

CHAPTER II

LITERATUR REVIEW

2.1 Tourism

According to Kodhyat (1983:4) in Frans (2012), tourism is traveling from one place to another, temporary, done individually or in groups, in an effort to find a balance or harmony and happiness to the environment in the social, cultural, nature and science. It is similar to Richardson and fluker (2004) tourism comprises the activities or persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, bussines and other purpose. However, Wiranata (2009) states that “tourism is a journey undertaken a person or group of people over three days with the use of private vehicles, public, or specific agencies with the aim to see the various places or a city both domestically and abroad”. In short, tourism is an activity to travel or stay in a place outside their living environment wheter domestic or abroad in a short time or more than one day by private vehicle or a travel agent to find happiness or other purposes.

2.1.1 Kinds of Tourism

According to Spillane (1987: 29-31) there are six kinds of tourism based on the motives of travel, namely:

1. Tourism for enjoyment trip (Pleasure Tourism)

This kind of tourism is done by people who leave their homes for a vacation, get some fresh air, fullfill the curiosity, relaxes the nervous tension, see something new, enjoy the beauty of nature, know the local folk tale, get peace.

2. Tourism for recreation (Tourism Recreation)

Tourism is done to use the days off to rest, recover the freshness of body and soul, and refresh yourself of fatigue and exhaustion. Can be done in place ensure that these goals offer recreational enjoyment required such as the seaside, mountains, retreat centers and health centers.

3. Tourism for cultural (Cultural Tourism)

This type is characterized by a series of motivations, such as the desire to study in the centers of teaching and research, learn the customs, institutions, and way of life are different, visiting historical monuments, relics of the past, art centers and religious , the arts festival of music, theater, folk dance and others.

4. Tourism for sports (Sports Tourism)

Tourism can be further divided into two categories:

a. Big sports events, namely large sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.

b. Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and practice by yourself as mountaineering, sport horseback riding, hunting, fishing and others.

5. Tourism for trading business affairs (Business Tourism)

According to the theorists, this is a form of tourism trip travel professional or travel for work-related or titles that do not give it to someone to choose the destination and time of travel.

6. Tourism for convention (Convention Tourism)

Tourism is much in demand by countries because when it held a convention or meeting will be many participants to stay within a certain period in the countries that hold the convention. Countries are often convened will build buildings that support the holding of the convention tourism. (as cited in Soebagyo, 2012)

2.2 Tourism Destination

Tourism Destination is a place visited by a significant time during the course of a person compared to other places that crossed during the trip, for example a transit area (Febriani, 2013). Whereas Legawa (2008) states that Tourism destinations is an entity that covers a particular geographical area in which there are components of tourism products (attraction, amenities,

accessibilities) and services, as well as other supporting elements (people, the tourism industry, and institutional developers) that make up the system are synergistic in creating motivation to visit as well as the totality of experience for tourists to visit. The conclusion is tourism destination is a place or region that support by some components and elements such as attraction, amenities, accessibilities, service, people, the tourism industry, and institutional developers and it choose by visitor in long term than the other place that they visit during travel.

A tourism destination can be seen the development from some things. According to Oka A. Yoeti (1997: 165) the development of tourism destination is based on 3A that are attractions (attraction), accessible (accessibility), and facilities (amenities).

1. Attraction

Tourist attractions such as the one prepared beforehand in order to be seen, enjoyed and included in this are: dancing, singing traditional folk arts, traditional ceremonies, and others.

2. Accessibility (accessibility)

Accessibility include transportation relating to accessibility and infrastructure are 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 the transportation level itself. Infrastructure conditions that will either make optimal transport rate.

3. Facilities (amenities)

Tourist facilities or amenities are matters of supporting the creation of leisure tourists to be able to visit a tourist destination (As cited Sari, 2015).

2.3 Promotion

Wahab (1988: 28) states that promotion is one technique to break into the tastes and desires of the people, of creating an image that can affect a number of people who want to introduce themselves through images (As cited Sari, 2009). Whereas Tjiptono (2001:219) states that promotions interpreted with promotion activities that useful to spread the information, influence / persuade, and remind

target to loyal to the products offered (As cited Mayasari, 2014). According to the explanation above, promotion is an activity to give one information in purpose to influence or persuade the people as the target.

2.3.1 The Kinds of Promotion

There are many things that should be conducted to promote something. Those are including in kinds of promotion. According to Wahab (1988:28) in Sari (2009), promotion has some forms, namely:

1.1 Advertising

All forms of non-personal communication of ideas, goods or services financed by certain sponsors, advertising can be shaped print ads, brochures, billboards or posters.

2.1 Public Relation

Promotional activities addressed to the public for communicate a positive image of a pproduct or company and to promote goodwill. The form can be done with to sponsor the event or specific activities.

3.1 Sales Promotion

Various short-term incentives to encourage the desire to try or buy a product or service. The shape is the cast, the distribution of vouchers, and the distribution of product samples.

4.1 Personal Selling

Face to face in direct communication between one or more prospective buyers where they provide immediate feedback to the source message in the form of presentation.

5.1 Direct Marketing

The design of marketing that uses one or more media ads for obtaining a measured response form can be sending catalogs, telephon mail, facsimile.

It is in line with (Tjiptono, 1997: 222), form of promotion is distinguished by particular tasks or called the promotion mix (Promotion mix, blend promotion, communication mix), namely: Personal selling, selling mass consisting of

advertising and publicity, sales promotion, public relations (public relations), and direct marketing (As cited Mayasari, 2014)

Soekadijo (1997: 241) states that promotional activities have two kinds of promotions, namely:

- 1) Direct promotion (consumer promotion), promotion directly undertaken by all agencies concerned with marketing.
- 2) Indirect promotion (promotion dealer), addressed to the suppliers of products for tourism, such as general travel agency and its branches, travel agencies, travel organizations and so on.

In addition there are also publication activities to be delivered to consumers through the mass media. There are two types of publications:

- 1) Publications directly, is delivered directly to the target, but depending on the destination and the budget you have. Usually this kind of publicity in the form of leaflets, brochures, can also be exhibitions, weekend tourism, etc.
- 2) Publication through the mass media, this publication utilize the mass media to convey the message to the audience is also to potential consumers, in the publication through this medium is usually in the form of newspapers and magazines, posters, radio, cinema and television.
- 3) Internal publication, in order to make promotion and publicity succeed, then the activities should also be based on the general policy regarding marketing, mature marketing strategy, choosing a suitable marketing tactics, and choose the appropriate means of communication (As Cited Mayasari, 2014).

2.3.2 The purpose of Promotion

According to Salah Wahab (1989: 294) the specific purpose of promotional activities should include the main elements such as:

1. Target

Is a technique for approaching consumers. In addition, our goal must be precise so that our sale goes smoothly, a central goal of the campaign is consumers.

2. Your Message Ads

Is the content of the advertising message which has been delivered to consumers can message through print and electronic media, the shape of the invitation and appeal.

3. Aim

In purpose to attract consumers that use the products that we promote (As cited Sari, 2009).

2.4 Booklet

According to Simamora (2009: 71), booklet is a small book, usually shaped a half letter, thin, no more than 30-sided sheets, and also contain of some pictures and texts . Similar to Maulana (2009: 174) Booklet is a medium to convey messages in book form, either text or images (As cited Gustaning, 2014). So, booklet is a book with small size exactly shaped a half letter, no more 30 sided sheets, there are some texts and pictures, and the purpose is to deliver message in book form.

From the function of point of view, booklet can be providing to give information and to promote something and it sometimes used in learning process. These are some examples of booklet :



Picture 1. The Example of Booklet (Rajak, 2010)



Picture 2. The Example of Booklet (Rajak 2010)

Arsyad (2002: 85) (as cited Astutik,2010) states that, in making the booklet, there are six elements that need attention, namely: consistency, format, organization, charm, font sizes, and use whitespace. Booklet is not periodical publications which may consist of one to a small number of pages, not related to another issue, and finished in a single publication. The yard is often used as one, among others, with stapler, thread, or wire. Usually has a cover, but do not use volume hard.

Besides the elements of the booklet, booklet is included in the category of media below the line media (below the line media). Based on the characteristics attached to the below the line media, messages written on the media is guided by several criteria: use short sentences, simple, brief, concise, using capital letters and bold. In addition the use of letters not less than 10 pt, packaged interesting and words used economically, Suleman (1998) as cited Aini (2011) .

2.4.1 Advantages of Booklet

There are so many medium of promotion, one of them is booklet. Booklet is choosen as one of medium because it has many advantages than the other ones.

Kemm and close (1995) states that booklet has two advantages, they are:

1. It can be learned at any time.
2. It contains information relatively more than the poster.

Meanwhile, Ewles (1994) Media booklet has the following advantages:

1. Booklet could be learned from studying independently.
2. Readers can see the contents during leisure.
3. Information can be shared with family and friends.
4. Easy to make.
5. Reproduced and corrected and adjusted.
6. Reducing the need for record.
7. It can be made simple with relatively low cost.
8. Directed to specific segment. (As cited Gustaning, 2014).

In line with Astutik (2010) there are some advantages of booklet, those are:

1. Cheap and easy to make, because the media for making booklets using print media so the cost could be cheaper if compared to the media audio and visual media or audio media visual.
2. The process of using media booklet to the target can be done at any time and adjusted to the target.
3. Besides booklet has text, it also has visual (picture) so that it can cause a sense of beauty as well as improve understanding and passion in the study, more detailed and clear, easy to understand and does not cause misunderstandings.
4. Booklet is a practical information medium. It is practical because very easy in the distribution of booklets that can be directly distributed to the target and cover a lot of people. Therefore the booklet has practical advantages in their use.
5. Booklet is the print media does not require electricity and can carry everywhere.

So, booklet has many advantages if compare with the other medium. Booklet is cheap and easy to make than the media audio and visual media, it contains more information than poster, booklet can be used anytime so the purpose is not only give the informations about the objects when it is needed but

in leisure time it can be a references and the distribution is also easy, it can gave to the people directly.