# CHAPTER II
# LITERATURE REVIEW

This chapter provides the review of the theoretical foundations that are relevant to the development of the bilingual Pop-up book to promote tourism in *Kota Lama* Semarang and integrates several key disciplines following with:

## 2.1 Theoretical Framework

### 2.1.1 Tourism

Tourism is broadly defined as an activity of an individual or a lot of people in one group with activity outside where they live to gain an experience or self-relaxation. Lukito et al. (2019) stated that tourism is the activity of a person or group to an area that is not usually their place to learn new things, engage in activities to unwind from their hectic schedules. Asmin (2022) stated that it is a social, economic, and cultural phenomenon. More specifically, Asmin emphasizes that this movement is driven by individuals' desire to explore environments beyond their daily routines with personal or professional aims.

In this era tourism has played a vital role in consensus to promote economic development (Zhang & Zhang, 2021), as cited in (Hendra Nazwin et al., 2023). According to Li and Du (2021), the tourism industry makes a significant contribution to the economy as well as other areas like the creation of jobs, the promotion of sustainable tourism, and the infrastructure development of tourist locations. The wide variety of tourism sectors and types of tourist destinations offers visitors many options when choosing where to travel. Among these, cultural heritage tourism has emerged as a significant sector, characterized by travelers' desire to engage with a destination's historical and cultural legacy. A cultural heritage site is a tangible cultural heritage asset of historical, scientific, educational, religious, or cultural value that must be preserved through a designation process in the form of objects, buildings, structures, sites, and areas on land or in water (Sunarminto & Mijiarto, 2022).

### 2.1.2 Kota Lama

Semarang is a capital city of central java and has a lot of potential tourism attractions. By geography and sociology, Semarang is supported by a lot of tourist attractions in both natural and cultural as well as religious (Nastabiq & Soesanto, 2021). The Kota Lama Semarang cultural region continues to be one of the most popular tourist destinations. One of the tourist attractions that are still famous to be visited in the city of Semarang is the heritage area of *Kota Lama* Semarang. Nastabiq and Soesanto (2021) also explained that *Kota Lama* Semarang feels like it is in the Netherlands due to the surrounding canals and the classic European old buildings and according to Suroyo (2025), since the Dutch colonial era, especially under the Dutch East India Company (VOC), Kota Lama Semarang has been a prosperous port and trading hub.

During 1677-1741 as stated by Yuliati (2019) *Kota Lama* Semarang areas was a fortress and was known as *De Vijfhoek van Samarangh* fortress, later, due to the city's rapid growth in 1824, the fortress surrounding the *Kota Lama* was demolished to make way for the "Daendels" highway, which ran through the fortress area. Yuliati (2019) also explained the reasons of *Kota Lama* Semarang known as *Outstadt* because it is the first place where Dutch and other Europeans settled in Semarang, the area eventually became known as *De Oude Stad* (*Kota Lama*) or *Europeeschebuurt* (*Kampung Eropa*).

The Semarang government decided *Kota Lama* areas as cultural heritage pursuant to the 2018 Decision of the Mayor of Semarang No. 640/395. Yuliati (2019) stated the designation of *Kota Lama* Semarang as a cultural heritage zone is an effort to protect and develop the area so that it becomes a historical tourist destination for visitors. Furthermore, the efforts to revive the area in order to secure its designation as a World Heritage Site and Kota Lama Semarang inclusion in the tentative list of World Heritage Sites (WHS), the number of tourists visiting Kota Lama Semarang has naturally increased, which has had a positive impact (Ikhsani et al., 2025). Currently, according to Ikhsani et al. (2025), due to the distinctiveness of its surroundings and the historical attractiveness of its well-preserved old structures, Kota Lama Semarang has grown to be a well-liked tourist destination.

### 2.1.3 Promotional Media

Promotions are an essential part of every industry, serving to boost sales, attract buyers, and strengthen a product's image. According to Tjiptono (2002), as cited in Sari (2023), Promotion is an activity aimed at introducing, communicating, encouraging, and reminding the target audience about a company and its products so that they will acquire, purchase, and remain loyal to the products offered by the relevant business. In addition, Tribun and Com (2021) stated promotion is a communication strategy that serves information that enables customers to make decisions about products and services.

A promotion needs a tool to be the place to share the information about the product which is offered by the seller. As noted by Riyadi1 et al. (2025) as a tool used to support promotional activities by both companies and service providers, promotional media serve to introduce products to a wide audience and attract the interest of potential customers. In the tourism industry, promotional media serve as a vital source of information between a destination and prospective tourist. Kusriyanto (2012), as cited in Sari (2023) stated that the various types of promotional media such as booklets, catalogue, and posters

One type of medium in this field is traditional promotional media, which refers to physical objects or printed materials used to convey a message to the public. Despite the growth of technology in this era, conventional media still is highly effective in the tourism sector, with tangible results that are clearly evident. Lutfiah et al. (2019) stated that conventional media promotions are still used until now through word-of-mouth promotion, direct marketing, trade shows, community outreach, and mass media advertising. One of the advantages for using conventional media in education fields for example such as Rakhman et al. (2024) explained is the ability to motivate and persuade a large number of students so that teachers can quickly review the material. The use of conventional promotional media has the advantage of conveying information that is easily accessible and understandable, and can be easily stored for future reference (Rijali & Islam, 2024).

Promotional media play a crucial role in tourism marketing as they enable the integrated presentation of information and visuals, which is essential for shaping

tourists' perceptions. As a destination which offers cultural heritage tourists attractions, promotional media is the crucial part to boost the visitor to visit *Kota Lama* Semarang. Ultimately, the development of effective and appropriate promotional media aims to maximize the delivery of information and enhance a destination's appeal to tourists (Wati & Jannah, 2024). Furthermore, to reach a wider audience, promotional media must take into account the linguistic diversity of visitors. In the context of tourism in *Kota Lama* Semarang, the use of bilingual content that combines Indonesian and English in promotional materials is essential to ensure that the historical value of a destination is accurately conveyed to visitors, both local and international.

### 2.1.4 Bilingual

Bilingual is an essential instrument for worldwide accessibility in the context of international tourism. According to Rokhman and Maulana (2023) the crucial things in tourism branding specifically in destination promotion is language. Additionally, the popularity of a destination is directly reflected in the vast number of visitors it attracts. The development of tourism promotional media with bilingual information is good move to enhance the tourism sector. To effectively accommodate this surge, Putri and Rachmawati (2025) explain that there are two benefits to using bilingual media (English and Indonesian). It promotes inclusive tourism while meeting the linguistic demands of both domestic and foreign visitors.

However, developing the promotional media especially in tourism sector its difficult to convey several information from source language to target language. This is aligned with the empirical findings by Rokhman and Maulana (2023) reveal when translating unusual cultural terms or regional expressions into the target language, 72% of media creators have significant challenges. Then, language also serves as an essential medium of cultural transmission in addition to being a tool for communication, enabling foreign visitors to respect local customs and accurately understand the historical backdrop (Putri & Rachmawati, 2025). Additionally, the incorporation of a bilingual storytelling technique is very helpful in ensuring that the translated knowledge is easily assimilated since it exposes

historical data in a more interesting, relevant, and approachable way (Puspasari & Azzahrah, 2025). Therefore, an appropriate translation method is highly needed to be the tool conveying information especially dealing with cultural things.

### 2.1.5 Pop-up Book

A pop-up book is an interactive promotional media form of paper engineering that contains three dimensional (3D) elements that move or 'pop up' when a page is opened. A pop-up book is an educational tool with gorgeous pictures, three-dimensional aspects, and the ability to stand alone when its pages are opened (Hasanah, 2021). According to Zaniyati and Rohmani (2024) Pop-up books are books with images that, when the page is opened, can move or show three-dimensional (3D) features. In addition, Widowati (2015), as cited on (Ulfa & Nasryah, 2020) explained the visualisation in pop-up books is interesting because the three-dimensional and kinetic picture when the pages is opened or a portion of it is moved, the picture can be made to resemble the original.

In several aspects such as education and promotion things, pop-up books provide a bridge between visual art and information delivery. In contrast to two-dimensional photos, the 3D components of a pop-up book can recreate the architectural magnificence of colonial structures for a historical site like *Kota Lama* Semarang. Hasanah (2021) suggests five basic techniques for designing pop-up books, there is:

a. V-folding

   Forms a V-shaped pattern which is the basic technique involves a fold that forms a 'V' shape when the page is partially opened.

b. Internal Stands

   Using square or rectangular folds which are cut out and folded inward from the main page. This creates an effect like a box with 90-degree corners, providing a solid and stable base for representing vertical objects or the faces of buildings.

c. Mouth Method

A specific variation of the fold that creates an opening and closing motion, giving the impression of an opening mouth or talking character.

d. Rotary Method

This produces a rotating motion using a circular mechanism, allowing parts of the page to spin and reveal different information or visuals.

e. Parallel Slide Method (Pull-tab)

A push-pull system that moves images horizontally or vertically through a sliding paper track.

Then, based on book Paper Engineering: Fold, Pull, Pop & Turn by The (Dyk et al., 2010) pop-up elements divided into several points, such as:

a. Box and Cylinder

When the book is opened, a round cylinder or a cube resembling a box appears from the center of the open page.

b. Volvelle or Wheel

Often referred to as a wheel, the *volvelle* uses a central axis to allow a circular paper component to rotate.

c. Flap or Lift the Flap

This element consists of a piece of paper attached to one edge of the main page, serving as a flap that covers a hidden layer. When the reader opens the flap, a hidden message or a new surprise in the illustration is revealed.

d. Pull-tab

This mechanism utilizes a push-pull system, often made of paper or ribbon, to reveal concealed visuals or initiate a pop-up effect.

e. Floating Layers or Platforms

This mechanism uses a tiered support to lift the illustration off the page. By raising the artwork, the seemingly floating layers create a distinctive 3D effect and an illusion of depth, which is most clearly visible when viewed from the side. This is an effective way to add a sense of spatial depth to the layout of a pop-up book.

f. Carousel

   A carousel book with a cover that folds back, opens to form a full circle, and is fastened with Velcro, string, ribbon, or snap fasteners. This creates a series of three-dimensional theatrical scenes that tell a story or present a collection of mini play areas

g. Dissolving Images and Slats

   An illustration can transform into a landscape simply by pulling a tab. This transformation is often called metamorphosis because the illustrations printed on the horizontal, vertical, or circular sections shift relative to one another.

h. Harlequinades and metamorphoses

   An element when it is lifted would reveal a new picture, illustration or new information.

i. Leporello

   Design elements arranged in a zigzag pattern, resembling an accordion or a fan.

j. Paper engineer

   Paper Engineering is both an art and a craft, involving the creation of interactive three-dimensional (3D) artworks through cutting, folding, and gluing.

k. Stage set or multiple layers

   A book that is designed as a mini theater when opened at a 90-degree angle.

l. Tunnel book or peep-show

   A panel that is placed behind the other and creates the illustration in a specific way.

m. V-fold

   A pop-up element that reveals when the book is open, this element is in the center of the page.

n. Waterfall

a stack of cards, and when a tab (a strip of paper) at the bottom is pulled, the cards “fall” or flip over one by one in sequence, like a waterfall.

Choosing the right promotion media is key to boost the excitement of the tourists to visit the tourist atrraction. According to Sahab and Utama (2025) When a page is opened, three-dimensional elements show up, making it easier for readers to envision the narrative and comprehend the material. Additionally, this medium has the ability to make complex information more vivid and easier for the general public to understand.

## 2.2 Previous Studies

Each region in Indonesia has its own signature tourist attraction such as Lamongan having the religious tourism attraction. Based on that, Barik et al. (2021) develop the pop-up book based on religious tourism as guide media in Lamongan city. The book consists of the history of Lamongan, maps location, and some information about religious tourism related to the Sunan, in which several buildings are made into three-dimensional art paper.

The research output by Rusli (2024) titled Marlo’s journey pop-up book served as the interactive tourism promotional media that explained several tourist destinations in Semarang City. The book concept is a comic with the main character “Marlo” who is strolling around several semarang tourist attractions. Although the project uses a similar method of folding paper to capture readers interest, it provides a broad overview of various locations throughout the Semarang city. In contrast, this research presents the depth information of a specific destination which is *Kota Lama* Semarang.

Research by Santoso (2024) focused on the development of motion comics as promotional media to enhance teenager tourism in *Kota Lama* Semarang. The article also mentions several parties using conventional media to promote tourism in *Kota Lama* Semarang which is the reason Santoso developed the motion comic as promotional media. While Santoso utilize digital platforms, this project features

an interactive physical pop-up book same as Marlo's journey concept by Rusli (2024) and *Jelajah Wisata* Lamongan by Barik et al. (2021) but in specific areas which is *Kota Lama* Semarang. In addition, this research specifically includes bilingual content in English and Indonesia to bridge the information gap for international tourists.

By offering a specialized, tangible, and bilingual promotional medium that solely concentrates on the historical and architectural values of *Kota Lama* Semarang, this research closes a gap left by these earlier studies from research by Rusli (2024) that served the promotional media in general concept of several tourism destination in Semarang meanwhile Santoso (2024) served the digital form promotional media to enhance tourism in *Kota Lama* Semarang. This project provides a comprehensive experience that bridges the need for both interactive visual engagement and accurate language interpretation for the huge types of visitors especially local and foreign.

Although previous studies have successfully explored the use of interactive media for tourism, there remains a clear gap in the availability of specialized, tangible, and bilingual promotional tools specifically designed for *Kota Lama* Semarang. Research conducted by Barik et al. (2021) as well as Rusli (2024) demonstrates the effectiveness of pop-up books, but these studies focused on different regions or just provided a broad overview of several tourist attractions in Semarang for the book "Marlo's Journey" by Rusli (2024). On the other hand, the digital approach by Santoso (2024) lacks the physical engagement and tactile experience often required by cultural heritage sites. The uniqueness of this study is in the development of a 'Bilingual Pop-up Book' that specifically focuses on the depth of the history and culture of *Kota Lama* Semarang. This project integrates advanced paper techniques with a communicative bilingual narrative (Indonesian-English), resulting in a unique physical medium that bridges the information gap for both local and international tourists while preserving the 'soul' of the heritage site in an interactive 3D format.