

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter provides Tourism Sector, Magazine, and Media as Promotion of Tourism.

#### **A. Tourism Sector**

Fandeli (1995, p.37) argued that tourism is everything to do with travel, including the concession of tourism objects and attraction as well as related efforts in the field. He also explained that tourism is an activity traveling from one place to another destination outside the home, with the intention not to make a living, but to re-create both physical and psychological leissure. Tourism is a complex phenomenon in society, that includes hotels, attractions, souvenirs, tour guides, tour transportation, travel agencies, restaurants, and many others.

From those explanations, it can be concluded that tourism is an activity from one place to another place to get pleasure with purpose travelling through travel agents, attractions, hotels, restaurants, and so on.

Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

According to Yoeti (1996, p.120-124), terms of the economy is very important to get the classification of the type of tourism that can be the way to determine tourist arrivals to develop tourism in a place.

1. Based on location :

- a) Local tourism is a place which has small space and is limited only in certain place.
- b) Regional tourism is activities of tourism business which is developed in a place or area and has a bigger space than Local tourism.
- c) National tourism :
  - Based on narrow sense the meaning is the activities of tourism which is developed in a region of country. This meaning has synonym with “Domestic Tourism”, where people do a journey in their country.
  - Based on board sense, the meaning is the activity tourism which is developed in the country. Besides the activities of “Domestic Tourism”, it is also developed “Foreign Tourism” included “In Bound Tourism” and “Out Going Tourism”.
- d) Regional-International tourism is the activities of tourism which is developed in a limited international region, but passed by more than two countries in that region.
- e) International tourism is similar to World Tourism Business. It means that tourism business which is developed in whole country in the world. It includes “Regional-International Tourism” and “National Tourism”.

## 2. Based on the object :

- a) Cultural Tourism is a kind of tourism in which the motivation of people to do the journey is caused by the fascination of cultural art in that area.

- b) Commercial Tourism is also called trade of tourism because this journey is related to the national or international commercial activities such as Expo, Fair, Exhibition, and others.
- c) Recepterational Tourism is called health tourism. The purpose of this journey is to cure a disease.
- d) Sport Tourism is a journey where people aim at seeing or witnessing the sport fair in an area, such as Olympiad.
- e) Political Tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.
- f) Social Tourism is a kind of journey, representating one kind of tourism which does not emphasize to get advantage such as study tour.
- g) Religion tourism is a kind of tourism which the purpose of journey is to do witness the religious activities.

**a. Tourism product**

Tourism product is something that can be offered to tourists to visit a destination. Tourism products can be either natural, cultural and community handicrafts. There are some opinions that stated by experts :

Suwantoro (1997, p.49) argues the tourism product is the overall service provided and felt or enjoyed by tourists since they leave home, the tourist destination has been chosen and returned to their originally departed.

According to Burns and Holden (1989, p.172), the tourism product as everything that can be sold and produced by combining factors of production, consumers are interested in interesting places, indigenous cultures and cultural festivals.

According to Kotler and Armstrong (1989, p.463), as something offered to the consumer or market, share to satisfy the wishes and desires are included in the physical objects, services, human resources involved in the organization and new ideas.

Bukart and Medlik in Yoeti (1986, p.151) describe the structure of the tourism product as an integrated product which consists of tourism, tourist attractions, transportation (transportation services), accommodation and entertainment in each element is prepared by individual companies and offered separately.

It can be described that the tourism product is a service that can be enjoyed by tourists from the place of origin of tourist destination, until returning to the house, which is supported by tourist attractions, facilities and services, product price, accessibility support that can facilitate travel activities.

Tourism products according to Yoeti (2002, p.211), are as one of the objects in the supply of tourism marketing which consist of 3 main elements :

1. Attractiveness of tourist destinations, including the image of envisioned by tourists.
2. Facilities in each destination, including accommodation, food market/ food mart, parking, transportation, recreation and others.
3. The ease to reach these destinations, including transportation, path, and advertising information that supports the access.

Mason (2000, p.46) and Poerwanto (1998, p.53) have made the formulation of the components of tourism products content :

1. Attractions, which is attraction of natural, cultural or man-made such as festivals or performing arts.
2. Accessibility, the ease of obtaining or achieving organizational goals such as tourism, tourism (travel agents).
3. Amenities of the facility to obtain pleasure. In this case can take the form of accommodation, cleanliness and hospitality.
4. Networking, the network of cooperation relating to the products offered by local, national or international.

**b. Tourism object definition**

Yoeti (1996, p.172) explains that the terminology of tourism object in other country is not popular yet, they only know tourist attractions. The tourist attraction and tourist object in Indonesia while both known and both have their interpretation. The Tourism Object, namely : all interesting things to be seen and felt by tourists are provided or sourced in nature only. While the Tourist Attractions, namely : something interesting to be seen, felt, enjoyed and owned by tourists which is made by humans and require preparation before shown to tourists.

Regarding the definition of a tourist attraction, then it can be seen some reference sources, among others :

1. Government Regulation No. 24/1979 explained that tourism object is the embodiment of human creation, way of life, art and culture as well as the history of the nation and the state of nature that has appeal for a visit.
2. SK. MENPARPOSTEL No. : KM. 98 / PW.102 / MPPT-87 explained that tourism object is a place or state of nature which has tourist resources built and developed so as to have appealed and cultivated as a place visited by tourists.

From the description above, it can be concluded that the sights and tourist attractions are the same, while according Yoeti (1996, p.172) in her book Introduction to Tourism explained that the sights and tourist attractions have fundamental differences.

The definition of tourism objects is called something as a attraction if we look at an object that is not prepared in advance, in other words, it is already served by nature or building such as mountain, lake or river, museum, fort and archeological park. The tourist attraction is the synonym of the entertainment

which is something that is prepared in advance so that it can be seen, enjoyed by involving others such as dance performance. Basically the tourism object and tourist attractions are all things that exist in the tourist destination which is an attraction for people to come and visit the place.

A place or area that can be said as a tourist object must get the following main points :

1. There is something to see. That is something that is interesting to look at.
2. There is something to buy. That is something that is attractive and distinctive to be purchased.
3. There is something to do. That is an activity that can be done on the spot.

Generally in some regions or countries, to enter tourist objects are required to pay an entrance fee or admission which is the fees for development to make an improvement of the quality of object areas. Some tourism objects are managed by the government and those that are managed by private parties/ company.

### **c. Tourism development**

According to Joyosuharto (1995, p. 46), the development of tourism has three functions, 1) promoting economy, 2) maintaining national identity and preservation of function and quality of the environment, 3) fostering patriotism and nation. To run these three functions will require the development of tourism and tourist attraction, improve and develop promotional and marketing, as well as improving the education and training of tourism.

In his book titled "*Basics of Tourism*", Suwanto (1997) states development strategy aims to develop products (attraction / object) and services (people), a quality, balanced, and survive. Based on the above

definition, a floating strategy is the effort undertaken with the aim to promote, improve, and improve the condition of an object of tourism and tourist attraction so that they can become established and crowded to be visited by tourists and is able to provide a benefit to local societies around objects and more will be revenue for the government.

According Plog (1972) and Pitana (2005), the sociological concept of tourists is very important, then Plog classified tourist typology as follows :

1. Allocentris is the tourists who want to visit places that are not known yet, such an adventure, and want to take advantage of the facilities provided by the local community.
2. Psycocentris is the tourists who just want to visit a tourist destination that has facility with the same standards in the country.
3. Mid-Centris is unite between the Allocentris and Psycocentris typology.

According to Pitana (2005), the typology of tourists is needed to know for planning purposes including the development of tourism which is the kind of typology that is appropriate based on the real needs of tourists. It is for management to tourism development in accordance with the segmentation of tourists.

Tourism activities can basically be combined in a single network of work activities initiated by the activities of humans traveling on land, at sea and in the air. Tourist activities in visiting attractions (natural, cultural and special interest) on a tourist destination is influenced by the presence of tourism promotion, ease of transportation, restoration, accommodation and tour guide services.

According to Ariyanto (1980), to be able to connect between the concepts of management and tourism will be explained in the following concepts :

1. Aspects of Tourism Offer  
There are four aspects (4A) that must be considered in the tourism offer. Aspects are :

- a) Attraction (Appeal), where tourist destinations in attracting tourists should have a good appeal attractiveness of nature and society and culture.
- b) Accesable (Reachable), it is meant domestic and foreign tourist can easily reach objectives to tourist attractions
- c) Facilities (Amenities), this third requirement is to be one of the requirements Tourism Destination Region (DTW) where tourists can stay longer at home in the region.
- d) The Institute of Tourism (Ancillary). Travelers will more often visit and look for DTW (Destination Region) in the area where tourists can feel the security, (Protection of Tourism) and protected both reported and filed a criticism and suggestions regarding their existence as a visitor / people traveling.

## 2. Aspects of Tourism Demand

There are three approaches that are used to describe the tourism demand, three approaches are as follows :

- a) The economic approach, the opinion of the economists say that tourism demand elasticity of demand approach / income in describing the relationship between demand and the level of hope or demand by other variables.
- b) The geography approach, while the geographer found to interpret, the request must think more broadly than just put a price, as a determinant of demand including who has traveled and who for some reason have not been able to do tours for some reason.
- c) The psychology approach, psychologists think more in view of tourism demand, including the interaction between personality potential tourists, the environment and encouragement of the soul to do tourism.

## 3. Factors Affecting Demand Tourism



The main factors and other factors affecting tourism demand can be described as follows :

- a) Price, high price on a tourist destination will give impact or reciprocity on tourists who would travel / travel candidate so that the demand of tourism will be reduced nor vice versa.
- b) Income, the higher the tendency to choose a tourist destination as a vacation spot, the income of a country will be higher and they might make an attempt at DTW if deemed beneficial.
- c) Socio-cultural, socio-cultural with a unique and characterized by, or in other words different from what is on tour from the candidate countries, the increase in demand for travel will be high and this will create a curiosity and extracting knowledge as cultural treasures of their wealth mindset.
- d) STIR (Social Politics), social and political impact yet to be seen if the state of DTW is safe and secure, but if it is at odds with reality, then STIR will be felt the impact / influence in the request.
- e) The intensity of the family, many / least families also participate in tourist demand that it can be ratified by the number of families that much then the desire for a vacation of one of these families will be even greater, it can be seen from the interests of tourism itself.
- f) The price of substitution, in addition to the five aspects of the above, the price of substitute goods are also included in this aspect of the request, which is exemplified substitute goods instead of DTW is used as a backup in the traveled.
- g) Complementary goods prices is an item of mutual aid or in other words complementary goods are goods complement each other, when linked with complementary goods tourism as a tourist attraction is complementary with other Tourism Object.

## **B. Magazines**

According to Big Indonesian Dictionary, magazines are periodicals whose content covers a wide range of media coverage, information that should be known by the consumer reader, articles, literature and so on which, according to the publication when distinguished on the monthly magazine, the magazine middle of the month, weekly magazines and so on.

Magazine typically voluminous, front cover illustration in the form of photographs, drawings or paintings but can also contain a table of contents or the main article and the paper used is more luxurious than on newspapers.

Magazine as one of the forms of mass media is very heterogeneity note reading news intended for the public and written by multiple people with the popular languages so that easily understood by the public.

According Junaedhi (1991, p.54), the magazine contents are divided into two types, they are :

a. General magazine

Magazine containing essays, general knowledge, communication entertain, pictures, sports, film and art.

b. Special Magazine

Magazine containing essays about the field of specialized fields such as family magazines, political and economic.

According to Effendy (2002), the magazine is one form of printed mass media. Media is one element in mass communication spreading the message by using media addressed to the public.

The types of magazine itself can be distinguished on the basis of the frequency of publication and the audience of readers. The frequency of issuance in Indonesia are generally published weekly, monthly, twice a month, three times a month and there are even published quarterly.

Mundo's article on ezinearticles.com (2007) said that magazine today is probably the number one source of information readily available for everyone. Its readers range from kids to students and to executives. For a kid, reading

magazines with graphical representations like comics is a good way to start learning. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), the early years are a key period for the development of intelligence, personality and behavior of a child. For students, magazines are good source of information when doing research for school. Since educational magazines have updated content, further reading of it could truly contribute well to their learning. As for professionals or executives, being the captain of their own journey is really essential. To be constantly updated on workplace and business issues, reading business and other related magazines is important. It gives them not just ideas but awareness on the current issues that are important in their field.

The kid's magazine contains the information related to the animals and their studies. This magazine contains many games for the kids specially the puzzles and small stories. There are some of the business magazines available in market which includes the daily updates of the business and marketing level. These magazines provide the best information to the businessmen and they can get much of the benefits from these magazines. The businesses which need the magazine on the daily basis make a contract with the editor that they can issue the magazines to the office. The business magazines are bit expensive but they are much encouraging for the businessmen so they do not feel hesitation. There are many bridal and groom magazines which provide the best information about the update fashion of the bridal and groom dress. The latest fashion magazines are much more popular nowadays because the people that have to visit the saloon can pass their time while reading fashion magazine.

Such an important role in the tourism magazine in the world, tourist destination international travel information magazine made an important role in all fields. From here also later developed a wide range of content, from the content of the magazine will not only provide an explanation in a tourist area, but also the author is able to express a personal experience of the journey. As an example, an adventurous backpacker who wants to make the article tells what is needed when climbing and what it should be avoided. Tourist also know that Do's and Don'ts in some area, the rate of hotel, tourist object fee, rate of transportation

and so on. Indirectly provide information for tourists who want to visit an area to know the experience of the public traveling. Honey and Gilpin (2009, p.1) say that “Although often underestimated, the tourism industry can help promote peace and stability in developing countries by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. Tourism is the fourthlargest industry in the global economy”.

The distribution of the magazines is done by the distributors in market. The magazines are available at many online websites as well so if you are not in the range to get the magazine then you can get it through any website. The magazines are also available in market for sale and most of the people do purchase the membership from the editor so the main distributor sends the magazine at their house. The price of the magazine is decided by the editors as they will get the profit including the commission of the distributor.

According Djuroto (2002), there are two things that make the magazine has a high value :

### ***Pictures on Cover Magazine***

One characteristic of a magazine is seen on its cover design. Cover of magazines usually contain photographs or other images that include the teaser headline news in publications or articles contained in the magazine. Often called the news cover or cover story placed in the middle of the page or several pages of special coverage that is not located in the home page.

Information about the news or articles are displayed on the cover should be of interest to many readers. In structuring a magazine cover, a designer who is entitled to organize a lot of empty space contained within the cover are more creative so that seems more interesting.

Rolnicki (2008, p.300-302) says that designers use a photo or artwork with a headline or any other combination. In addition the designer must ensure that all the elements that exist in the cover of a magazine to be nice and interesting because the cover gives the first impression to readers. Photos and other pictures

which are in cover should be very interesting for the readers to not contain a weakness in terms of sharpness and contrast.

According to Tinarbuko (2008, p.7), the picture is one form of visual symbols or language in which there are structures such as line, shape, color and composition. Pictures are grouped into categories for different nonverbal communication language with verbal language in the form of writing or speech. Pictures are used as a visual symbol to streamline communication message.

Then the image on a magazine cover has very important role in effecting the communication because the picture is a communication process in which there is information or messages that deliberately used by the communicator to be delivered or transmitted to the communicant with the non-verbal language.

### ***Colours Meaning***

The theoretical language suggests that most compound words have meaning. Every word of words such as: red, yellow, black, and white has a different connotative meaning. In Roget's Thesaurus, as quoted Mulyana (2003, p.206-261), there is a synonym for the word Approximately 12 black, in some belief colors as black and grey has a strong association with the language, can not be separated from the black things that are bad and negative, eg black list, the black world, a scapegoat.

While there are synonyms for the word white, and all are positive. The white color opposite of black, white represents something fun and reflects everything that is goodness, such as: pure, clean, and pure. So according to Sobur (2001, p.25), generally black and white negative connotation positive connotation. Color is able to give meaning about something, such as red can mean a fire or blood, some blood red word older than the red word itself, but in some languages the word red is used at the same time become blood red. Because of these elements, the red can be interpreted as a strong desire in relation to the bond, and

the triumph of truth, but not infrequently the red color is defined as hatred and revenge depending on the situation. Red can be interpreted as a danger and strength.

While the black color signifies the mystery, fear, death and something negative. Mulyana (2003, p. 376) finds a grey color which means intellect, quiet, serious, quiet and calm, according to western culture.

Color in Hoed and Hoedoro (1992) says that advertising has several meanings in supporting activities due to a combination of advertising and attractive color combinations will have a value of its own interest in the minds of audiences, including :

#### 1. Red.

Red is the color of courage, danger, power, energy, warmth, love, lust, aggression, strength, willpower, eccentric, active, compete, this color giving the effect of will power and vigorously. Often also appreciated to show emotions or palpitation.

#### 2. Orange.

Orange is the color of energy, balance, warmth, enthusiasm, expansion, business achievement, career, success, justice, sales, friendship, health of mind and knowledge, endurance, excitement, fast motion, something that grows, social pressure, small capital, cheap , interest and independent.

#### 3. Yellow.

The yellow color is prominent, passion for progress and a high tolerance. Color influences include exuberant, generous, and successful. Yellow is the color that is memorable optimistic, and included in the class colors easily attract attention. These colors can be used to increase metabolism.

#### 4. Pink.

Pink means having a strong association with the image, courage and happiness, the bond between the red and the life has an important role in the culture of the earth.

#### 5. Green.

Green symbolizes the natural, healthy, good luck, the color of the earth, healing the physical, material success, abundance, fertility, wonders, plants and trees, growth, personal achievement, revival, young soul, stability, durability, freshness, environment, safety, referral, love, balance, serenity, hope, dependence, and friendship. The green color symbolizes the desire elasticity. Tend to be passive, enduring, independent. This color is firm and sturdy, maintaining, stubborn, and opinionated fixed.

#### 6. Blue.

Blue symbolizes trust, conservative, security, technology, cleanliness, order, communication, good fortune, wisdom, protection, inspiration, spiritual, tenderness, dynamic, water, ocean, creativity, love, peace, trust, loyalty, intelligence, modeling, power, sadness, stability, confidence, awareness, message, idea, share, idealistic, empathy, cold, conservatism, friendship and harmony and love, calm, tranquility but also can mean cold and depression. As of calming, blue can make people more concentration.

#### 7. Grey.

Grey symbolizes the intellect, future, simplicity, sadness, security, reliability, intelligence, quiet, serious, maturity, conservative, practical, bored, professional, quality, quiet and calm.

#### 8. White.

White symbolizes positive, statutes, innocence, sterile, death, peace, self-achievement altitude, spirituality, maturity, virginity or chastity, modesty, cleanliness, perfection, light, unity, innocent, pure, mild, neutral, and flexible.

#### 9. Black.

Black symbolizes power, sexuality, sophistication, death, mystery, fear, sadness, elegance, protection, expulsion, something negative, binding, formality, wealth, crime, the feeling, anger, pride and toughness.

#### 10. Purple / Orange

Purple / orange symbolizes the spiritual, mystery, nobility, transformation, rudeness, arrogance, influence, a third view, knowledge is hidden, high aspirations, ceremony, wisdom, enlightenment, arrogant, intuition, dreams, unconscious, telepathy, empathy, imagination, confidence deep, self-esteem, independency, ambition, luxury, wealth, feminism, artistic, old-fashioned and romantic.

#### 11. Chocolate.

Brown color impression is closest to the earth so that makes us feel close. Chocolate can be a constant source of energy, as well as making us feel strong. This color represents a sense of security, commitment and trust. Chocolate also gives a sense of comfort and warm.

### **C. Media as promotion of Tourism**

Shimp (2003) says that the magazine as the mass media did not release its consequences as a powerful tool for disseminating information, education and culture. From the media we can find out about what is fair or approved, what is wrong and right, what should be expected as individuals, groups or other nations. The magazine is regarded as the mass media, nevertheless still noted there are hundreds of specialized magazines (special interest magazine), each of which is intended for audiences who have special attention and lifestyle.

According to Kotler (1972, p.172), the word "*promotion*" gives interpretation and various languages. Basically, the word "promotion" is aimed at informing, persuading, or reminding specifically. The target is to influence the



potential customers or trade through communication so that they intend to conduct something.

Promotion media are tools to communicate products/ service/ images companies or the others to be better known to the people. The oldest media campaign is mouth to mouth promotion. This media is very effective, but less efficient because the speed of the promotion delivery cannot be predicted.

Tourism promotion plays an important role in controlling the marketing of tourism. Novaliana (2008, p.20) says that tourism promotion is a communications in tourism marketing. Promotion media and marketing also have an important role in a tourism development. The use of communication and information technology (publicity) is a best solution and it can be one of important components for tourism industry.

Channels as one of the variables of tourism communication are very important to promote the tourism object and destinations. Sary (2008, p.13) states that channels are the medias that used to convey information and messages to communication target. The media are brochures, leaflet, booklet, tourist map, guide book, magazines and exhibition.

To increase tourist arrival needed an effective promotional strategy and targeted. Various methods can be used to support the promotion activities. One method used is to advertise through print media and magazines. Advertising can be done and in cooperation with the printing media through magazines also the airline or better known as the in-flight magazine. Advertising in the magazine on the plane must be read by passengers during the flight. It can be seen by passengers and is expected to make an improvement of tourist arrivals in the future.

Through the years, magazine has existed with the aim of giving the freshest and accurate information to its readers. Reading is indeed, a good way of expanding knowledge and awareness. There are several reading materials that have great potentials of contributing to our craving mind and magazine is one of them.

An area with beautiful natural scenery with various tourism objects will be useless if it is not such thing as a promotion or publication. Lack of tourism promotion also affect the number of visitors. In addition, to the promotion for additional facilities, access roads are easy to reach, service to the tourists, the management of tourist attractions etc. Without all, the number of visitors will decrease. The promotion should go well and continuously because the success of the promotion will result in the attraction and motivation of tourist to visit and spend money in the tourist destination.