

CHAPTER II

LITERATURE REVIEW

2.1 Booklet

In promoting a tourist spot, the right media is needed so that information can be comprehensive, one of which is the Booklet. Booklet is one option to improve a business because, the booklet itself explains everything about the product with the help of pictures and explanations that are not too long but precise and dense and more efficient in marketing it because it is a book, (Firaina, 2019). Booklet is a form of communication media that can be used as a tool to promote or introduce goods, services, tours, etc. to the wider community. According to Permatasari (Gemilang & Christiana, 2016) Booklets are communication media that are promotions, recommendations, prohibitions to mass audiences and are in printed form, having the aim that the community as an object can understand the message through this media. Booklets have a practical form and are easy to carry anywhere with a summary of important information equipped with an attractive design. With its small form, the booklet is also flexible not only as a means of conveying information but on the other hand, the booklet function can be developed into journals, documentation, and souvenirs. Booklet is a book with a half-quarto size and thin, at most thirty pages back-to-back with text content and images (Simamora, 2009). Booklets' flexibility and ability to offer comprehensive information in an aesthetically pleasing manner make them a very powerful promotional tool. Tsarskyi and Lukina (2023) claims that, "Another particular type of printing product that combats the inertia of advertising and can be used as a promotional tool is the booklet." Booklets also have the advantage of being a medium that can be stored and accessed again by readers. They can be placed on a desk or shelf for future reference, so the message has the potential to remain relevant over a longer period of time. Booklets may change and fulfill a variety of purposes, including brochures, programs, keepsakes, and brief guidebooks. Booklet can be a solution to give an impression to visitors in terms of promotion of tourist attractions, it will make visitors remember well the contents contained in the booklet along with color

choices and design variations that can attract attention. Booklets can also be used as a complete information provider and contain text or writing and more interesting color images or photos (Maulyda et al., 2018).

Furthermore, the booklets consist of various kinds of other specifications. A booklet is a thin, compact book that is half the size of a quarto and has writing and images on no more than 30 pages that turn back and forth. Despite this, the contents are provided in a much shorter manner than in a book, the format is identical to that of a book (introduction, contents, conclusion), (BPTP Balitbangtan Jambi, 2017). Mardikanto (1993) also states that booklets are typically 10–25 pages thick, with a maximum of 50 pages. They take the form of compact books printed with text and illustrations, with writing predominating most of the time (Parwiyati et al., 2014). The booklet contains important information, the contents of which must be clear, firm, easy understandable and would be more interesting if the Booklet was accompanied by image (Listya, 2015).

Therefore, from the explanation above, it can be concluded that a booklet is a flexible communication medium in the form of a small book that presents the necessary detailed information with a display in the form of pictures and writing with an attractive and varied design.

2.1.1 The Elements of Booklet

Every element used in the creation of a booklet plays a specific purpose in helping it successfully communicate its ideas. Arsyad (1996) claims that, there are six important elements that designers must pay attention to when designing or creating a booklet. Format, attractiveness, consistency, organization, font size, and blank space are these six components.

1. Format

Due to the booklet's lengthy paragraphs, a single column display is selected for the display format. To make it simpler for pupils to read and comprehend, each distinct material content is divided and identified.

2. Attractiveness

The booklet has a number of well created illustrations, such as pictures that are included in relation to the text, which encourages readers to keep reading.

3. Consistency

The text will appear hazy from a distance if the lines are too close together. The format and spacing must be consistent. The booklet will seem nicer and more organized if the formatting and spacing are consistent.

4. Organization

In order to make the booklet looks more professional and organized, it is divided into sections and structured methodically using boxes. This is to facilitate readers' comprehension and assimilation of the booklet's content.

5. Font size

"Arial" typeface, with a common size of 11, is often selected for booklet letters. When designing a well-written booklet, capitalize words only when needed and refrain from using them all throughout the text.

6. Blank space

To allow readers to take a break at a specific point, booklets would benefit from having blank areas that are devoid of content or images. Blank space can appear as margins, at the start of paragraphs, at the beginning of columns, and in the spaces between paragraphs and titles. During the booklet-making process, paragraph and line breaks are added and provided to enhance the booklet's appearance and readability and create better outcomes.

2.1.2 The Aspects of Booklet

Considering aspects can help direct the manufacturing process so that it can achieve the goals of making the booklet. According to Muslich (2010), when creating a booklet that can be used as promotional material for a tourist attraction, concern must be taken with four things in mind: the content or material itself, how the content is presented, any language rules that may apply, and the booklet's visual elements.

1. Aspects of the Material Content in the Booklet

The goals of writing a booklet is to help readers gain information and insight about potential tourist attractions, such as location, amenities, main attractions, available activities, ticket prices, and operating hours. Therefore, the material or contents of the booklet must be in line with the aim of promoting the tourist attractions on which it is based. This material clarifies for prospective visitors what to anticipate from their trip to the tourist destination. Things that must be paid attention to in the booklet are:

a. Relevance

Booklets make it possible to give comprehensive and in-depth details about a specific location or business. This enables tourist destinations to convey a range of elements that are significant to prospective visitors, such as main features, events, amenities, and other useful information.

b. Adequacy or sufficiency

The ability of a booklet to provide enough relevant details about a tourist attraction is referred to as booklet adequacy in the context of tourist attraction promotion. The goal is to achieve the expected competence in grabbing potential tourists' interest and influencing their decision to visit.

c. Accuracy

The ability of a booklet to accurately, timely, usefully, and in compliance with relevant knowledge criteria describe how accurate and up-to-date the information about tourist attractions are presented.

d. Proportionality

The primary information about a tourist site should be balanced by additional information that offers further background and specifics. To ensure that the reader fully comprehends the tourist attraction, the important information must be emphasized, and any supporting material should be given in an effective manner.

2. Aspects of How the Content is Presented

Presenting the information in a way that is orderly, complete, and based on the sequence of time, place, and distance in order to guide the reader's thoughts with a logical and systematic presentation of the information. In addition to being familiar and easy for readers to understand, the booklet's presentation of the content can also foster a pleasant atmosphere and be enhanced with images to foster the growth of creativity.

3. Language and Readability Aspects.

The writer must employ language and images suited to the reader's cognitive development, to guarantee the illustrations are clear and contained with information. Understanding the language or illustrations increases the reader's understanding of the language and illustrations. Accuracy language use, including proper spelling, word and phrase usage, well-constructed sentences, and short, harmonic paragraphs.

4. Graphic Aspect

A booklet's graphics include its size, kind of paper, print, font size, color, and pictures. They also relate to the physical aspects of the booklet. proper use of pictures in accordance with dimensions, shapes, and suitable and useful image colors. When booklets are well-packaged, people appreciate them more and end up enjoying reading them. These are all the contributing factors.

2.1.3 The Component of Booklet

A booklet's components play a crucial part in efficiently delivering information and giving readers a satisfying reading experience. Components aid in creating a logical framework that makes it simple to traverse the material. By presenting graphics, pictures, or images that support the narrative on larger pages, booklets in book form offer a greater visual experience. Sitepu (2012) stated that, the main components or sections that are physically present in the book are:

1. Cover and Content

Compared to the paper inside the book, the book cover is constructed of thicker paper. The purpose of the book cover is to keep the contents of the book safe. The front or front skin of a book makes up the book cover. If a book has more than 100 pages, the back skin is bound with glue or sewing thread; otherwise, the back skin is not utilized. The book cover is properly created, combining subject headings and showing graphics that correspond with the contents of the book to make it more appealing.

2. Front Part (Preliminaries)

Consists of the foreword, table of contents page, main title page, blank page, and title page. The small Roman numerals on the front of the textbook correspond to each page number.

3. Text Section

Contains chapter titles and subtitles along with content in the form of significant information that will be communicated to tourists; each new section and chapter is made on a separate page and assigned a page number that begins with a number.

4. Back of the Book

Contains a bibliography, glossary, and index; however, a glossary and index should only be included in a book if it contains a large number of terms or phrases that are used frequently and have a specific meaning.

2.1.4 Principles of Making Booklet

The principle in making a booklet starts from determining the topic. According to Listya (2015), the topic, the subject to be developed, and the intended audience for the booklet are all made clear. Background and broad information on the subject should be covered at the outset. The booklet follows a standard book's format and content. A booklet's format typically consists of an introduction, a body, and a conclusion. Simply put, it presents the information in a shorter format than a book does. The booklet's useful and eye-catching format will facilitate participants'

learning. In addition, it is envisaged that the booklet's images will boost people's drive and enthusiasm in using it.

Booklets which are shaped like books have several principles in making them, this was stated by Aqib (2013) :

1. Visible
2. Interesting
3. Simple
4. Useful
5. Accurate
6. Legitimate
7. Structured

On the other hand, Prastowo (2012) asserted that there is a method for creating booklet media, which involves following certain processes and is a printed instructional resource.

1. The title and content are contingent upon the participant meeting prerequisite knowledge or skills.
2. Use simple language that is appropriate for the target users' level of linguistic development.
3. Capable of evaluating participants' comprehension of a subject.
4. The stimulants present, such as paper type, color, font size, and thinness, which affect how comfortable the eye seems.

Utami et al. (2018) states that, the following factors need to be taken into account when creating a booklet:

1. Identify the audience you wish to reach;
2. State your objective
3. Decide on the essential points that will be included in the booklet.
4. Compile information on the topic to be discussed.
5. Create outlines for the message's presentation, taking into account the writing style, visuals, and arrangement.
6. Develop an idea

7. A target group that was nearly identical to the target group was used to test the concept first.
8. Polish the idea and provide graphics that are appropriate for the text.

In addition, there are a number of other factors that need to be taken into account while creating a booklet (Andreansyah, 2015).

1. Dimensions of paper for creating booklets, half the size of A4 paper, or around 15 cm by 21 cm, is the ideal paper size.
2. The booklet's material ought to be succinct, engaging, and pique the reader's interest.
3. The backdrop color contrasts with the text so that booklet readers won't find it difficult to read.
4. The booklet looks polished and well-organized thanks to the layout.
5. When creating books, the typefaces used might take the role of pictures in terms of helping the reader visualize the information. Readers should be able to easily grasp the letters used.
6. Putting images in the booklet will make it more visually appealing, and the images selected should tie in with the theme.

2.1.5 Types of Booklet

The booklets are frequently used as brochures, catalogues, blades, and inserts for CDs and DVDs (CD booklets). They can also be used as small storybooks, instruction manuals, and recipe books. Annual reports and other reports serve as little more than special-purpose pamphlets (Howard, 2014).

Howard (2014) says that design considerations for booklets are:

1. Creep Occurs

Creep occurs in this booklet as the outside margins get narrower in the center of the booklet and there's a chance that text or graphics will be cropped if there's no room for it to do so when the page is cropped.

2. Creep Allowance

The creep allowance is a means of avoiding creeps in books. The copy can be moved to the middle of the spread for pages in the booklet's center if creep is apparent. No content or photos are lost when a page is cropped; all pages will maintain the same outer margins.

3. Imposition References

By imposition of references, the pages are printed in a way that ensures their correct reading sequence when assembled into a booklet or other publication.

4. Saddle-stitched Binding

A booklet bound with a saddle-stitched binding can be unfolded flat. It's also of the most widely used booklet binding techniques.

5. Booklet Envelopes

This envelope booklet features wide stitching and is designed to be used as a little handbag or envelope. In addition to booklets, brochures, catalogs, annual reports, and other multi-page mailings can also be sent in booklet envelopes.

2.2 Design

Design is one crucial aspect of creating booklet. The booklet's design can influence the way information is presented and how the reader interacts with it. In addition, to making the booklet visually beautiful, good design makes sure that the reader enjoys reading it and that the message is received clearly. According to Astuti (2020), design is the process of making, developing and creating something that begins with a concept or a problem and takes advantage of several of factors gleaned from human thought and research. Kotler and Keller (2016) explains that, design is the totality of features that influence how a product looks, feels, and works for consumers. Accordingly, design is the culmination of all the factors that affect how a product feels, looks, and works for consumers. Nasimi et al. (2021) claims that, when used strategically, design is a tool that can help businesses succeed. In this case, creating a good design in a product will be the right strategy for a company

or business to develop its business and introduce its advantages and uniqueness in the right way.

From the explanation above, the writer can conclude that design is a vital element in booklet creation that enhances visual appeal, ensures clear message delivery, and strategically supports business success.

2.2.4 Elements of Design

According to Kristianto and Rahayu (2020), The seven components of design are as follows:

1. Line

Any indication that links two points together. Lines can be employed to guide the reader, establish the layout, or express feelings to them.

2. Shape

Something that is both wide and tall. Form aids in object recognition, draws the reader's attention, conveys the designer's intentions, and enhances the visual appeal of a layout.

3. Texture

The surface's appearance or smoothness. Texture gives a layout depth and richness while highlighting or introducing particular feelings or emotions.

4. Space

The empty area or separation from or surrounding anything. Space defines an element, divides or connects layout pieces, and provides a space for the eye to rest.

5. Size

How large or little something is. Size highlights the most crucial components, draws the eye, and accommodates every layout aspect.

6. Value

Creates an environment or mood in the design. Lighter values might convey a happier, more carefree vibe, whereas darker values can convey a more dramatic or serious environment.

7. Color

The final means of communicating symbolically. Color highlights things, creates an atmosphere, draws attention to itself, and draws the eye to the layout aspects.

2.2.2 Design Process

Process in design help to consider each aspect in more depth. According to Landa (2014) there are 5 stages of the design process. These stages include orientation, analysis, concepts, design, and implementation.

1. Orientation

This is the digging stage and Gather a lot of information about the problem which exists. Beginning with the source of the issue. Following that, a designer searches for details and facts related to the goal that want to accomplish.

2. Analysis

This stage is the preparation of strategies and reading the situation. The data and information that has been collected will be analyzed and then a design will be formed starting from the target, design style, competitors, and deciding on suitable media to disseminate the work.

3. Concepts

This stage is the stage of making mind mapping. All considerations and strategies are gathered into one. The concept stage itself will later produce the colors, writing and design elements that will be needed by a designer in making work.

4. Design

This stage is the stage of visualizing all the ideas and concepts that have been previously designed. The stage where the work is finished and made.

5. Implementation

The final stage in the design process. In which, the finished designs and sketches will be disseminated to the media and platforms as planned.

2.3 Tourism

Tourism is an activity involving transportation, accommodation, eating and drinking carried out by a person or group from one place to another for business, entertainment, educational and other purposes. Traveling for a little length of time, leaving everything behind, and working by visiting locations are activities that are also referred to as tourism (Saputra et al., 2021). According to Hidayah (2019) Tourism is defined as a round-trip, scheduled or spontaneous tourist activity that can provide a whole experience for the offender. Prayogo and Febrianita (2018) stated that, tourism is the act of moving a person or group of people from one location to another for leisure and pleasure within a set time frame. Meanwhile, Yoeti in Anindita (2015) defines tourism as an intentional human activity that contains people moving temporarily from one place to another in search of different kinds of satisfactions as well as people receiving services from each other inside a country. Morgenroth in Fajri and Riyanto (2016) also defines, Tourism is the act of going from one's own country in order to satisfy one's goals or aspirations in life by becoming a customer of cultural and economic civilization.

So, it can be concluded that, the temporary relocation of people or groups to new places for leisure, education, or business is known as tourism. It entails travel, lodging, and dining with the goal of offering contentment and distinctive experiences via cross-cultural and cross-economic exchanges.

2.3.4 Types of Tourism

Travelers may use the various types of tourism as a guide when deciding where to go. Every traveller has a different reason for visiting, especially when it's an out-of-region trip. The existence of several types, which are decided based on the aim of traveling, such as holidays, enjoying travel, culture and sports, trade, or

convection, illustrates the disparities in these fundamentals. There are six types of tourism according to Bassett et al. (1987), are as follows:

1. **Pleasure Tourism**, is tourism that aims to fill free time or just enjoy the trip. This type of tourism involves a group of people traveling to discover a different holiday destination in order to satisfy their desires to take in the natural beauty, unwind from the stresses of everyday life, educate themselves about history, or go shopping in busy areas.
2. **Cultural Tourism**, is tourism aimed at getting to know and understand the surrounding culture better. This kind of travel is similar to going to a historical site, an art or religious institution, or researching customs. It is centered on discovering and appreciating a location's cultural legacy. It offers a range of experiences that let visitors discover and engage with the history, customs, and way of life of the places they go to.
3. **Business Tourism**, is a type of tourism that focuses on travel undertaken by individuals or groups for business or employment purposes. This includes attending training sessions, conferences, trade shows, meetings and other business-related events. Travel funded by businesses or organizations to support their operational and strategic goals is usually called business tourism.
4. **Sports Tourism**, is tourism carried out to promote a tourist spot (tourist attraction) combined with sports activities. This type of tourism is accomplished by drawing spectators who are interested in and actively participate in sporting activities. This type of tourism not only encourages a healthy lifestyle but also boosts the local economy and fortifies cultural linkages between diverse populations. This type of tourism is divided into 2, namely:
 - a. **Big Sports Event**, including championship football games, the Asian Games, and the Olympic Games, which can draw thousands of spectators in addition to athletes.
 - b. **Sporting Tourism of the practitioners**, refers to group sports tourist activities like white-water rafting and mountain climbing.

5. **Recreation Tourism**, is tourism that aims to find entertainment to refresh the mind. This type of tourism is when a group of people travel together to make the most of their vacation time by visiting specific tourist destinations that suit their interests, like beaches, rivers, and areas with breathtaking views of mountains.
6. **Convention Tourism**, is tourism that combines pleasure and business, tourism for conventions. This tourism centers on trips made by people or groups to trade exhibitions, business meetings, conferences, conventions, and other related events. As a key component of the tourism industry, convention tourism concentrates on commercial and educational activities. Among its many advantages are opportunities for extended networking, idea sharing, and professional development. Furthermore, the host location benefits greatly economically from tourism conventions, which stimulate local economic expansion and position the city or nation as a hub for worldwide trade.

2.3.2 Elements of Tourism

Following the opinion of Cooper (1995) suggest that there are 4 (four) as known as 4A components that a tourist attraction must have, namely:

1. Attraction

It plays a big part in drawing in tourists. If the right circumstances are present, a location can be developed into a tourist attraction. What is referred to as tourism capital or resources is what is transformed into a tourist attraction. People need to be directed by what tourists are seeking for in order to identify a place's potential for tourism. Tourism is primarily drawn to 3 main destinations: man-made attractions, cultural tourist destinations, and natural resources. In the location where the capital is located, tourism attractions can be developed using the capital. It is possible to create a tourism capital such that visitors can stay there for days at a time and enjoy it repeatedly, or even visit the same location on several occasions. The reason and incentive for travelers to visit a tourist attraction is its presence.

2. Amenity

All the infrastructure and facilities that visitors require while visiting a destination are referred to as amenities. The infrastructure and facilities under concern include lodging, dining establishments, transit, and travel agencies. Construction of tourism facilities, including hotels, marinas, concert halls, and so on, is made possible by the use of appropriate infrastructure. The construction of tourist facilities requires a variety of infrastructure, including telephones, ports, airports, water and electricity sources, waste disposal sites, and roadways. It is evident from the link between infrastructure and facilities that infrastructure development must typically come before facility development. Infrastructure is sometimes developed in tandem with the expansion of tourism amenities. If a location is easily accessible, it has the potential to grow into a popular tourist attraction. The relationship between infrastructure and facilities is mutual. Facilities need infrastructure, and infrastructure can benefit from advances in facilities.

3. Accessibility

The most crucial factor in tourism-related activity is accessibility. In the tourism industry, access to all forms of transportation or transportation services is crucial. However, this access is associated with transferability, which is the convenience of transitioning between locations. In areas without adequate accessibility, such as highways, ports, and airports, there won't be any tourists to drive the improvement of accessibility in those areas. If a location has the potential to attract tourists, it must be sufficiently accessible.

4. Ancillary

A tourist destination area's regional government is required to offer extra services to both visitors and tourism industry participants. Marketing, physical development (roads, railroads, drinking water, electricity,

telephone, etc.), as well as organizing various activities and adhering to all legal laws on roadways and at tourist attractions, are among the services offered. Travel agencies, management organizations, tourist information, and other tourism-related stakeholders are examples of ancillaries that promote tourism.

2.3.3 Tourism Destination

Destinations may be quite helpful in many aspects of life. They contribute significantly to the local economy in addition to being a popular holiday and leisure destination. Through visitor visits, tourist destinations increase local income, create jobs, and encourage the growth of surrounding businesses. Destinations for tourism are areas where people go to engage in tourism. In this context, "areas" can mean as region, city, province, or country (Hidayah, 2019). According to Prasiasa (2013), An administrative area by itself is not a tourism destination; it also includes tourist attractions (such as stunning beaches, a mountainous atmosphere, and surfing); tourist facilities (such as restaurants, tour guides, transportation, information centers, and restrooms); public facilities (such as security, banking, and health facilities); accessibility (i.e., ease of access to tourist destinations); and community relations and the environment. Hidayah (2019) states that, "Tourism destinations can be divided into two categories, namely: Tourism destinations that do not have administrative boundaries and tourism destinations that have administrative boundaries.

According to Prasiasa (2013), destinations for tourists can be divided according to their features, namely the following:

1. Natural resource destinations, such as: mountains, beaches, climate and forests.
2. Cultural resource destinations, such as: museums, theaters, historical places and local communities.
3. Recreational facility destinations, namely: amusement parks.
4. Event destinations, such as: Lake Toba Festival, Bali Arts Festival, and night markets.

5. Specific activity destinations, such as: Shopping tourism in Hong Kong and casinos in Genting Highland Malaysia.
6. Destination psychological appeal, such as: adventure, romantic travel, and remoteness.

2.4 Promotion

Promotion attempts to effectively convey to the target audience the worth and advantages of a good or service. Fundamentally, promotion is an endeavour to persuade customers to learn about the products that the firm is offering, which would subsequently make them pleased and prompt them to purchase the product (Ri'aeni, 2015). Mahfudz et al. (2019) also defines promotion as a communication among sellers and consumers that results from accurate information and tries to alter buyers' perspectives and actions. The goal is to make buyers who had not previously interacted with the seller familiar with the product so they would become buyers and continue to remember it. Promotion, as defined by Kotler & Armstrong in Ridwansyah (2017), is a strategy or action that businesses utilize to convey the value of their clientele. As stated by Alma (2016), promotion is a type of marketing communication. It is a marketing activity that aims to inform, remind, and influence the target market about the company and its products so that they will accept, purchase, and be devoted to the products offered by the company in question.

Thus, promotion can be defined as a planned marketing initiative that seeks to persuade the intended audience of the worth and advantages of a good or service. In order to promote customer pleasure and loyalty, the primary objective is to educate, convince, and influence prospective customers to become aware of, interested in, and eventually purchase the product. In order to ensure sustained engagement and brand loyalty, promotions aim to alter consumer perceptions and behavior through the use of factual information and a variety of communication techniques.

2.4.1 Purpose of Promotion

The many forms of promotion depend from variations in their intended use and intent. This serves as the foundation for determining the best type of campaign to run, its level of effectiveness, and the medium that should be used.

According to Fitria (2016), the following are promotional functions:

1. **Grabbing the interest of the crowd.** The parallel is that the goal of promotions is to get the audience to notice our product. We must use aggressive marketing when introducing a product to pique people's interest, particularly if it is a new one with plenty of competitors existing in the market. Products might be packed with eye-catching promotions to draw in more customers.
2. **Obtaining the audience's attention.** This is the fundamental method of promotion. A product's attractive features are what marketers need to draw attention to and stress in their advertising. Despite the fact that every product undoubtedly has benefits and drawbacks. Benefits are also highlighted in order to enhance the product's reputation and win over customers.
3. **Bring up the audience's interest.** Develop people's curiosity to make them want to own more goods. People have a tendency to search for information about topics they are interested in learning more about as their curiosity grows. Offer engaging content.

2.5 Via Crucis Sukamoro

Via Crucis Sukamoro in Palembang is a pilgrimage site that has special religious significance for Catholics. Located in the Sukamoro area, Palembang, South Sumatra, this place has become one of the important pilgrimage destinations in the area. Via Crucis Sukamoro was built to provide Catholics with the opportunity to undergo a deep spiritual experience by contemplating each step of Jesus' journey towards the crucifixion. The Via Crucis Sukamoro Prayer Park was built in April 2021 and blessed by the Archbishop of Palembang, Mgr. Aloysius Sudarso SCJ on December 8 2021. This place is a continuation of the Maria Mater

Misericordiae (Our Lady of Mercy) Cave which was built earlier in the same location.

It consists of 14 stations depicting key events in Jesus' journey to the crucifixion, known as the Stations of the Cross. Each station is usually marked with a statue or image that narrates an episode from the Stations of the Cross, providing a powerful visualization and helping the pilgrim reflect on the suffering and sacrifice of Jesus. These stations not only function as markers, but also as meditation tools for pilgrims to experience the story deeply. At this location there is also a church or chapel which is used for mass and prayer. This place of worship is the center of religious activity on Via Crucis Sukamoro, providing a place for people to gather, pray and celebrate sacraments. Additionally, there are special paths for pilgrims to walk and reflect on each station of the Stations of the Cross, designed to provide a calm and reflective experience.

Catholics often make pilgrimages to Via Crucis Sukamoro to pray and reflect on Jesus' sacrifice, especially during Lent and Holy Week. During this time, the pilgrimage site becomes very busy with religious activities. Pilgrims come from various regions to take part in prayers, masses and celebrations of the Stations of the Cross. This activity not only strengthens their faith, but also provides an opportunity to interact with fellow believers and build togetherness in the community. Masses and other religious ceremonies are often held here, especially on Good Friday, which is the anniversary of Jesus' crucifixion. On this day, pilgrims gather in large numbers to take part in a special liturgy and Stations of the Cross procession, usually led by priests or local community leaders. This event was the culmination of their spiritual experience, commemorating Jesus' sacrifice in a very solemn and meaningful way.

Via Crucis Sukamoro is a place that offers Catholics the opportunity to reflect and meditate deeply on the suffering and sacrifice of Jesus. Through these pilgrimages, pilgrims can deepen their faith, find inner peace, and strengthen their relationship with God. Apart from that, this place also strengthens the togetherness of the Catholic community through joint prayer and religious celebrations, creating

a sense of solidarity and support between people. With all the existing facilities and structures, Via Crucis Sukamoro is an invaluable destination for those seeking a deep and meaningful spiritual experience.

2.5.1 Location of Via Crucis Sukamoro

Via Crucis Sukamoro Prayer Park is located in Sukamoro Village, Talang Kelapa District, Banyuasin Regency, South Sumatra. The distance from Palembang city center is around 20 km. This place is open to the public every day from 08.00 - 20.00 with voluntary payment. The Via Crucis Sukamoro Prayer Park has an attractive and unique design. This place takes inspiration from the Via Dolorosa or Road of Passion in Jerusalem, which is the road believed to have been taken by Jesus when carrying his cross to the top of Calvary.

It's built with a Middle Eastern feel, with limestone rocks, Roman gates and angel statues dotting the Stations of the Cross. This place is also surrounded by shady trees which provide a cool and calm natural atmosphere. The Via Crucis Sukamoro Prayer Park is a suitable place for pilgrims who want to experience praying and contemplating the love of Jesus as reflected in His passion and death on the cross. This place can be an alternative for visitors who have not had the chance or cannot visit the Holy Land. The Via Crucis Sukamoro Prayer Park is intended as a means to develop faith and spirituality, as well as appreciate works of art depicting important events in the history of salvation.