

CHAPTER II

LITERATURE REVIEW

2.1. Calendar

2.1.1. Definition of calendar

According to Smith (2011), the calendar is defined as a system of counting days in a year which is divided into months, weeks, and days. Furthermore Azhari (2008) states that calendar is an organizing system of time for identification purposes as well as the calculation of time in the long run.

From the description above, the writer can conclude that the calendar is an arrangement of the day calculation system which is grouped into one year which is divided into months, weeks and days.

2.1.2. Function of Calendar

According to Soegijanto (2010), at this time the calendar has dual function. First is as a guide to determine the date, day, month and year. The calendar also has a function as a means of promotion.

In short, calendar has dual function, as a guide to determine the date, day, month, year and also can be as promotion. Calendar is one effective promotion medium with the purpose of giving the information.

2.1.3. Types of calendar

There are two types of calendars in general, and the most widely used by the general public are desk calendars and wall calendars. According to Fabian (2014), based on the shape calendar divided into two, wall calendar and desk calendar.

1. Wall calendar

This type of calendar is usually placed hanging on the wall and the size of this type of calendar is quite large, so opening or changing the month is a little difficult to flip through. Usually, the materials that are often used to print wall calendars are art cartons, art paper, etc.



Figure 1 WallCalendar

2. Desk calendar

This type of calendar is usually placed on the table because its size is not too large and flexible to be flipped, this type of calendar is in great demand by consumers. Usually, the materials that are often used to print desk calendars are matt paper, local fancy, metallic ice, etc.



Figure 2 Desk Calendar

2.1.4 Criteria of good calendar

Wibisono (2015) states that calendar is a good promotion medium which fulfills the following criteria: (1) right on target / target audience, (2) benefits achieved promotion (both for branding, selling or both), (3) provide a positive image, (4) unique and appeal, (5) having a life time as long as possible.

According to stilwell (2020), a criteria of good calendar to promote brand / campaigns:

1. Flexibility, the calendar should offer flexibility.
2. Interesting photos, choose interesting photos to be displayed in calendar.
3. Accurate information, have a valid information of the brand that to be promoted,
4. Choose a unique design for the calendar.

In conclusion, to make a calendar as a good promotion medium should following the criteria of good calendar. A good content calendar is necessary for building an effecitve strategy for your content marketing campaigns or brand.

2.1.5 Stages to design calendar

In order to design a calendar, there are some steps according to Mark (2015), with the following steps:

1. Selecting a Page Design

Choose the page design for your calendar. For a calendar can be made. (1) for one page per month, (2) three or two month per page, (3) or all tweleve month per page.

2. Adding the date table

Adding the date table for the first page of the calendar design. If the date table perfectly over the page design, that means it is normal and it ensures.

2. Adding the images

Add the image into the page design of the calendar, and choose the best image for your calendar design for the better result.

4. Printing the Calendar

Printing services are able to do their part in giving you the best printing advice.

2.2. Tourism

2.2.1. Tourism definition

According to Prayogo (2018), tourism can simply be defined as the journey of a person or group of people from one place to another to make plans within a certain period, for recreational purposes and to get entertainment so that their desires are fulfilled. Meanwhile Sinaga (2010), stated that tourism is a type of trip that is planned and carried out from one place to another individually or in groups, intending to obtain some form of satisfaction and pleasure. Furthermore Suwanto (2004), tourism is a process of temporary departure from a person or more to another place outside their place of residence.

From the statement above, the writer can concludes that tourism is a travel activity carried out alone or in groups, both far and near from where he lives to tourist destinations for a while which aim for recreation and entertainment.

2.2.2. Tourism by form

Tourism is divided into several forms. According to Muljadi (2009), forms of tourism that are known to the general public, among others::

1. According to the number of people traveling
 - a. Individual tourism, namely when a person or group of people on a tour do it themselves and choose a tourist destination, and its program and implementation are carried out alone.

- b. Collective tourism, which is a travel business that sells packages to anyone interested, with the obligation to pay a predetermined amount of money.
2. According to travel motivation
- a. Recreational tourism, is a form of tourism to rest in order to restore physical and spiritual freshness and eliminate fatigue.
 - b. Cultural tourism, is a form of tourism characterized by a series of motivations such as the desire to learn the customs and ways of life of the people of other countries, studies / research on discoveries, visiting ancient / historical heritage sites, etc.
 - c. Business tourism, is a form of tourism carried out by entrepreneurs or industrialists, but on the way only to see exhibitions or exhibitions and often take the time to enjoy tourist attractions in the countries visited.
3. According to the object
- a. Cultural tourism, is a type of tourism that is caused by the attraction of art and culture in an area / place, such as relics of ancestors, ancient objects and so on.
 - b. Commercial tourism, is a trip related to trade such as holding expo fairs, exhibitions, etc.
 - c. Political tourism, is a trip carried out with the aim of seeing and witnessing events or events related to the activities of a country.
4. According of transportation
- a. Land tourism, is a type of tourism which in carrying out its activities using land vehicles such as buses, private cars, taxis or other vehicles.
 - b. Sea or river tourism, is a tourism activity that uses water transportation facilities such as ships and so on.

- c. Air tourism, is a tourism activity that uses air transportation such as airplanes and so on.

2.3. Promotion

2.3.1. Promotion definition

According to Laksana (2019), promotion is a communication from sellers and buyers, which comes from the right information which aims to change the attitudes and behavior of buyers, who previously did not know to become familiar. meanwhile Tjiptono (2015), stated that promotions is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the company's brands and products. furthermore Rohaeni (2016), in his journal stating that Promotion is very important in introducing a product and also attracting consumers to buy the product, because with promotion consumers will know more about the products produced by the company.

From the statement above, the writer can conclude that promotional activities are an interaction between sellers and buyers which are carried out to convey a certain message to consumers so that they can help marketing and increase sales and attract consumer interest.

2.3.2. Promotion through printed media

The print media is static and prioritizes media for visual messages produced from the printing process ; raw materials and means of delivering the message using paper with various types (webbisnis.com:2015)

Printed media such as newspaper, tabloids and magazines can be alternatives to promote products and services. Local printed media and national are the main source of information are usually printed in large numbers and distributed to many people in a relatively short time.

Here are the kinds of print media according to Eliah (2015):

1. Calendar

The use of calendars as promotional print media is quite potent. People tend to keep the calendar as a pointing device as well as the date and day of the month so that the media is able to display messages brands that have longevity. The number of calendar sheets are varying. There is calendar that only a single sheet-like poster and some are in the form of many sheets.

2. Poster

Poster is marketing communication tool that is commonly used and often found in many places, especially in public areas and strategic place. Poster relatively large size has potential to attract the readers attention. Poster should be designed as attractive as possible in order to attract media attention because it is usually read when crossing someplace.

3. Banner

Banners are generally printed in large size and placed in places that is easily seen. The form of banners and installation techniques sre varied. Banner installed on the frame shaped like the letter X easily moved and known as X-banner.

4. Brochures

Brochures is the form of sheets that can be read longer than the poster. Brochures are generally printed in relatively large amount, printed with good quality, and published on an irregular basis on certain occasions. For example, in the exhibition event. Brochures are a sheet one face or back and forth and have called a leaflet folds.

2.3.3. Promotion function

There are several functions of the promotion itself. According to Ardhi(2013), promotion has functions such as:

1. Get the audience's attention

Promotion can persuade audiences to pay attention to the products offered. Therefore, promotions must be designed in such a way as to attract the attention of the audience.

2. And cultivate a sense of interest in the audience

One of the promotional functions is to highlight the attractiveness of the product by using the right and unique media that is different from other competitors so that it can attract the attention of the audience. Interest can be achieved with appropriate promotions.

3. Develop audience curiosity

Developing curiosity can make the audience search for the information they want to find so that they are more interested in owning the product or using the services offered.

From the statement above about the promotion function, the writer can conclude that the promotion function is to attract the attention of consumers and become an attraction for consumers to be interested in a product and also get to know a product and this will increase consumer curiosity about the product.

2.3.4. Promotion purpose

In every promotion that is carried out it must have a purpose. According to Malau (2017), there are promotion objectives, namely:

1. Informing, such as introducing the product being sold, informing the superiority of the product among other products, informing price changes and building the company's image.

2. Persuade, such as encouraging buyers to buy products that are sold according to their needs based on brand choices and advantages.
3. Reminding, which is to make buyers continue to choose the products we sell compared to products sold by other companies through the quality of service and the quality of the products sold.

Based on this explanation, the writer can briefly conclude that the purpose of promotion is to inform, such as informing the market about the existence of a product. And to persuade consumers, such as encouraging consumers to be interested in buying the product immediately. And also Remind consumers of a product, such as reminding buyers of the place where the product is or is available.

2.4. Media To Promote

In general, several media can be used to promote a product, and the media often used by the general public to promote a product are usually print media and online media. According to Ardhi (2016), the various promotional media, are as follows:

1. Print media

This media is the media that we encounter the most everywhere and at any time. This media is called conventional because compared to other media, this media is one of the oldest media. From ancient times until now this media is still widely used and has a high appeal to the audience. This conventional media can survive for a relatively long period. This media consists of Calendar, leaflets, brochures, booklets, company profiles, business cards, co-cards, letterheads, stickers, postcards, raffle coupons, catalogs, and price lists.

2. Outdoor media

Outdoor media or often called outdoor media is media that is often used in public and open places. These outdoor media include posters, banners, billboards and billboards, signboards, info tablet media, acrylic media, cars, murals, shop sign branding, banners, hot air balloons, and banners.

3. Online media

Along with the times, the internet is increasingly playing an important role in human life. One of them is the existence of online media based on the internet. This media is often encountered when using the internet. With the internet, it is possible to do promotions without face to face with a wide audience. Distance is not a barrier in this promotional media. So that this internet media is growing rapidly into promotional media with various models.

4. Other promotional media

This media is a promotional media that exists apart from the promotional media above, this media is quite effective to use because this media gives the impression to consumers to always remember the identity of a company.

2.5. Historical Destination

2.5.1. Historical definition

According to Carr (1982), history is a continuous process of interaction between the historian and his facts, an unending dialogue between the present and the past. Meanwhile Hadinoto (1996), stated the destination is a specific area chosen by a visitor where he can stay for a certain time. From the statement above, the writer can conclude that a historical destination means a destination in which there is continuity between history and the facts, which can also be visited by the general public both for recreation and to increase knowledge about these historical destinations.

2.5.2. Historical destination in Palembang

There are many historical destinations in Palembang, both known and not widely known by the public. According to the website of Charmingpalembang that preserved by tourism office of Palembang, the city of Palembang have 16 historical destinations, which are:

1. Jembatan Ampera



Figure 3 jembatan Ampera

2. Bukit Siguntang



Figure 4 Bukit Siguntang

3. Taman Purbakala Kerajaan Sriwijaya



Figure 5 Taman Purbakala Kerajaan Sriwijaya

4. Tuan Kentang



Figure 6 Tuan Kentang

5. Rumah Ong Bontjit



Figure 7 Rumah Ong Bontjit

6. Masjid Agung Palembang



Figure 8 masjid Agung Palembang

7. Kampung Kapitan



Figure 9 Kampung Kapitan

8. Kampung AL-Munawwar



Figure 10 Kampung Al Munawwar

9. Pulau Kemaro



Figure 11 Pulau Kemaro

10. Benteng Kuto Besak



Figure 12 Benteng Kuto Besak

11. Museum Sultan Mahmud Badaruddin II

Palembang



Figure 13 Museum SMB II

13. Monpera



Figure 14 Monpera

14. Museum Balaputeradewa



Figure 15 Museum Balaputeradewa

15. Museum dr. Ak. Gani



Figure 16 Museum dr. Ak Gani

16. Masjid Cheng Hoo



Figure 17 Masjid Cheng Hoo

17. Kawah Tekurep



Figure 18 Kawah Tekurep