

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer describe about the definitions that correlate to the research title.

2.1. Tourism

According to Marpaung (2002, p. 35) defined tourism as a leisure activity that is performed outside the home which took more than 24 hours, such as: visiting family out of town for 2 days. Next Kodhyat (1996, p.1) stated tourism is a phenomenon caused by a form of human activity, that is called activities of travel. According to Hornby (1995, p. 1565) defined that tourism is a business providing hotels, special trip, and etc for tourist. Again according to Hornby (2001, p. 8) defined tourism is a journey in which a short stays are made at a number of places, and traveler finally returns to his or her own place. As it is also stated in the UU. No. 10 Tahun 2009 about tourism, tourism is a wide variety of activities which are supported by facilities and services which are served by people, entrepreneur, governments and local governments.

Furthermore, Suwantoro (2001, p. 6) stated that tourism is departure process where as from someone or more is going to other place outside its residence. Based on the definition above, writer can briefly sum that tourism is kind of activity do by individual or some people in a certain places which is supported by tourism aspects such accommodation, food beverages, transportation and etc and happen more than a day. After understand definition about tourism, the writer realize that tourism can give many positive impact if it is managed and developed well. Again the promotion took as vital role in developing the tourism, especially the tourism attraction.

2.2. Definition of Visitor and Tourist

According to World Tourism Organization, visitor is person who visits another country where he has residence, with the reason of doing the job given by the countries he visits. While a tourist is a person who stay in a country regardless

of nationality, visiting to a certain place in the same country for a longer period more than 24 hours that the purpose of the journey can be classified in one of the following:

- a. Take advantages of the free time for recreation, leisure, health, education, religion and sport.
- b. Business or visiting the family.

According to the Ministry of Tourism, tourists could be any person who traveled and settled for a while in a place else other than place of residence, for one or several reasons, besides finding a job. The development of tourism is always changing. Every year the condition and situation of tourism in every nation is always different. Surely, there many aspects that influence the development. This time the purposes of doing travelled has been evolved, for example business purpose, culture, religion, nature, political, health and etc.

In other words, The International Union of Official Travel Organizations (IUOTO) stated that tourists are temporary visitors staying at least 24 hours in the country visited. With the intent and purpose of journey that can be classified as follows:

1. Leisure, which for the purposes of holiday, health, study, religion (pilgrimage), and sports.
2. Relations trade (business), visit family / relatives, conferences, and mission.

2.3. Promotion

According to Marpaung (2002, p. 103), promotion is an effort conducted to accommodate the tourism product with the tourist demand, so that the product become more interesting. Next Hornby (1995, p. 1163) stated that promotion is one of the important thing, how can your city to be famous if you not give any information what is your company or department offer in promote your city. While the definition from Alma (2006, p. 179), promotion is a kind of

communication that provide explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers.

Furthermore, Kotler (2002, p. 41) states that promotion is a variety of activities undertaken by a company that offers the superiority of privileges from their product in order to persuade the target consumers to buy. Next Sistaningrum (2002, p. 235) state that promotion is one element of the activities of the marketing mix. Promotion become media information to know everything related to the company's products that will be offered to consumers.

Based on the opinion of some experts, it is known that the promotion is one of the important aspects in marketing management and is often said to be a continuous process. In business tourism, promotion itself is needed as one of continuous element. In other words, a potential of tourism will not develop if it is not accompanied by an effective promotional efforts. It can be define that to create an effective promotion of tourism potential, cooperation between government and stakeholders are needed. The information of tourism should be distribute to all elements as the potential buyers such; visitor, tourist, investor and etc through effective promotion.

2.3.1. The Important Stages of Promotion

According to Marpaung (2000, p. 19) there are some important stages in a promotion or advertisement planning, as follows:

a) Determining the target and puposes

It represents the first step which must be done in making and compiling the promotion plan. It shows the determining strategy that must be done to reach an expected result.

b) Compiling budget

It represents the important factor that must be noticed to the fluency of promotion activities without in correct cost estimate, it will obstruct the process of promotion activities.

c) Evaluating Company

It is mining at determining the target market which is suitable with the promoted product.

d) Sending Message

It is communication with the public in an attempt to influence them toward buying products and service.

There are some kinds of important promotion activity according to Yoeti (1990, p. 194-197) such as:

- a. Personal Selling
- b. Advertising
- c. Sales Promotion
- d. Publicity

2.4. Effort

According to KBBI (1990, p. 995) effort is a way, sense, and endeavor to achieve a purpose, looking for a way out to solve problems. According to Harmaizar (2014, p. 10) says that effort is activities that conducted regularly and continuously with the purpose to gain profits, whether held by individuals or company in the form of a legal entity or none, established and domiciled in a region of a country.

In general, the writer concludes that effort is a way to reach some purposes by continuous and structured activity. In this research, the efforts that will be identified by the writer are the promotion efforts done by the Monpera Museum staff.

2.5. Potency

According to Big Indonesian Dictionary, definition of the word potency is the ability, the power, the strength, and the capability to have the possibility to be developed (2014). According to Kartasapoetra (1987, p. 56) potency is something that can be used as material or source to be managed well either through human

effort also through the power of the engine where the process can also be interpreted as a potential resource around us.

According to Anshari (1996, p. 482) the word potency mean as strength, especially the hidden strength. Based on the statements above, the writer briefly conclude that potency is something have by human sources or natural sources that can be developed more with a certain way.

2.6. Definition of Museum and Monument

According to International Council of Museum, museum difined as a permanent institution that give service in public requirement by concluding collection effort, convention, research, communicating, and demonstrate real object to society for the study requirement, or documentation for certain specification society and or documentation of the imaginative opinion in future. From the definition above, the writer would sum up that museum is a permanent place control by certain legal society in order to serve the public in taking documentation about the museum collection for study or research.

According to Marpaung (2002, p. 89) types of object and attractions of museum is relates to natural aspects and cultural aspects in a particular region or area. Museums can be developed based on its theme, for example archaeological museum, history, ethnology, natural history, art and crafts, science, technology and industry, or other special themes. Based on the theme of the museum which is described by Marpaung, author of the research object Monpera Museum is included into historical theme because the museum was established with the basis of the history that happened in Palembang residents.

According to Idrus (2013, p. 2) a monument is a structure built for commemorative or symbolic reasons rather than for any overtly functional use. While Marpaung (2002, p. 88) stated that archeological and historical heritage belonged to the cultural monuments, national monuments, historic buildings, cities, villages, religious buildings such as the Church, Temple, Temple, Puri, mosques and other historical places like the battlefield is a object type and a major tourist attraction in many countries. Other types of objects and attractions are:

1. Study of underwater, such as shipwreck
2. Industrial archeology
3. Historical parks

In this research, the writer has limited the observation focus to the Monpera Museum as the historical museum, which also function as a monument.

2.7. Monpera (Monumen Perjuangan Rakyat) Museum Sumbagsel

MONPERA Sumatera Selatan was the wish of the elders of independence heroes in South Sumatera under The Legion of Veteran of Indonesian Republic, South Sumatera. This wish was told in a meeting of LVRI on August 2nd, 1970. But just on August 17th, 1975, the first stone was lead by Governor of South Sumatera, H. Asnawi Mangku Alam. He was also the chairman of Monument Structure Build Foundation. It was finished in 1989 in Governor H. Sainan Sagiman era.

Its formal ceremony was lead by H. Alamsyah Ratu Prawiranegara (Minister of Economy and People Prosperity) on February 23th, 1988. It cost more than 1,182 billion and large amount of fund was from APBD of South Sumatera Province. The design of this monument was taken from a contest won by code "L" from Biro Waskito, Bandung West Java. And because of financial problem, the structure of this monument was minimized to 75% from the original size. This structure has a motif of 5 sepals' jasmine. A white jasmine is a symbol of purity of the heroes' heart in defending the proclamation, August 17, 1945. the five sepals are also as the symbol of five residences united in South Sumatera under Sub-Commandment of South Sumatera (SUBKOSS), the Residence of Palembang, Lampung, Jambi, Bengkulu and Bangka-Belitung Island.

The high of this monument is 17 meters. There are 8 levels/floors inside the building structure with 45 columns. It is symbolized the proclamation day of Indonesia on August 17th, 1945. The first floor to the top is connected by stairs. They show us that if we want to get victory and independence, we must fight for it, sacrifice and use our power, body and soul. It knows that besides as the

historical heritage, Monpera Museum now also functioned as one of tourism object in Palembang because it is located in strategic tourism destination.

2.8. Tourism Object

According to Karyono (1997, p. 27) stated that tourism object is any object that can attract the tourists to visit it such as, nature condition, historical buildings, cultures, and other modern recreation centers. In general, tourism object can be defined as the object located in tourism destination which has an interesting point to be visited. According to Karyono (1997, p. 27) tourism object divided into four types as below:

1. **Tourism Object**

The existence of human creation, life system, art and culture, the history of a nation, and nature that can attract the tourists to visit

2. **Natural Tourism Object**

This kind of tourism objects that the sources come from all the beauty and wealth of nature.

3. **Cultural Tourism Object**

This kind of tourism object that the source appeal from culture, such as historical heritage, museums, arts attractions, and other objects related to culture.

4. **Maritime Tourism Object**

The maritime area that can be use for both recreation and for water sport.

It is completed with some facilities, for:

- a. Diving
- b. Surfing
- c. Fishing
- d. Swimming
- e. Rowing

2.8.1. The Elements of Promoting Tourism Object

According to Suwanto (2004, p. 20) the main elements of promoting tourism object are; tourism object and attraction, tourism infrastructure, tourism instrument, management, and society/environment. While Subroto (1997, p. 32) says that promotion itself is include to the elements of tourism which need to be developed in the effort of developing the tourism. From the statement above, the writer would briefly conclude that promoting tourism object is related to other elements such as attraction, accommodations facilities, management and also the effective publicity. Those elements should be run together and continuously to reach the purpose of promotion.

2.8.2. The Facilities Needed in Developing Potential Tourism Object and Attraction.

According Marpaung (2002, p. 90) the facilities that required for the development of a potential tourism object and attraction, namely:

1. Public facilities such as toilets, bins, signage, information centers, chamber of view, libraries, stall, daycare and other goods.
2. Human resources, in this case are the staff caretaker of an attraction or tour guides. Tour guides must be qualified, not only able to master several languages, but also must be able to understand in detail the contents of the existing museum collections.
3. Information center available on tourism object is not only providing information on the collections of the museum, but also must be able to provide other information that still correlated with the museum's collection.

Then According to Amin (2004, p. 7) there are three important factors which backup developing an area to be tourism destination, as follows:

1. Attraction

Its about the places, for examples; the climate is good, the beautiful panorama and the historical places. The attractions are applied event, like

the congress activity, the exhibition or the sport event, the festival and the other activities.

2. Accessibility

That place is easy to be reaches. Right now is provide the transportation to go to that place regularly, it's often there, the prices are comfort and safe.

3. Amenities

There is also providing of some facilities like entertainment places, the local transportation which possibility to go picnic to other tourism places and also there are so many available as the communication tools.

2.8.3. The Criteria of Tourism Object Potency

According to Yoeti (2002, p. 184) there are three criteria that determined tourism object to be visited by tourists:

1. Something To See is the tourism object must have something that can be viewed or used as a spectacle by tourist. In other words, the tourism object should have special attraction that can attract the tourists to visit it.
2. Something To Do is the tourism object can provide an opportunity for tourists to do something useful that can make them feel happy, relaxed, and enjoy the objects through an arena game or food courts which have special taste from the other tourism objects.
3. Something To Buy is the tourism object can provide the facilities for tourist to buy something special from the certain tourism object. So that it can be use as a souvenir.