

CHAPTER II

LITERATURE REVIEW

A. Facilities and Infrastructure at Tourism Object.

One attraction is feasible or not. To develop it, it must pay attention to several conditions. Syamsuridjal (1997, p. 21) says that there are some requirements for feasible attraction to be developed. They are :

1. Attraction, everything that is characteristic which a tourist wants to come for a visit to a tourist attraction. Tourist attractiveness consist of 2, i.e.:
 - Site of Attraction, which is the attraction owned by attraction since the attraction was there.
 - Event Attraction, attractiveness is owned by an attraction after it is created by human.
2. Accessible, which is an easy way to reach tourist destinations.
3. The amenities, the facilities available in the area attractions such as accommodation.

Development of a tourist area depends on what possessed the region to offer to tourists. It can not be separated from the role of the managers of the tourist area. In Yoeti (1997, p. 165) argues that the success of a tourist spot until the achievement of a tourist area that is highly depends on the 3A attractions (attraction), within easy reach (accessibility), and facilities (amenities).

a. Attraction

Tourist attractions such as the ones that are prepared in advance so that they can be seen and enjoyed are: dancing, singing traditional folk arts, traditional ceremony, and others. In Yoeti (1997, p. 172) tourism referred attractive spontance that everything is contained in the tourist destination which is an attraction for people want to come for a visit to a tourist destination of which is:

1. The objects are available and there is in the universe, which in terms Natural Aminities.

Included in this group are:

- Climate example, rainfall, sunlight, heat, rain, and snow.

- The shape of the land and scenery for example mountains, hills, beaches, waterfalls, and volcanoes.
 - The forest undergrowth.
 - Flora and fauna, which is available in nature reserves and hunting areas.
 - Health centers, for example: the source of mineral water, hot springs and mud baths. Where the venue is expected to cure various diseases.
2. The creation of man (man-made supply). This group can be divided into four tourism products related to three important elements, i.e historical (history), cultural (culture), and religious (religion).
- historical monuments and the rest of the ancient civilizations (artifact)
 - Museums, art galleries, libraries, folk art, and crafts.
 - Traditional events, fairs, festivals, pilgrimage ceremonies, weddings, circumcisions, and others.
 - Houses of worship, such as mosques, temples, churches, and temples.

b. Accessibility

Tourism activity depends a lot on transportation and communication because of the distance and time that greatly affects a person's desire to travel. The most important element is the accessibility of transport, meaning that the frequency of use, its speed can result in the distance as if to be closed.

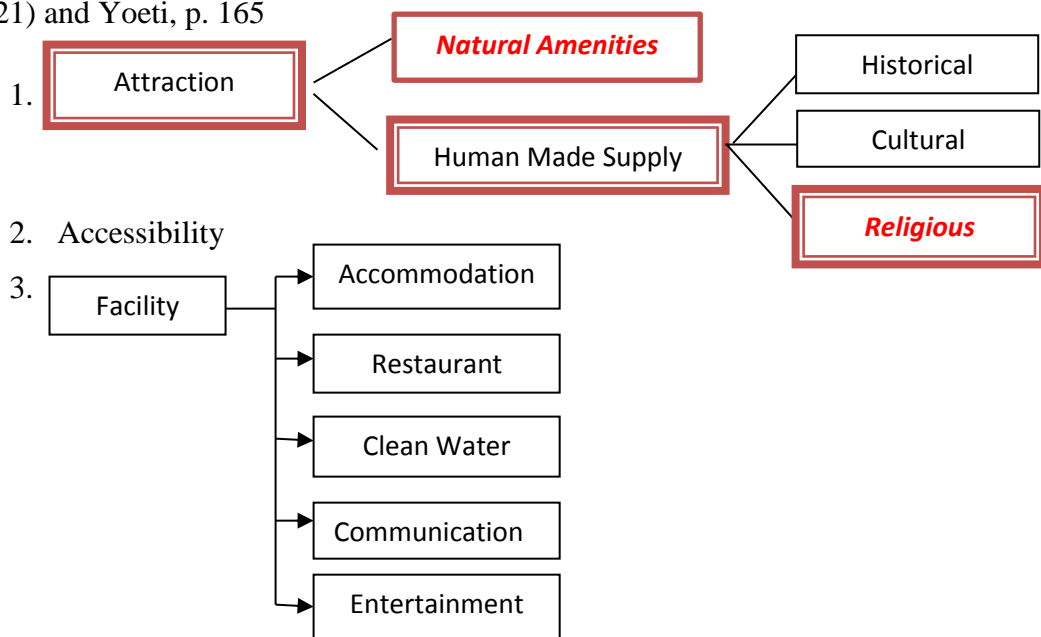
Besides transportation, infrastructure related to accessibility is covering roads, bridges, terminals, stations, and airports. This infrastructure serves to connect a right to another place. The existence of transport infrastructure will affect the rate of transport level itself. Good infrastructure conditions will make optimal transport rate.

c. Facilities (amenities)

Tourism facilities will not separate the hospitality accommodation. As tourism will be never developing without lodging. Tourist facilities are supporting the creation of the things of tourists comfort to be able to visit a tourist destination. As an important means of relating to the development of tourism are as follows:

- Hotel Accommodation: A form of the building, company or entity provides accommodation services, food and beverage providers and other service facilities that are intended for public and commercial character.
- Restaurant: A place or building is commercially organized and held a good service to all guests whether it is for eating and drinking.
- Entertainment: Everything that is in the form of words, places, objects or heart entertainer.
- Security: The situation free from danger.

Based on the opinion of experts, the success of tourism object effected on attraction, accessible and amenities from that place. To give the effect of a better, tourism object should have a good attraction which can give knowledge to visitor such as billboard (public sign) on infrastructure in tourism object. In her selection , the writer will make a billboard (public sign) design based on Syamsurijal (1997, p. 21) and Yoeti, p. 165



The draft can be briefly described as follows;

1. Attraction

Everything that is characteristic of a tourist area, both of which have been available in the universe (Natural Amenities) or the creation of human (Human Made Supply) and has the potential to attract tourists to visit.

- a. Natural Amenities: Something that has been available in the universe that is characteristic or a tourist attraction.

Example: Snow, solar thermal, beaches, hills, waterfalls, etc.

- b. Human Made Supply: Something that is prepared in advance to be seen and enjoyed as a characteristic of a tourist area, and is divided into three important elements, such as history, culture, and religion.

Example:

- I. Historic monuments or the rest of the past civilization (history).
- II. Traditional events, festivals, weddings, and ceremonial pilgrimage (culture)
- III. Houses of worship as mosques, temples, churches, temples and tang (religion).

2. Accessibility

How to achieve these sights.

3. Facilities

Anything that promotes the tourists comfort to be able to visit the sights.

Example: hotel accommodation, restaurant, water, communication, entertainment, and security.

Based on the draft, the writer chose to make a billboard (public sign) on religious infrastructure and natural amenities in Kemaro Island. In Kemaro Island there are two infrastructure which are include in Religious part, that are “ The Nine Floor Pagoda “ and “The Graveyard of Tan Bun Ann and Siti Fatimah”. The Nine floor pagoda was built as a symbol that the Kemaro Island has a temple.

Meanwhile, The Graveyard of Tan Bun Ann and Siti Fatimah is as a place of prayer and the sanctity of high value.

The graveyard is located in the temple Hok Ceng Bio. Many domestic or foreign visitors visit this temple. But the temple is usually opened during the Cap Go Meh and used for Chinese pilgrims so the visitors cannot see the Graveyard of Tan Bun Ann and Siti Fatimah.

Besides for religious infrastructure, there are also natural attractions, for example "Tree of Love". The tree is known as a mystical place to get a pair when visitors write their names on the tree trunk. So that is why the tree called the "Tree of Love" by Palembang Citizens.

According to Yoeti (2006, p. 231), "tourists are very interested with an attraction that is sacred and rarely performed in public". But how far the permissibility of a sacred object can be shown publicly determined by culture or religion itself. To overcome this, we need a good concept, interesting and informative in order to satisfy visitors without having to reduce the value of its sacred.

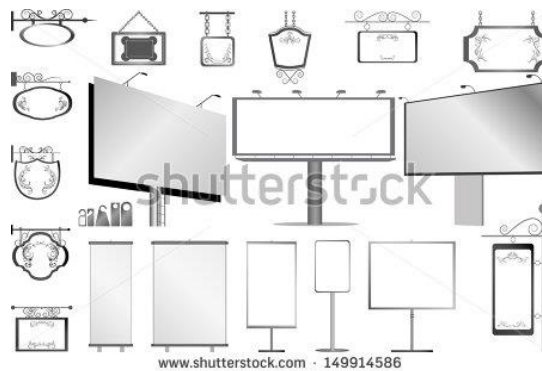
In keeping the value of the sanctity of a tourist attraction, the authors make concept facilities informative. The concept can be developed through billboards (public sign). Billboard (public sign) can contain a variety of information to provide a knowledge for tourists.

B. Types of Advertising

In information delivery, goods or services usually used media advertising campaign which is called advertisement. According to Hamid (1985) advertisement has several types :

a. Advertisement boards / Billboard

Billboard made of boards, wood including zinc or other similar materials, installed or hanged or made on buildings, walls, fences, trees and poles both shine and irradiated.



b. Billboards Megatron / Videotron / Large Electronic Display (LED)

Billboards that use a large monitor screen in the form of billboards or advertising program shines with pictures and text color can be changeable, programmed and enabled by electricity.



c. Fabrics Advertisement

Billboards are organized using cloth materials, including paper, plastic, rubber or other similar material.



d. Billboards Attached (Stickers / Posters)

Loose-leaf shaped billboards, organized by broadcasting, installed, hanged on an object with the extent provisions.



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e. Advertisement Leaflet

Loose-leaf shaped billboards, organized by means of distributed, given or can be requested with no provision for affixed, placed, installed, or hung on an object other.



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According to Sigit Santosa (2009, p. 168) the following excess and weakness of various types of billboards (public sign) ;

| Types of Advertising | Excess | Weakness |
|---|--|--|
| Billboard | <ol style="list-style-type: none"> 1. Relatively cheap 2. More durable and just issued 1x payment 3. Creative potential because it has a flexibility that can be adapted to the environment. | <ol style="list-style-type: none"> 1. Not effective for motorists 2. Susceptible to public vandalism |
| Megatron / Videotron / LED | <ol style="list-style-type: none"> 1. Effective and attractive 2. The ability to display moving images and text 3. Material / message content can change quickly so do not make the reader bored | <ol style="list-style-type: none"> 1. Requires place wider 2. Require more expensive electricity costs 3. Readers should be able to quickly understand the content readings continue to move. |
| Fabrics Advertisement including Leaflet | <ol style="list-style-type: none"> 1. The reader can repeat reading 2. Can be seen from a distance (if in the form of banners) 3. When the reader does not understand at one part of it, the reader may inquire with the other. | <ol style="list-style-type: none"> 1. Non-auditory or visual 2. Requires the deployment process and the preparation is longer 3. Made of a material that is easily torn |
| Poster/Sticker | <ol style="list-style-type: none"> 1. The reader can adjust the tempo to read | <ol style="list-style-type: none"> 1. The type of material used easily torn |

| | | |
|--|---|---|
| | 2.Make comprehensive information 3.Media which can be reviewed | 2.The threat of higher mechanical disturbances 3.Non-auditory or visual. |
|--|---|---|

Based on the elaboration, the writer chose billboard media (public sign) as an information medium that will be used in Kemaro Island. Hamid (1985), cites that billboard (public sign) is a form of advertising promotion or outdoor information facilities (outdoor advertising) and has a fairly large size. In addition to a fairly large size billboards (public sign) can be made of wood boards including zinc or other similar materials usually installed or hanged and made on buildings, walls, poles and so both shine and irradiated.

In other words, billboard (public sign) is one of the medias that is widely used as an information medium and promotion of goods or services. In addition, billboards (public sign) also becomes a facilities which was considered the most effective and profitable an attraction in disseminating information quickly and clearly. This is because the billboard (public sign) can be read by all people. Presenting billboard (public sign) attract much attention, and information to be conveyed can be understood and suitable as a medium conveys information that is placed on the outside of the room or the building sector in the tourist area.

1. Typology of Advertising

In the discussion that advertisement is not only differentiated by type but are classified advertisement can also be distinguished by several things. The classification of advertisement can be distinguished based on the message content and the nature of the information contained in the advertisement.

According Mandelker, (1982, p. 303) media advertising based on the message content is distinguished as a commercial media and non-commercial media. Commercial media, regards the advertisement which gives information of

goods or services for trade interests. While non-commercial media is a billboard advertisement that contains information services to the community.

In addition distinguished based to the message contents, media advertising is also distinguished by the nature of information delivery. According Sirvani, (1982, p. 4) media advertising has two properties, namely direct and indirect. Media advertising that is direct, the media is related to the activities in a building or environment where placed billboard media, such as advertising media which identifies the business or building. While indirect advertising media, is a media advertisement that contains the messages that do not have direct relevance to the activities in the building or environment where the billboard was located (Sirvani, 1982, p. 4).

Based on the explanation, media advertising is not only considered as a promotion medium or advertising, but also as a medium to disseminate information directly or indirectly. Such information may include information about a variety of things for the interests of the community and can be made with various types of materials, shapes and sizes required.

2. The Characteristics of Advertising

In this case both advertisement is as media promotion or advertising and as a medium to disseminate information, course this medium must be able to attract many people to be able to read the message contents found in this advertisement media. For that there are some things that need to be taken to ensure that these advertising medias can attract a lot of attention of people to read. It is based on Jefkins (1997, p. 128);

a. Size and Dominance

Relatively large size, dominating view and easily attract the view.

b. Colour

Decorated with a multicolored, pictures and realistic view of making it easier for readers to remember.

c. Zoning

Strategic placement, not blocked by anything so that the advertisement contents can be read.

d. Striking Effect

The most important of the billboard characteristics is the ability to create an impression or memory viewer through thickening, color, size and repetition.

Based on these characteristics, media advertisement is not only made and fitted to convey information or promotions but also there are things that need to be taken to ensure that the information or the promotion can attract more people to read it. It is intended that the advertisement content is delivered more widely to the public.

In general, the billboards classification can be based on message content, materials and information properties. The author will make a billboard design (public sign) based on the contents of the message. Billboard (public sign) based on the contents of the message are included in non-commercial advertising media is a media advertisement, and contains information services to the public.

C. Facility and Infrastructure in Kemaro Island.



Picture 1 : The transportation to Kemaro Island

Based on observations in Kemaro Island, the writer finds there are some potential infrastructures that can be developed in Kemaro Island, ranging from

transportation to Kemaro Island , usually called " Ketek " .Ketek is special transportation that is commonly used by people around for daily activities as well as for recreation in Kemaro Island . Visitors can reach Kemaro Island by using water transportation such as “ketek” and speed boats from Intirub factory or Benteng Kuto Besak. The cost is about Rp.150.000 to Rp.200.000, because Kemaro Island has a considerable distance.



Picture 2 : Floating house



Picture 3 : Beautiful Panorama

Besides tourists can see the beauty of the banks of Musi River when they are on their way to Kemaro Island. They can also see the floating houses and “Pasar 16” in the bank of Musi River. Furthermore, they can also see the beautiful panorama of Musi River, the Sunset, Pertamina oil refinery at Plaju , Gerong River , PUSRI factory, and so on.



Picture 4 : Place to rest and sell foods and drinks

In Kemaro Island, there are also several small shops selling snacks and drinks. Also, there are some toilets. Furthermore, Kemaro Island has an interesting place that is the graveyard of Tan Bun Ann and Siti Fatimah. They are located in the Hok Ceng Bio temple. The temple is usually opened during the Cap Go Meh festival.



Picture 5 : The Nine Floors Pagoda

In the middle of Kemaro Island , there is a nine-floor pagoda. This building is as a symbol that there is a temple in Kemaro Island. This pagoda has its own value in Indonesia. On the ground floor is used to sell some of the purposes required for the Cap Go Meh and recreation.



Picture 6 : Hok Ceng Bio Temple

**Picture 7 : Tan Bun Ann and Siti
Fatimah Graveyard**

Kemaro Island has several temples, such as Hok Ceng Bio, this place is usually used for Chinese pilgrims at the time of the Cap Go Meh. Chinese pilgrims who come to celebrate Cap Go Meh are not only local residents / domestics, but also visitors from several other countries. Behind this temple, there is a common kitchen. The kitchen is usually used at the time of the Cap Go Meh . When the Cap Go Meh festival, there is also a place that is used by Chinese pilgrims to burn something like play money paper , incense and china dolls.



Picture 8 : Tree of Love

Besides for religious place, there are also natural attractions, such as Love Tree. The tree is known as a mystical place to get a pair when visitors write their names on the tree trunk. So that is why, the tree is called the Love Tree by the Palembang citizens.