that museums play an important role in ensuring the continuity of the historical, scientific, and aesthetic value of every artifact, collection, and cultural heritage site that they manage. This role is not only related to the function of preservation, but also as a source of information and a center of learning for the community. Therefore, museums not only have cultural value, but also educational and social value, enabling them to pass on cultural and historical values to future generations.

2.2.3 Museum Kota Lama

According to the official website of the Department of Culture and Tourism of Semarang (Disbudpar Semarang), the Museum of Kota Lama Semarang stands on the site of what used to be the Bubakan Semarang Roundabout fountain. This tourist spot displays the history of Semarang starting in 1547 when the city was founded, especially the development and growth of this city. Museum Kota Lama is referred to as an immersive technology museum. This means that the technology can bring visitors into the real and digital world, where they will experience the history of Semarang City firsthand. Museum Kota Lama Semarang stands on the site of what used to be the Bubakan Semarang Roundabout fountain. This tourist attraction displays the history of Semarang starting in 1547 when the city was founded, especially the development and growth of this city. Museum Kota Lama is referred to as an immersive technology museum. This means that the technology can bring visitors into the real and digital world, where they will experience the history of Semarang City firsthand.

Museum Kota Lama Semarang is one of the museums that is still an attraction as a local cultural identity through architectural representation and distinctive building aesthetics, which also witnesses the development of architecture in

Semarang, besides that it also expresses the cultural history of the Kota Lama Semarang and can be categorized as a sustainable education center and also a place of recreation for tourists visiting Semarang with high value (Imawan and Laela, 2024).

2.3 Information Media

2.3.1 Definition of Information Media

Information media is a tool or medium used to convey data, knowledge, messages, or information to the public with the aim of providing understanding, updating information, or shaping opinion. According to Sunarya and Anisah (2018), media is a medium or instrument used by communicators to convey a message to communicants in order to achieve a certain effect. Meanwhile Soedwi (2006:7) in Oktavia (2004), who states that information is data that has been processed into a form that is important to the recipient and has tangible value that can be felt in current or future decisions. Meanwhile, Coates and Ellison (2014) define information media as a form of visualization of data and communication of messages in any form to convey messages and meanings to the public. According to the Indonesian Dictionary (KBBI), media is a communication tool or medium, such as newspapers, magazines, radio, television, films, posters, and banners.

Based on various expert opinions, it can be concluded that information media is a medium or tool used to convey data or messages to the public effectively. This media can be in graphic, visual, print, or digital form, and serves to broaden understanding, update information, and shape public opinion. Information media is not only a means of communication, but also a visual representation that conveys meaning comprehensively and contextually to a wide audience.

2.3.2 Types of Information Media

In promotional and informational activities, media can be categorized

based on how they reach and engage the target audience. Understanding these categories helps in selecting the most effective medium for delivering messages, especially in the tourism sector where both mass outreach and targeted communication are important. Generally, information media are divided into two main types:

1. Above-the-Line (ATL) Media, which refers to media that does not interact directly with the audience and has limitations in quantity, yet can reach a broad target market. Examples include billboards, television advertisements, and radio commercials.
2. Below-the-Line (BTL) Media refers to advertising media that is not delivered or broadcast through mass media and focuses on targeting specific locations or audiences. Examples include brochures, posters, and flyers. Based on this explanation, books are considered part of below-the-line media. BTL media is often chosen for promotional activities that require fast execution and a limited budget, especially for increasing sales (Agustrijanto, 2002:130).

2.4 Books

2.4.1 Definition of Book

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). (Dwisiwi & Agustin. 2020), with the introduction of cultural heritage buildings in the city of Semarang in the form of books, it can be an alternative information for both educational needs and tourist destinations. According to Arlanda and Sutejo (2023) regarding the tourism profile book which states that the main purpose of the profile book is to provide a comprehensive overview of identity, vision, mission, history, products

or services and achievements. The profile book can be presented as a written document, as a presentation or on a special page on the company's website. The aim is to provide a comprehensive overview of the company and leave a positive impression on the reader. The design of the tourism profile book pays attention to aspects of visual elements including color, typography, illustration, and layout so that the display is more attractive and comfortable to look at. The use of design stages in this design makes project creation more structured and can provide good information.

2.4.2 Types of Books

Books can also be categorized based on their content into two main types: fiction and non-fiction. Nurgiyantoro (2004) defines these two types as follows. Fiction is written in prose. This means that the work is written in prose, in the form of a relatively long description, and the writing format fills the page from the left to the right margin. In addition to narration, fiction also features dialogue that is presented alternately. In terms of content, fiction presents imaginary stories that do not refer to factual or historical truths. The characters and events described may exist and occur in the real world, even though they themselves have never existed or occurred. If fiction contains stories that do not refer to factual and historical truths, nonfiction is the opposite, namely writings that refer to factual truths, history, or something else that has a definite frame of reference, such as “scientific” writings produced by children in writing lessons at school. However, not all nonfiction writings can be categorized as children's literature. In terms of language form, nonfiction works are prose, but their content is not imaginative stories.

2.4.3 Profile Book as an Informative Media

Informational books are non-fiction books that contain information about a particular topic. This book is designed with the aim of providing knowledge and understanding of the topic of the book. (Anggraeni, et al (2017), the role of books

as a publication medium has never been lost from the community, especially since the times are increasingly advanced and require people to be more active in obtaining information. Profile book have a main function, namely as a medium of information and communication on a particular topic.

One type of book that serves both an informative and promotional function is a 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). Therefore, 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 for becoming known to 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 attractive and visually appealing. The use of design stages in this process makes the project more structured and enables information to be presented effectively.

2.4.4 Bilingual Book

According to the fourth edition of the Kamus Besar Bahasa Indonesia and the Kamus Linguistik (Linguistic Dictionary), bilingualism is defined as the ability or habit of using two languages well. According to Cruzado (1999) in Daddi (2015), bilingualism is the ability to communicate, speak, and understand

two languages. Based on this theory, researchers describe bilingualism as a language that consists of more than one language. Therefore, a bilingual book can be defined as a book that contains more than one language.

2.5 Translation

Translation is the process of transferring the meaning, style, and context of textual or verbal content from one language to another. According to Ma'mur (2004), etymologically, the word “translation” comes from the Arabic word “tarjemah,” which means to transfer or shift. In English, the equivalent of “tarjemah” is “translation.” Literally, the word “translation” has three meanings: first, it refers to the result or product of written or spoken text that has been translated from a different language; second, it refers to the activity of translating spoken or written text from one language to another; third, it refers to the expression of something in a different way within the same language. Of these three meanings, the most relevant to discuss is the second meaning, namely the activity of translating oral or written language from one language into another, which forms the basis for formulating and understanding the meaning of “translation” in a terminological sense.

Quoting from Newmark (1988), there are several methods used in translating a text, among which are as follows:

2.5.1 Word-for-word Translation

This is frequently shown as interlinear translation, when words from the source language are immediately followed by words from the target language. The words are translated individually by their common meanings, out of context, while maintaining the source language (SL) word order. Cultural terms are translated literally. Word-for-word translation is mostly used as a pre-translation method to interpret a challenging material or to comprehend the mechanics of the original language.

2.5.2 Literal Translation

Grammatical constructs in SL are translated to their closest equivalents in TL, while lexical words are once more translated singly, out of context. This identifies the issues that need to be resolved as a pre-translation procedure.

2.5.3 Faithful Translation

A faithful translation aims to capture the original's precise contextual meaning while maintaining to the target language's grammatical structures. It "transfers" cultural terms while maintaining the translation's level of grammatical and lexical "abnormality" (difference from SL norms). It makes an effort to be entirely true to the SL writer's goals and text realization.

2.5.4 Semantic Translation

Semantic translation differs from 'faithful translation' only in that it must take more account of the aesthetic value (that is, the beautiful and natural sounds of the SL text), while compromising on 'meaning' where appropriate, so that no assonance, word-play, or repetition is lost in the finished version. Furthermore, less important cultural terminology may be translated using culturally neutral third or functional terms rather than cultural equivalents. The difference between 'faithful' and 'semantic' translation is that the former is uncompromising and dogmatic, whilst the latter is more flexible, accepts creative exceptions to 100% faithfulness, and allows for the translator's instinctive empathy with the original.

2.5.5 Adaptation

This is the 'freest' method of translating. It is primarily used for plays (comedies and poems); the ideas, characters, and plots usually are retained, the SL culture is changed to the TL culture, and the text is redone. The terrible practice of literally translating and then rewriting a play or poetry by an established dramatist or poet has resulted in several unsatisfactory adaptations, while other adaptations have 'rescued' historical plays.

2.5.6 Free Translation

Free translation focuses only on the meaning, not the style or form of the original. It often ends up as a longer paraphrase, sometimes wordy and exaggerated, and may not really count as a true translation.

2.5.7 Idiomatic Translation

Idiomatic translation reproduces the original's 'message' but tends to distort nuances of meaning by prioritizing informal phrases and idioms where these do not exist in the original.

2.5.8 Communicative Translation

Communicative translation seeks to capture the original's exact contextual meaning in such a way that both the content and the language are easily accepted and understandable to the readership.

2.6 Previous Study

The researcher refers to three previous studies that are relevant to the topic of tourism promotion in the Kota Lama Semarang area. The first study was conducted by Susanto (2024) with the title “Camera Techniques for Documentary Videos on Adaptive Reuse in Kota Lama Semarang.” This study discusses the application of videography techniques to document the adaptive reuse process of historic buildings in the Kota Lama area.

The second study was conducted by Santoso (2021), who designed Motion Comic as a medium for promoting tourism in Kota Lama Semarang. Targeted at teenagers aged 13–18, this motion comic features an educational fictional story about two teenage characters exploring the Kota Lama area. The media was created in digital format and uploaded to the YouTube platform with a Japanese anime visual style tailored to the preferences of the target audience. Although the visual approach is appealing and relevant to the younger generation.

The third research is the work of Zanela (2021) entitled “Designing an Illustrated Book of Kota Lama Semarang as a Supporting Tourism Information Media”. This research focuses on creating an illustrated book using digital drawing techniques to convey the beauty of the architecture and atmosphere of Kota Lama Semarang. This book is designed as an educational and visual information medium, especially aimed at the younger generation. Although the media used is similar to this research, the weakness of this research is that it does not use a bilingual approach.

Although there have been many studies at the Kota Lama Semarang area and books as a medium of information, there has been no research on developing bilingual profile books at the Kota Lama Semarang Museum, showing that there is still a gap in research. Therefore, this study was conducted to fill that gap by designing a bilingual profile book that can be used as an informational media for the Kota Lama Semarang Museum.