

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Sculled (1992, p:12) states that tourism is the sum of operation, mainly of an economy nature, which directly related to the entry, stay and movement of foreigner inside certain country, city or region. And economy gives the restriction, so that is much more economical aspect, but is not showing explicitly, sociology, psychology or tourism geographical aspect. Furthermore Yoety (1991, p:21), argue that tourism is a journey in a temporary time from another place, which is not purpose for business oriented but it is not only perform to enjoy the journey for the sake or recreation oriented. Meanwhile Hornby (2001, p:8) states that tourism is a journey which a short stays are made at a number of places, and traveler finally return to his or her own place. Based on definitions above, so tourism is travel from one place to another in order to get pleasure and satisfaction.

2.2 Marketing

As stated by American Marketing Association Board of Directors (2013) marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at As stated by Jay Conrad Levinson cited in Mike Thimmesch (2010) Marketing is any contact that your business has with anyone who isn't a part of your business. Marketing is also the truth made fascinating. Marketing is the art of getting people to change their minds. Marketing is an opportunity for you to earn profits with your business, a chance to cooperate with other businesses in your community or your industry and a process of building lasting relationships.

As stated by Josh Glantz (Vice President and General Manager, PCH Online-Publishers Clearing House) in HeidiCohen (2011) marketing is the conversation between a company or brand and a consumer that ultimately leads to brand recall, preference or a transaction. In today's socially networked world, that conversation is being disintermediated by word of mouth referrals. Traditional marketers will have to work harder to get ahead of and to influence this trend.

As stated by Cathy Halligan (Senior Vice President Sales & Marketing, PowerReviews) in HeidiCohen (2011) marketing is ultimately responsible to create enterprise value via the brand, the face of the business strategy. To do so, marketing identifies the target, attractive high growth segments. Marketing drives the organization to define the single minded, differentiated brand value proposition and deliver on it every single day across every touch point. Marketing ensures the delivery of a compelling, differentiated offer to that target and proposition. And, marketing measures and improves the consumers/businesses/partner satisfaction, and the brand health and strength. Marketing is the single point of accountability for growth, identifying and delivering on new customers, new offerings & new market profitable growth.

2.2.1 Marketing Mix

According to Philip Kotler (2006) in his book Principles of Marketing, marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. Fandy Tjiptono (2004) states marketing mix is a set of tools that marketers can use to establish the characteristics of goods / services offered to customers. According to Marius P. Angipora (1999) marketing mix is the controllable marketing variables that combined the company to produce the desired response in the target market.

Jerome Mc-Carthy dalam Fandy Tjiptono (2004) marketing mix consist of 4P (Product, Price, Promotion and Place).

a. Products

Is a form of organization offers services intended to achieve the objectives through the satisfaction of customer needs and wants. Products here can be anything (either physically tangible or not) that can be offered to potential customers to meet the specific needs and desires . According to Philip Kotler in Yodhia Antariksa (2014) a product is a thing that can be offered to a market to satisfy a want or we need

b. Price

Mix prices with respect to strategic and tactical policies such as price level, the structure of discounts, payment terms and the level of price discrimination between different groups of customers. Price describe the amount of rupiahs that must be issued a consumer to obtain a single product and the price should be affordable to consumers. According to Philip Kotler in Yodhia Antariksa (2014) price is the amount of money charged for a product or service. More broadly, price is the sum of all the value that consumers exchange for the benefits of having or using the product or service

c. Place

A decision regarding the distribution of the ease of access to services for customers. The place where the product is available in a number of distribution channels and outlets that allow consumers to easily obtain a product. According to Philip Kotler in Yodhia Antariksa (2014) place is the various the company undertakes to make the product accessible and available to target customer

d. Promotion

Promotion mix includes a variety of methods, namely Advertising, Sales Promotion, Face to Face Sales and Public Relations. Reflects the way in which the company in order to sell products to consumers. Stanton in Yodhia Antariksa (2014) states that promotion mix is the combination of operational selling, sales person, public relation. These are the promotional tools that help and organization to achieve its marketing objective

2.3 Promotion

According to William J. Stanton (2001, p: 410) states that promotion is the element in an organization marketing mix that erves to inform, persuade, and remind the market of the organization or product. Furthermore E. Jerome Mc. Carthy (2000, p:273) argue that promotion is communication information between seller and buyer to influence attitude and behavior. Based on definitions above, so promotion activities is forms of communication used by the company to provide information about the existence of a product and it advantages or benefits. Then persuade, influence, and convince consumers to want to buy and use these products and remind customers about the target product of service being offered that will increase the volume of sales items or services

2.3.1 Promotion mix

According to Kotler dan Gary A in Alexander Sindoro (2000), Promotional mix is a special concoction of personal advertising, sales promotion and public relations firm that is used to achieve the purpose of advertising and marketing . Basu Swastha in Marius P. Angipora (1999) describes the best strategy combinations of the variables Advertising, Personal Selling and Promotion other tools, all of which are planned to achieve the objectives of the program sales . Philip Kotler (1997) states

that Promotion mix is companies face the task of distribution the total promotion budget over the five promotion tools of advertising, sales promotion, public relation, and publicity, sales force, and direct marketing . Dharmesta (2001: 222) states that the promotion mix (promotion Mix) consists of :

- a. **Advertising**, non-individual communication, with a number of costs, through a variety of media by companies, non institutions, and individuals
- b. **Sales Promotion**, Marketing activities other than personal selling, advertising, and publicity, that encourage effectiveness on consumer purchases and traders using tools such as modeling, exhibits, demonstrations, and so on
- c. **Personal Selling**, interactions between individuals, each designated to meet face to face to create, improve, control, or maintain mutually beneficial relationships with other parties.
- d. **Public Relation**, an overall communications efforts of an organization to influence the perceptions, opinions, beliefs, and attitudes toward the organization group.
- e. **Direct Marketing**, interactive marketing system that utilizes one or more advertising media to cause a measurable response or transaction at any location

2.3.2 Purpose of Promotion

According to Tjiptono (2001, p:221), purpose of promotion is inform (informing), influence and persuade (persuading) and remind (reminding) customers about the company and its marketing mix. Sistaningrum (2002, p:98) states that promotional purposes is four things, namely to introduce ourselves, persuade, modification and shaping behavior and remind them about the product and the company concerned. According to Lupiyoadi (2001, p:109) sales promotion are all

activities that are intended to improve the flow of goods or services from the manufacturer to the sales end.

In general, the purpose of sales promotions:

1. Increasing demand from industrial users and / or the final consumer.
2. Improving the performance of the company
3. Supporting and coordinating the activities of personal selling and advertising.

So, through sales promotions, company can attract new customers, influence customers to try new products, encouraging more customers, attacking competitor promotional activity, increase impulse buying (purchasing without previous plan), or seek closer cooperation with retailers.

2.4 Food

According to Who (World Health Organization) in food is all substances that the body needs, except water and medicines and the substances used for the treatment. Sudiara (2001) states that food is a requirement directly related to human life and when eaten or come into the abdomen rather difficult excluded.

Pendit (2005) describes food is a dish made of raw materials rice, wheat, corn, meat, fish, eggs, vegetables, fruits and so forth are cooked ready to eat. According to Alwi (2001) food is any substance we eat or get into body shaping or replace all of the body's metabolism

So food is anything that can be eaten or enter the body which has the flavor and aroma as well as the set of all metabolic processes

2.5 Perception

According to Philip kotler (2003) perception is leads to decision making and the decisions to act or not to act depends on how you develop motivation. Fill (2003, p:123) states that perception is concerned with how individual see and make sense of their environment. Meanwhile Solomon & Rabolt (2004) states that perception is oncerned with the process by which our five senses are organized and interpreted

2.6 The history of *kerupuk ubi*

Kerupuk ubi is one of food that comes from Java. This food was very famous with name upik-upik. But now, this food has been developed by Palembang society who live in Sukomoro village. These people were Javanesse. People who came to Palembang city in order to gain a job. They stayed in Sukomoro Village which many many cassava plants. Then had idea to cultivate the cassava into a food production to get money when they had not gotten a suitable job yet

This food is very unique because the basic ingredients to make this food just used cassava. If kerupuk are usually made from fish, but this food are not. In addition, people also know about keripik ubi. The differences between *kerupuk ubi* and *keripik ubi* are in the process of making and spices used. *Keripik ubi* made from cassava who thinly sliced , fried and given shilli, whereas *kerupuk ubi* needs cassava dregs, given seasoning, boiled, dried and the last, fried. This effort has been going about 15 years ago, since 1998.

In 1998, they were only able to produce about 25 kg for 1 week. This is due to the limitations of the grater machines so that they still used grate manually. This situation were not in long time, because in 2000, the government gave them assistance in the form of tools grater so that the results production could reach 100 kg for 1 week. It was lasted until early 2012. But in middle of 2012, *kerupuk ubi* production began to decline due to the high cost of production and limited land for

planting cassava. In the 2013, the production decreased again. They can only product until 50 kg for 2 weeks

This food still was made which use simple method although need long time and difficult process to make it. Firstly, cassava peeled and washed thoroughly. Then cut cassava and inserted them into the machine until they are completely destroyed and smooth. Next, enter them into fabric for inserting into the press machine with the aim to separate water and its dregs. Until their completely dried, then the dregs are mixed with seasonings such as salt, chilli and onion. Furthermore, the dregs that have been mixed spice are added to the plastic and tied, and boiled them until cooked. The next process is cassava lifted and left to cool. After that, cut them in thin and dried in the sun until completely dry. After that, *kerupuk ubi* are ready to be marketed

There are two varians taste for *kerupuk ubi*, namely original and spicy. The spicy taste used chilli that has been pounded into smooth, then mixed into the dough cassava before inserted into a plastic and boiled. In addition, now, the people in sukomoro also develop other foods derived from cassava that is *opak*. *Opak* is also almost similar with *kerupuk ubi*, but different in the seasonings.

They only used black plastic. For sales only sell their *kerupuk ubi* in the market regions Sukomoro . This is done because most buyers know that *kerupuk ubi* are made by the people in Sukomoro and only sold in market Sukomoro area