

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to the United Nations World Tourism Organization (UNWTO), tourism refers to the activities of people traveling to and staying in places outside their usual environment for leisure, business, or other purposes. Tourism activities involve attractions, accessibility, facilities, and tourism information that support tourists during their visits (Geçikli et al., 2024).

Tourism is not only related to entertainment, but also to educational experiences and cultural understanding. Historical tourism destinations provide opportunities for tourists to learn about historical events, architecture, and local traditions, functioning as educational activities that help preserve cultural and historical values.

Sustainable tourism aims to preserve tourism resources while meeting the needs of tourists and local communities, and supports cultural preservation and environmental protection (Geçikli et al., 2024). Tourism destinations should be managed properly to maintain historical values and support cultural conservation for future generations. Inclusive tourism is also important in tourism development. Tourism destinations should be accessible to everyone without exception, including people with disabilities (Agustin et al., 2023), encouraging destinations to provide accessible facilities and information for all visitors.

2.2 Historical Heritage Tourism

Historical tourism is a form of tourism that focuses on historical places, buildings, and cultural heritage, allowing tourists to gain educational experiences and understand the history of a place directly. Cultural heritage tourism plays an important role in preserving historical and cultural values for future generations and contributes to sustainable tourism development (Geçikli et al., 2024).

According to Ananti et al. (2025), Kotagede has strong tourism potential in terms of history, culture, and heritage, as the area combines tangible resources, such as the Great Mosque and the traditional market, with intangible narratives and cultural rituals that together fulfill the criteria of valuable, rare, inimitable, and non-substitutable tourism resources. This combination of tangible heritage (historical buildings, traditional houses, ancient walls, royal cemeteries, mosques, and historical sites) and intangible heritage (traditional arts, local traditions, festivals, and culinary heritage) continues to be maintained by the local community (Ananti et al., 2025).

Modernization and urban development influence the dynamics of cultural spaces in Kotagede, so preservation efforts are needed to maintain the historical identity of the heritage area (Sakarov & Fathurrohman, 2018). Traditional houses and historical buildings in Kotagede also hold important cultural values that should be preserved to support tourism development (Wardiana et al., 2025).

Historical tourism destinations function not only as tourist attractions but also as media for historical education and cultural preservation. According to Septina et al. (2026), Kotagede embodies historical, social, economic, and religious values that can be transmitted through cultural heritage preservation, community participation, and tourism activities, as reflected in its architecture, royal cemetery, ancient walls, traditional settlements, and surviving cultural traditions. Rindrasih and Witte (2021) similarly note that community-based cultural activities and local livelihoods continue to shape Kotagede's tourism identity, as heritage trail programmes, introducing visitors to traditional joglo houses and everyday community life, have broadened tourism beyond the core heritage sites and helped preserve the area's historical atmosphere.

2.3 History of Kotagede

This section presents the historical development of Kotagede in more detail, covering its origins as the first capital of the Islamic Mataram Kingdom, its heritage sites, spatial concept, silver craft tradition, and the historical values it continues to preserve today.

2.3.1 Historical Background of Kotagede

Kotagede is a historical area in the southern part of Yogyakarta and was the first capital city of the Islamic Mataram Kingdom, established in the sixteenth century. As the former center of the Islamic Mataram Sultanate, Kotagede preserves numerous cultural heritage assets reflecting the political, social, economic, and religious life of Javanese society in the past, and remains one of the most important cultural heritage areas in Yogyakarta today (Septina et al., 2026).

During the reign of Panembahan Senopati, Kotagede became the political and economic center of the kingdom, developing rapidly with royal buildings, traditional markets, mosques, and defensive walls, and serving as both the center of governance and the center of Javanese spirituality at the time (Setiyanto, 2025). Although the center of the kingdom was eventually moved, Kotagede still preserves many historical remains and continues to attract visitors because of its historical significance and cultural identity.

2.3.2 Islamic Mataram Kingdom

The Islamic Mataram Kingdom played an important role in the development of political, social, and cultural life in Java, standing as one of the most important milestones in the development of Islamic architecture in the archipelago (Setiyanto, 2025). Under Panembahan Senopati and Sultan Agung, the kingdom became one of the strongest in Java, with Kotagede as the center of governmental, economic, and religious activities. Religious, economic, and social activities were centered around key buildings such as the mosque, market, palace, and public square, forming part of the Catur Gatra Tunggal concept that reflected the integration of political, economic, social, and religious functions in traditional Javanese urban planning (Setiyanto, 2025).

The kingdom also influenced the development of architecture, settlement patterns, and cultural traditions in Kotagede. Many historical remains, including the Great Mosque of Mataram and royal tomb complexes, still exist today as important

attractions that preserve the legacy of the Islamic Mataram Kingdom (Septina et al., 2026).

2.3.3 Heritage Sites in Kotagede

Kotagede contains many historical and cultural heritage sites reflecting the legacy of the Islamic Mataram Kingdom. Septina et al. (2026) noted that Kotagede possesses various cultural heritage assets, including the Great Mosque of Mataram, royal tomb complexes, traditional houses, and silver craft centers, which contribute to cultural preservation and heritage tourism development.

Based on field documentation and observation conducted for this research, some prominent heritage sites in Kotagede include Masjid Gedhe Mataram Kotagede, Makam Raja-Raja Mataram Kotagede, Masjid Perak Kotagede, Oud Kotagêdé Tjepoeri (Jagang Cepuri Keraton Kotagede), Between Two Gates (Lawang Pethuk Kotagede), Pasar Legi Kotagede, Dalem Sopingan, Rumah Pesik, and Omah UGM Kotagede. These sites function not only as tourism attractions but also as historical evidence of the Islamic Mataram Kingdom's development, and their preservation is important to maintain Kotagede's historical identity and heritage tourism potential (Rindrasih & Witte, 2021).

2.3.4 Catur Gatra Tunggal Concept

Kotagede was designed using the concept of *Catur Gatra Tunggal*, consisting of four elements: palace, market, city square, and mosque. These elements formed the center of political, economic, social, and religious activities, reflecting the traditional spatial arrangement of Javanese royal cities (Litololy, 2025).

According to Rindrasih and Witte (2021), this concept remains visible in Kotagede's tourism landscape, which has historically centered on what is locally referred to as the *Catur Gatra* ("four pillars"), the mosque, the square, the market, and the royal cemetery. The palace functioned as the governmental center, the market as the center of economic activity, the mosque as the religious center, and the city square as a public space for social and cultural activities, demonstrating the integration of

political, economic, religious, and social functions that characterized traditional Javanese urban planning (Septina et al., 2026).

2.3.5 Silver Craft Heritage in Kotagede

Kotagede is widely known as "Kota Perak" (the City of Silver) because silver craftsmanship has become one of its defining cultural identities. Silver handicrafts are not merely economic products but also cultural heritage that reflects local creativity and craftsmanship, contributing significantly to the cultural and economic growth of the area (Sora, 2020). Many local residents have worked as silversmiths, passing their skills down through generations, and silver products have since evolved into accessories, souvenirs, and tourism products.

According to Rindrasih and Witte (2021), silver handicrafts have long been, alongside the area's historic architecture and heritage sites, one of the central attractions and economic pillars of Kotagede's tourism although the craft's demand and workforce have fluctuated over time due to external shocks such as the decline in tourist numbers following the Bali bombings in 2002 and 2005. Well-known silver craft businesses include HS Silver, Tom Silver, Mulyodiharjo, and Salim Silver, several of which offer workshops where visitors can directly observe and learn the silver-making process.

2.3.6 Historical Values of Kotagede

Kotagede is not only known as a heritage tourism destination, but also as an important cultural education space that reflects the development of the Islamic Mataram Kingdom, where historical, social, economic, and religious dimensions continue to shape the area's identity today (Septina et al., 2026).

According to Rindrasih and Witte (2021), the main tourism attractions in Kotagede include its silver handicrafts, traditional Kalang houses, historical mosques, royal cemeteries, and traditional settlements, all of which continue to preserve the area's historical identity even as tourism activities have evolved over time. Community-based cultural activities, such as heritage trail programmes and everyday traditions still

practiced by local residents, continue to play an important role in preserving Kotagede's historical atmosphere, supporting heritage tourism development by introducing visitors to the area's cultural values and historical legacy (Rindrasih & Witte, 2021).

The preservation of these historical values is important because it helps maintain cultural identity, supports heritage tourism development, and provides educational opportunities for visitors to learn about the history and culture of the Islamic Mataram Kingdom (Septina et al., 2026).

2.4 Promotion

Promotion is an important element in marketing communication used to inform, persuade, and remind target audiences about products, services, or destinations. In tourism, promotion plays a significant role in increasing public awareness and attracting visitors by communicating information about attractions, facilities, cultural values, and visitor experiences.

According to As'ad et al. (2025), tourism promotion is essential for introducing destinations and increasing their visibility, strengthening destination identity and encouraging visits. Promotion can be conducted through various media, printed, digital, social media, websites, and visual communication products, with media combining visual and textual information considered most effective for attracting attention and facilitating information delivery (As'ad et al., 2025).

According to Yuratama et al. (2026), tourism promotional media should provide clear, attractive, and accessible information; materials integrating visual elements, photographs, illustrations, and concise descriptions can improve audience understanding and increase visiting interest.

In heritage tourism, promotion is particularly important because it communicates historical and cultural values, not just tourism information, increasing public appreciation of cultural heritage while supporting preservation efforts, with effective promotion through both digital and offline media considered essential to reach a wider audience without compromising local cultural values (Sukono, 2023).

Therefore, a visual bilingual travel guide can serve as an appropriate promotional medium for Kotagede, combining historical information, visual communication design, and bilingual content to introduce its historical background, heritage sites, cultural values, and tourism attractions to both domestic and international tourists.

2.5 Travel Guide

This section discusses the concept of travel guides as a communication medium, including their definition, functions, bilingual format, and the design aspects that determine their effectiveness as a tourism promotional tool.

2.5.1 Definition of Travel Guide

A travel guide belongs to a distinct genre of tourism writing marked by generalized content, factual precision, an impersonal tone, and a persuasive purpose, functioning as one of the richest references available on a country's environment, economy, traditions, and daily life while linking travelers from different cultural backgrounds through a shared body of knowledge (Didkovska, 2023).

In the tourism sector, travel guides are commonly developed to introduce destinations, attractions, cultural heritage, and tourism activities in a structured and accessible way. A digital travel guide book, for instance, was created specifically to address gaps in existing tourism information media that had not yet presented destination content in a visually engaging and communicative manner, with the goal of giving tourists a fuller and more appealing understanding of the destination before and during their visit (Setyawan et al., 2024).

2.5.2 Functions of Travel Guide

Travel guides serve several important functions in tourism communication. As an informational medium, a travel guide provides readers with organized, accessible content about a destination's attractions, facilities, and background information, offering one of the most direct ways for tourists to learn about a destination before and during their visit (Lestari et al., 2021).

Beyond conveying facts, a travel guide also serves an educational function, as it adds context and background knowledge that deepens a tourist's understanding of a destination rather than simply directing them where to go (Lestari et al., 2021). At the same time, a well-designed travel guide is expected to present that information in a visually appealing and communicative format, since dry or unengaging presentation limits its usefulness even when the underlying content is accurate and complete (Setyawan et al., 2024).

Travel guides also function as a promotional medium, as their combination of informational and visual content is intended not only to inform tourists but also to encourage them to visit the destinations described, positioning the travel guide as a tool that fulfills informational, educational, and promotional roles within a single publication (Setyawan et al., 2024).

2.5.3 Bilingual Travel Guide

A bilingual travel guide is a travel guide that presents information in two languages to improve accessibility for readers from different linguistic backgrounds. In tourism promotion, bilingual publications are important because they enable both domestic and international tourists to access tourism information more effectively.

The use of bilingual tourism media can improve information accessibility and help tourists understand tourism destinations through clear communication in multiple languages (Toyyibah, 2026). By presenting information in Indonesian and English, tourism destinations can reach wider audiences and provide better information services for foreign visitors.

Bilingual travel guides also contribute to tourism promotion by reducing language barriers that may limit tourists' understanding of historical, cultural, and tourism-related information. Therefore, bilingual publications are considered effective communication tools for destinations that aim to attract both domestic and international tourists (Toyyibah, 2026).

2.5.4 Elements and Design Aspects of Travel Guide

The effectiveness of a travel guide depends heavily on the quality of its visual and textual presentation. Several important elements should be considered when designing a travel guide, including layout, typography, color selection, illustrations, photographs, and the overall organization of information, as these elements collectively influence readability, visual attractiveness, and the effectiveness of information delivery.

Layout refers to the arrangement of visual and textual elements within a publication, and determining an effective layout benefits from a design thinking approach, in which the arrangement of these elements is refined through iterative testing rather than fixed at the outset (Erlyana et al., 2023).

Typography and color selection are equally central to this process, as a commercially oriented publication requires a supporting visual strategy capable of building a positive first impression and drawing readers in before they engage with the content itself; in the design of a tourism-themed book cover, typefaces with simple, uncomplicated letterforms were deliberately selected to maintain visual clarity, while color tones were chosen based on their symbolic association with tourism (Setiawan et al., 2020).

Illustrations and photographs are equally important elements in tourism travel guides because they provide visual representations of destinations, cultural heritage, and visitor experiences that text alone cannot fully convey. A comparable design logic is evident in an illustrated guidebook developed for a historical tourism destination, where the illustration style, layout, and overall visual concept were deliberately aligned with the destination's own thematic identity, demonstrating how visual elements can be tailored to reflect and reinforce a destination's specific character (Santoso & Martadi, 2020).

Based on the explanations above, a visual bilingual travel guide is considered an appropriate medium for promoting the historical and cultural heritage of Kotagede.

By combining bilingual content, visual communication design, and historical information, the travel guide can provide educational value while supporting heritage tourism promotion for domestic and international tourists.

2.6 Previous Study

Rizqi (2025), in the study entitled *"Perancangan Guidebook Wisata Heritage sebagai Upaya Pengenalan Kampung Peneleh Kota Surabaya,"* designed a heritage tourism guidebook as an information medium to introduce Kampung Peneleh, a historic area in Surabaya. The design process involved testing the resulting product with respondents to assess its feasibility. The study found that the guidebook was considered feasible for use and had the potential to strengthen Kampung Peneleh's image as a heritage tourism destination. However, the study focused on a single kampung-scale heritage site and presented the guidebook in a monolingual format, without addressing bilingual accessibility or promotional design intended to reach international tourists (Rizqi, 2025).

Karmadi (2024), in the study entitled *"Perancangan Buku Visual 'Beyond The Guidebooks' Sebagai Media Pendukung Aktivitas Walking Tour Kota Tua Jakarta,"* developed a visual book to support walking tour activities in the Kota Tua area of Jakarta. The design process emphasized visual storytelling and communication design to strengthen the walking tour experience and the destination's identity. The study demonstrated that a visual publication can enhance tourists' engagement with a historic area through strong visual narrative. However, the study was limited to supporting a specific walking tour activity in a single old town district and did not extend to bilingual content or the broader promotion of a heritage area's historical background as an independent product (Karmadi, 2024).

Wahyuningtyas et al. (2024), in the study entitled *"Improving the English-Speaking Skills of Tourists in Wonocoyo Village through Bilingual Guidebook,"* designed a bilingual guidebook to train tour guides in Desa Wisata Wonocoyo, Trenggalek. The research employed a classroom action research method involving four

tour guides who were given a pretest, a treatment using the bilingual guidebook, and two post-tests. The findings showed a consistent improvement in the tour guides' English-speaking skills after the guidebook was introduced as a training resource. However, the study was primarily oriented toward language training for tour guides rather than functioning as a tourist-facing informational and promotional medium, and it did not focus on presenting in-depth historical or cultural heritage content (Wahyuningtyas et al., 2024).

The three studies demonstrate that guidebooks, whether visual, informational, or bilingual, can effectively support heritage tourism by improving destination image, strengthening visitor engagement, and enhancing communication between tourists and local communities. However, these studies differ from the present research in terms of destination scope, language format, and communicative purpose. Rizqi (2025) and Karmadi (2024) focused on single heritage sites within a monolingual format emphasizing either informational or visual-narrative strategies, while Wahyuningtyas et al. (2024) prioritized bilingual accessibility but directed it toward tour guide training rather than tourist-facing promotion.

Furthermore, none of these studies has specifically integrated in-depth historical content, bilingual accessibility, and visual promotional design into a single printed travel guide developed for a broader cultural heritage area. This indicates a research gap in developing a travel guide that does not merely provide information or support a single activity, but also visually communicates the historical identity and tourism potential of an entire heritage district. Therefore, the present study aims to address this gap by creating a bilingual visual cultural heritage travel guide for Kotagede. The guide combines Indonesian and English information with field-based photographs, visual communication design, and historical narratives covering Kotagede's heritage sites, silver craftsmanship, culinary heritage, and cultural traditions. Through this integration, the product is intended to function not only as an informational medium but also as a promotional medium that introduces Kotagede to domestic and international tourists.