

CHAPTER I

INTRODUCTION

This chapter provided background on the study that explains the gap in the findings, and the solution, in this context, is the creation of promotional pop-up book. Other parts mentioned in this chapter, include problem formulation, objectives and benefits of the study, as well as a brief explanation about the output.

1.1 Background

Tourism is an activity where people spend their leisure time and travel away from home while gaining new experiences at tourist destinations. As a global industry, tourism draws hundreds of millions to travel internationally and domestically, presenting various destination choices (Cholik, 2017). The tourism sector has shown growth across multiple areas, influencing tourists to select activities that align with their preferences. Among these, Muda (2026) mentioned that cultural tourism has expanded rapidly by the increased interest in authentic experience and direct engagement with local cultural heritage.

Cultural tourism is a tourism activity where tourists learn, discover, experience, and consume both physical and experiential cultural attractions or products at destinations featuring the architecture, historical and cultural heritage, creative industries, and living (World Tourism Organization, 2018). According to Richards (2018), the development of cultural tourism extends beyond sites and monuments to include ways of life, creativity and everyday culture. Aligned with that statement, it also mentioned that the growth of cultural tourism is reflected in emerging forms such as heritage tourism. Diliawan et al. (2025) mentioned that heritage tourism allow tourist to enjoyed preservation area with historical monuments, buildings, and values while learn the historical value at the sites. In the present day, heritage tourism not only highlights historical site as a main attraction, but also offers visitors new experiences by integrating

cultural preservation and performative displays to meet modern tourism demands (Madania & Ratman, 2025).

Kota Lama Semarang, a miniature of the Little Netherland, one of the cultural attractions in Semarang with European-style buildings that retained as relics of the Dutch colonial period, was shown as an example on how heritage tourism shifted toward modern society while keeping its authenticity of the historical site. As stated in the document from Kementerian Pariwisata about Indonesia Tourism Outlook 2025/2026 by the Ministry of Tourism of the Republic Indonesia insight report on quality tourism, global tourist preference shifted towards authentic, valuable, and sustainable travel experiences, with authentic travel experiences is a dominant factor in Indonesia's tourism development in 2026.

It is necessary to provide proper retail and entertainment facilities to enhance the tourism experience for tourists while they engage in heritage tourism related activities (Su et al., 2018). In response to the growth of tourist preference on how they see historical sites as a tourist attraction, several changes were made in *Kota Lama* Semarang by providing several public attractions linked with everyday culture as the tourism experience towards the main attractions. Referring to Sugangga et al. (2021), other areas in *Kota Lama* Semarang were turned into tourist destinations, where some photo spots were gradually becoming known in several areas in *Kota Lama* Semarang, which became a trend among tourists. Culinary experience also being provided in *Kota Lama* Semarang, took place on the ancient building that was being renovated into a modern restaurant while preserving its original architecture.

The development of heritage tourism in becoming tourist attractions can be beneficial to promote *Kota Lama* Semarang besides its unique and memorable historical building. However, most of the promotional information still insist on the historical ancient building to represents the tourist destination in *Kota Lama* Semarang. In a study conducted by Amin et al. (2020), the

promotional media in *Kota Lama* Semarang as a heritage site, focused only on the historical information as the main tourist attraction as well as the government website that also provided information regarding to the ancients building in a descriptive form. Lukito et al. (2019) mentioned that several places with maintained historical building were more crowded, resulting on tourist visiting those places rather than the other areas. It can be understood that there is still lack of promotional media related to the tourist attractions other than the historical building, specifically that contain information in helping tourist connecting the historical site experience and the trendy tourist attraction as a compiled tourism experience.

Several media promotion carried out as a tourism promotional media for *Kota Lama* Semarang, such as travel guide books, brochures, websites, and any digital media (Wibawanto et al., 2022). Thus, an interactive promotional medium that contains information about the attraction and facilities is needed in order to keep the tourist engaged with all the tourist attractions, and not just focusing on the main destination. One of the media that is close to it is an interactive promotional book with a pop-up design because it is suitable to provide information that consist of explanation and engaging element. Andrianto (2019) states that pop-up book can be used as a promotional media because it can contain information with a fun element as a medium or tool to promote tourist destinations. Pop-up book referred to an innovative design, utilizing specialized folding, cutting, and mechanical techniques that allow images to emerge or move when the page is opened (Pratiwi & Irawan, 2025). The dynamic features are the unique parts that enhance the content's visual and offering a more engaging experience for the tourist as an interactive media.

Previous study has shown the effectiveness of pop-up book media in other form of research. Fauzia & Oemar (2021) create a pop-up book as an alternate choice to promote religious tourism site with the purpose to attract tourist with its interesting elements as well as the illustrate images that makes people easier to receive the information regarding to the tourism site. Other than

that, Haryani & Siregar (2022) stated that in the form of promoting dental health, the used of pop-up book media show an effectiveness of increasing student knowledge and interest through its interactive features. The interactive material presented on the pop-up book consist of interesting stories and a picture display that can move when the book page is opened. Moreover, it can be said that pop-up book can be used as an effective promotional media that displayed information and interesting features related to the tourist attractions.

Therefore, this project aims to bridge the gap by developing bilingual tourism pop-up promotional book that consist of curated information about tourist attractions. The bilingual promotional information conveyed inside the pop-up book as a media to enhance both local and foreign tourist experience and promote tourist attractions in *Kota Lama Semarang*.

1.2 Problem Formulation

Based on the background, the problem formulation of the study is as follows:

- 1.2.1 How is the process of developing Chapter 3 about tourist attractions as part of the bilingual tourism pop-up book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” as a promotional media?
- 1.2.2 How is the feedback on the content of bilingual tourist attractions pop-up book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” as a promotional media?

1.3 Objectives of the Study

Based on the above problems, the objectives of this study are as follows:

- 1.3.1 To elaborate on the process of developing Chapter 3 about tourist attractions as part of the bilingual tourism pop-up book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang” as a promotional media.

- 1.3.2 To analyse the feedback on the content of bilingual tourist attractions pop-up book entitled “Unlocking *Oude Stad*: Restoring the Soul of Kota Lama Semarang”.

1.4 Benefits of the Study

The findings and outcome of this final project are expected to provide the following benefits:

1.4.1 Theoretical Benefits

Through this project, promotional pop-up book can be beneficially promoting tourism sites as a new medium of promotional media. The bilingual information displayed inside the pop-up book can build on the skills in using suitable translated method to convey the information regarding to the purpose and the targeted readers of the project.

1.4.2 Practical Benefits

The bilingual promotional pop-up book is expected to provide a new medium for promoting tourism through its interactive and three-dimensional elements, as well as curated information about tourist attractions in *Kota Lama* Semarang.

1.5 Output

A promotional bilingual pop-up book entitled “Unlocking *Oude Stad*: Restoring the Soul of *Kota Lama* Semarang” was chosen as the output of this project. The book includes three chapters. The first chapter capturing historical bilingual story of Semarang, and the second chapter focusing on historical heritage buildings in *Kota Lama* Semarang. Meanwhile, the third chapter contained list of tourist attractions that consist of information related to the photo spots in several areas, culinary spots, and several accommodations surrounding *Kota Lama* Semarang. The promotional book included an interactive display through a pop-up design that would help both domestic and foreign tourists to enhance their tourism experience while exploring the authenticity of *Kota Lama* Semarang.