

CHAPTER II

LITERATURE REVIEW

This chapter discusses several academic topics that review the theoretical framework related to the development of a bilingual pop-up book titled “Unlocking *Oude Stad: Restoring the Soul of Kota Lama Semarang*” to promote tourism in *Kota Lama Semarang*.

2.1 Theoretical Framework

2.1.1 Tourism

Tourism is a travel activity that involves people’s mobility from one usual place to other destinations based on various interest. Based on UN Tourism (2025), the concept of tourism is including cultural, social, and economic experience of people to countries or sites outside from their habitual environment with the purpose of personal or professional. The willingness of a tourist is based on two basic needs, which are the desire of recreation and the need of break from everyday life (Tureac & Turtureanu, 2008). This can be said that despite the destination, the internal factor such as recreation is one of the motivations of the tourist to visit tourism destination.

There are types of tourism that based on the willingness of the visitor itself, one of the examples is heritage tourism. According to Timothy (2011), Heritage tourism means tourists who visit heritage sites, living cultural traditions, or art forms in person, including both tangible and intangible cultural heritage. Their motivations vary, ranging from a desire to enrich their own cultural identity, learn new things, spend time with relatives, or even just spend their spare time. In the context of its destinations, heritage tourism typically involves visiting historical sites, such as museums and monuments, and focuses on unique natural features as well as historical and cultural artifacts from the past (Putra & Dwijendra, 2022).

2.1.2 Kota Lama

Kota Lama Semarang is one of the heritage sites that located in North Semarang, Central Java. According to Sutanto (2016), *Kota Lama* Semarang was an area of Semarang that served as a commercial hub in the 1920s in the past. *Kota Lama* also known as *Oude Stad* and covers approximately 31 hectares. Because of its rich culture, the cultural heritage area of *Kota Lama* Semarang contains important values in history, social, economic, and civilization developments that has international significance (Yuliati, 2019).

Kota Lama has been submitted in the tentative list of the UNESCO since 2015. Therefore, the attractiveness *Kota Lama* as a tourist experience need to be enhanced. Moreover, as stated by Hendro (2015), that lots of people hope that *Kota Lama* Semarang will thrive as a conservation area and a historical tourist destination, especially if it can be properly maintained and utilized. This concludes that *Kota Lama* Semarang has a great potential in heritage tourist attraction with appropriate conservation and development.

2.1.3 Promotional Media

Promotion is described as one of the series in the marketing techniques. As said by Alexandrescu and Milandru (2018), the role of promotion is to influence the behaviour of the public to increase the sales volume of commodities produced by the related manufacturer. In the context of tourism, promotion is certainly one of the most important elements. Moreover, tourism promotion is a key factor in developing local economic growth and strengthen other supporting parts such as hospitality, transportation, and SMEs (Wulandari, 2025). With considering this aspect, a comprehensive promotion is necessary as a supporting value in tourism.

Media is considered as an instrument to deliver information. This is aligned with the benefit of media, which is to communicate in a bigger number

of people in several languages. The used of media come in vary sector, such as entertainment, communication, distribution information, promotion, and exchanging concepts and perspectives (Paul & Rai, 2021). Promotion as its mentioned before, has been associated with media. Based on Moriarty et al. (2019), media serves as a point of engagement because it connects a business with its target market and ultimately appeals to their emotions while involving their minds. This can be said that promotional media is a communication bridge that deliver promotional message through various media sources.

There are various types of media, namely print media, broadcast media, and new media. Print media is the earliest form of media and is published in printed form. Broadcast media, on the other hand, is media that broadcasts events or news. As technology has advanced, new media has developed, which refers to media whose content is published on online platforms (Patel et al., 2022).

Despite the development of media, print media remains relevant to this day. According to Saputri (2023), promotion through print media continues to be effective today. In this study, twelve out of three visitors stated that print advertisements helped them understand the tourism information contained therein. Furthermore, based on the results of this study, print tourism advertisements successfully promoted tourist attractions.

2.1.4 Bilingual

Bilingualism is one of the abilities to communicate in both languages. According to Kokturk et al. (2016), the capacity to write, speak, and express emotions in two languages is known as bilingualism. In informational media, bilingual content is often presented to accommodate audiences from different language backgrounds. As stated by Nicholson (2005), bilingual media allows information and cultural products to reach wider audiences while preserving

their original cultural identity and authenticity. This can be said that the used of bilingual content is significant in the media, because it can reach broadens accessibility without losing the cultural values.

In the tourism sector, bilingual information plays an important role in facilitating communication between local communities and international visitors. According to Insani & Gunawan (2025), who developed a bilingual tourism booklet for Agro Tourism *Wonosari*, bilingual content helps visitors understand tourism information more easily and enhances their overall travel experience. As a result, adding bilingual material to tourism media might improve tourists' comprehension of tourist destinations and facilitate more successful tourism promotion. In this study, bilingual method was implemented through a bilingual pop-up book that presented in Indonesian and English.

2.1.5 Pop-up Book

A pop-up book is a book that provides an interactive experience through specific visual elements. This corresponds with the description from Bluemel & Taylor (2012), which mentions that a pop-up book is a type of book that used paper mechanisms like folds, rolls, sliding panels, tabs, or wheels to create opportunities for movement and reader interaction. Pop-up books offer interactive benefits for readers, as they provide interesting visualizations of images and text. Research on students shows that because these books involve students in sliding, opening, and folding different parts of the book, offering a truly unique experience (Nahari et al., 2024).

According to Van Dyk et al. (2010), there are several construction methods and elements in pop-up book. The construction methods are divided in four things, such as:

- a. Movable: Elements that can move but lie flat on the book's pages. Some types of these elements include volvelles or wheels, flap books, and pull tabs.
- b. Pop-ups: Feature three-dimensional figures that emerge from the surface of the page. Folding techniques are used here to allow the book to open in 3D. The techniques are stage sets, V-folds, boxes and cylinders, and floating layers.
- c. Folding mechanisms: In these mechanisms, the book's pages are designed to spread out and shape a circle, or it can be said like an accordion. Books that can be opened take various forms, known as leporellos, carousels, and tunnel books or peep-show books.
- d. Multiple constructions: There are variations of making pop-up book, paper engineers discover new possibilities because paper is no longer the only material used. In their creations, other materials such as plastic, string, mirrors, and sticks are incorporated.

Moreover, there are 14 pop-up elements that can be used as a reference for creating pop-up books, such as:

- a. Box and cylinder, related to the center of the page. When it opened, a cylinder or cube-shaped would pop up on the page.
- b. Carousel, using strings, ribbons, or buttons that, when opened and refolded, form complex shapes
- c. Dissolving images and slats, an illustration that creates a dissolving or transformation effect, changing into a whole new scene by pulling a tab.
- d. Flap or lift the flap, when a sheet of illustrated paper attached to the base page in one point and when lifted, it reveals the hidden image.
- e. Floating layers or platforms, is a multi-layered paper that supports with hinges that lift the illustration off the page can create the illusion of the floating illustration.

- f. Harlequinade and metamorphosis, are a series of folds that show a new image or message when it lifted.
- g. Leoporello, can be said as an accordion-style book made from a single long sheet of paper that is folded and unfolded to form a zigzag or accordion pattern.
- h. A paper engineer, is an artist who uses different methods (such as cutting, folding, and/or gluing) to create pop-up or moving paper illustrations.
- i. Pull-tabs, which reveal new images through the movement of sliding paper tabs or shapes that can be pulled and pushed.
- j. Stage set or multiple layers, is ideal for staging interior scenes, as it unfolds to form a 90-degree angle, creating a theater-style set.
- k. Tunnel book or peep-show, can create an illusion of depth and perspective, as if looking into a tunnel. This is a series of cut-out paper panels placed or connected one behind the other.
- l. V-fold, this element folds into itself when the book is closed. When the pop-up is attached to the facing page, it unfolds from the center of the page when the book is opened.
- m. Volvelle or wheel, is a pop-up element that incorporates circular elements in its construction.
- n. Waterfall, when several covers open one after another when a single tab is pulled in the opposite direction.

2.2 Previous Studies

The research conducted by Fauzia and Oemar (2021), focuses on promoting religious tourism sites in Lamongan through pop-up book media. This study used flaps pop-up techniques, and including the compilation of religious attractions specifically in Paciran. The storyline of the book is including the map of Lamongan Regency, briefly historical story of Lamongan, various list of religious sites, and lastly, the information about the tourism sites.

Besides that, the promotion of Semarang tourist objects through bilingual pop-up comic books has also been explored by Rusli (2024). This research is featuring local attractions, presented in both Indonesian and English to target domestic and international visitors that combined with stories. The tourism sites are not only limited to *Kota Lama* Semarang, and compiled with the voice-over information and location maps that can be accessed through QR codes.

Specifically for *Kota Lama* Semarang, Tri Widadijo and Santoso (2024), created Indonesian-language motion comics to narrate the area's history. This study comes up in MP4 format within comic frames to tell stories of how exciting a vacation to *Kota Lama* Semarang can be, targeting a teenage audience and uploaded to YouTube. The purpose of this study is to encourage the target audience to take a wider interest in learning about and preserving the local values and history of *Kota Lama* Semarang.

Although previous studies demonstrate the effectiveness of interactive media (pop-up books, bilingual comics, motion comics) for tourism promotion, the comprehensively addresses *Kota Lama* Semarang in a bilingual pop-up book format is not yet available. Therefore, this study fills this gap by developing a comprehensive bilingual pop-up book titled “Unlocking *Oude Stad*: Restoring the Soul of *Kota Lama* Semarang” to optimally promote *Kota Lama* as a heritage tourism destination.