

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

In today's interconnected world, proficiency in a foreign language is invaluable. Putri and Wijayanti (2008) emphasize that the importance of foreign languages arises from several factors, including improved job prospects, access to international literature, awareness of technological advancements, and enhanced social interaction skills. Language plays a crucial social role in facilitating communication within the broader community (Hualai, 2017; Keraf, 1994). It serves as a means of communication and as a bridge that connects cultures, opens new opportunities, and effectively promotes consistent and sustainable cultural exchange (Rijal, 2021). In the tourism industry, proficiency in foreign languages, especially English, is crucial for promoting tourist destinations. Communicating in multiple languages allows tourism professionals to effectively engage with international visitors and improve the quality of service offered. Fatsah and Mas (2023) emphasize that foreign language proficiency is essential for tourism practitioners in an increasingly interconnected global environment. As a result, developing an interactive bilingual flipbook titled "Travel Beyond Words" has emerged as an innovative approach to integrate language learning with tourism promotion, highlighting tourist attractions in the Bandungan region, particularly the Gedong Songo Temple.

Wisata Budaya	Jumlah Pengunjung di Tempat Rekreasi Wisata Budaya di Kabupaten Semarang (Jiwa)	
	2022	2023
Candi Gedong Songo	426.267	359.316
Museum Palagan Ambarawa	28.847	29.468
Museum Kereta Api	162.739	145.411
Makam Hasan Munadi Nyatnyono	230.962	58.968
Gua Maria Kerep Ambarawa	107.873	87.298

**Figure 1.1 Data on the Number of Visitors to Cultural Tourism Recreation in Semarang Regency, 2023, BPS**

Tempat Rekreasi	Jumlah Pengunjung		
	Domestik	Asing	Total
<b>WISATA ALAM</b>			
1 Air Terjun Curug Lawe	19,314	-	19,314
2 Air Terjun Semirang	17,792	-	17,792
3 Curug Tujuh Bidadari	-	-	-
4 Klenting Kuning	1,660	-	1,660
5 Lereng Kelir	-	-	-
6 Muncul River Tubing	10,947	-	10,947
7 Vana Prastha Gedong Songo	7,837	-	7,837
8 Wana Wisata Pengaron	-	-	-
9 Pendakian Thekelan	17,633	-	17,633
10 Wisata Alam Perantunan	5,304	12	5,316
<b>WISATA BUDAYA</b>			
1 Candi Gedongsongo	425,738	529	426,267
2 Goa Maria Kerep Ambarawa	107,873	-	107,873
3 Makam Hasan Munadi Nyatnyono	230,962	-	230,962
4 Museum Kereta Api Ambarawa	162,408	331	162,739
5 Palagan Ambarawa	28,847	-	28,847
<b>WISATA BUATAN</b>			
1 1. Agro Wisata Kopeng Gunungsari	7,787	2	7,789
2 2. Agro Wisata Tlogo Resort	55,833	-	55,833
3 3. Ayanaz	20,052	-	20,052
4 4. Balemong & Resort	-	-	-
5 5. Bamboo Garden Sumowono	1,432	-	1,432
6 6. Bantir Hills	745	-	745
7 7. Bukit Cinta	203,594	-	203,594
8 8. Dusun Semilir	736,176	-	736,176
9 9. Eling Bening	108,223	-	108,223
10 10. Gumuk Reco Sepakung	3,992	3	3,995
11 11. Hillside Villa	1,676	74	1,750

Figure 1.2 Tourist Data 2022 BPS

Bandungan, located in Semarang Regency, is renowned for its unique and captivating tourist attractions. The area boasts stunning natural beauty and picturesque mountain vistas. Its premier destinations include Umbul Sidomukti, a high-altitude swimming pool, the historic Gedong Songo Temple, and an array of flower gardens and agro-tourism sites. In addition to these natural wonders, Bandungan is also renowned for its culinary offerings, including rabbit satay and ginger tea glutinous balls, both of which are particularly popular among food enthusiasts. With its refreshing air and serene atmosphere, Bandungan is an ideal choice for family vacations or a peaceful retreat from the hustle and bustle of urban life. Despite its significant potential as a tourist destination, Bandungan, particularly the Gedong Songo Temple, could benefit from enhanced promotion. It is estimated to have been established in the 8th century during the Sanjaya Dynasty, comprising a complex of nine structures in a hilly landscape. The temples are thought to serve as places of worship for Lord Shiva and exhibit architectural similarities to the Dieng Temple in Wonosobo. According to Statistics Indonesia at Semarang Regency data, the number of tourists visiting Bandungan reached 12.795 in 2020. In contrast, visits to the Gedong Songo Temple were significantly higher, attracting

425.738 tourists in 2022, of which 529 were international travellers. This indicates that the tourism offerings in Bandungan are appealing to both domestic and international visitors.

According to Ridla et al. (2023), promoting tourism is a crucial strategy for introducing tourism products and attracting visitors. Engaging in promotions can significantly influence tourists' decisions when selecting destinations. Information technology plays a vital role in developing tourist attractions in the digital era. However, this potential has yet to be fully harnessed in foreign language learning and tourism promotion. Integrating language learning with tourism activities can create a more enjoyable and enriching learning experience. An innovative approach combining English language learning with cultural and tourism activities could be an effective solution. As noted by Rahayu et al. (2021), "One technology-based learning medium that can be developed is an interactive flipbook." Mulyadi (2016) elaborates that flipbooks are media-shaped like books, with each page featuring animations or interactive elements. The younger generation shows a growing preference for interactive digital media, highlighting the need for relevant and engaging learning tools. Fatsah and Mas (2023) also emphasize that mastery of foreign languages is a skill that travellers must possess. Research indicates that combining foreign language learning with cultural and tourism exploration is both a creative and practical approach. Consequently, interactive digital flipbooks have emerged as an appealing educational medium in the age of digitalization. This format allows for the presentation of material engagingly, enhancing interest and comprehension in the learning process.

In the era of Industrial Revolution 4.0, the digital flipbook application offers a convenient and efficient learning option (Amanullah, 2020). Digital flipbooks include a range of visually and auditorily captivating formats. According to Fitriyah et al. (2024) Learning-based technology and information enhance the learning process by making it more engaging and innovative. Likewise, digital learning tools like flipbooks and ebooks have been demonstrated to improve students' interest and understanding (Prasetyo & Lestari, 2021). As a result, creating an interactive digital flipbook focused on Bandungan tourism can be a useful tool for learning foreign

languages, showcasing the area's tourism potential, and enlisting community members to help grow the industry.

E-book-based learning has several educational benefits, especially regarding accessibility, interaction, and general efficacy (Herlina et al., 2023). According to earlier studies, e-books are essential for language education and have a major positive impact on general academic learning (Yusuf & Nugroho, 2022). E-books also play a crucial role in project-based learning and the rapidly growing field of digital tourism, or "e-tourism" (Rahman & Wijayanti, 2023).

It is anticipated that incorporating e-books into educational systems will promote a more creative and effective learning environment for students and travelers alike, given how quickly technology is developing. To improve interaction and learning results, future trends indicate that e-books will progressively integrate data-driven learning, artificial intelligence, and virtual and augmented reality (Chen et al., 2024). Suharto (2023) research explored the creation of a bilingual guidebook by English students to strengthen awareness of Indonesian tourism. This guidebook includes essential information on tourist attractions, accommodations, dining options, and navigation instructions. Other relevant studies include Asih (2023) development of a bilingual tourism booklet for Rembang Regency and Devinsky (2023) creation of a bilingual one for Jamalsari Tourism Village. Despite various studies on bilingual media in tourism promotion, the application of interactive flipbooks as both a tool for promoting tourism in Bandung and as a medium for English language learning remains largely unexplored in previous research. Most existing flipbooks primarily emphasize destination information and tourist guides, lacking an integration of language learning components. Thus, developing an interactive bilingual flipbook that seamlessly combines language learning with the promotion of Bandung tourism, particularly highlighting Gedong Songo Temple, represents an innovative approach that adds value and addresses a gap in the current literature and promotional resources.

## **1.2 Research Questions**

Based on the background that has been presented, the Research Questions in this study is as follows:

1. How is the process of developing features of FlipBook “Travel beyond Words” enhance the learning experience in an English-based digital flipbook for historical tourism?
2. How is the stakeholders’ Feedback of the features in FlipBook “Travel Beyond words”?

## **1.3 Objectives of the Study**

Based on the background that has been presented, the Objectives of the Research in this study is as follows:

1. To develop a features Video and Games in FlipBook “Travel Beyond Words” and how they enhance the learning experience in an English-based digital platform;
2. To understand the feedback from the stakeholders of the video and game features in the FlipBook “Travel Beyond Words”.

## **1.4 Significance of the Study**

Based on the background that has been presented, the Significant research in this study is as follows:

1. Provides insights into the effectiveness of interactive digital flipbooks as educational tools for language learning and tourism studies;
2. Supports the promotion of Gedong Songo Temple by offering an engaging and educational resource that highlights its historical and cultural significance;
3. Offers an innovative approach to learning English in a tourism context, incorporating multimedia elements for better engagement and retention;
4. Encourages local stakeholders, including tour guides and students, to utilize digital technology in tourism education and promotion.

## **1.5 Research Output**

The output of this research is a digital flipbook that not only focuses on interactive videos and games, but also in the form of a flipbook that contains various kinds of interesting information about the historical tourist destinations of Gedong Songo Temple and Bandungan. It has excellent features, such as interactive videos about these tourist destinations and the availability of subtitles for learning videos about these tourist destinations. Not only that, this Flipbook carries the theme “Travel Beyond Words,” which means learning and exploring through this book, but this Flipbook also uses Bilingual, in Indonesian and English, as the main language.

In addition, there are educational mini-games that aim to test users' understanding of tourism-related historical and English materials. This flipbook also provides QR codes that direct users to interactive videos and additional learning resources to enhance the learning experience. Second, this research produces a prototype for digital-based tourism learning media that can be used as a model in developing similar learning tools in other tourist destinations. This prototype is expected to be a reference for educational or government agencies in utilizing digital technology to promote education-based tourism.