

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the writer explains about perception, tourism, and Sapta Pesona.

#### **2.1 Perception**

According to Walgito (1993:23) a person's perception is an active process that plays a role, not only about himself but also stimulus individuals as a single unit with its experiences, motivations and attitudes relevant in response to a stimulus. Individual in relation to the outside world is always to be able to interpret the observations received stimulation and sensing devices used as a connection between the individual and the outside world. The perception in the general sense is one's perspective on something that will make the response of how and with what a person would act. While Robins (2010:23) says perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. Through the perceptual process, we gain information about properties and elements of the environment that are critical to our survival. Perception not only creates our experience of the world around us; it allows us to act within our environment. The writer concludes that perception is a sense that is felt by people as stimulus to organize and interpret their sensory impressions to give meaning to the environment. People would have their own perception about the experience which they get from their environment and they probably have different perception about anything based on their experience.

According to Pradani (2013:1) there are 5 kinds of perceptions, they are:

1. Visual perception

It was obtained from sight. Sight is the ability to recognize and interpret light, one of the senses. Tool body is used to look at is the eyes. Many animals are not too keen eyesight and use other senses to recognize its environment, for

example hearing to bat. Humans are declining eyesight can use tools or undergo surgery to correct his vision.

## 2. Auditory perception

The auditory perception obtained from the sense of hearing is the ear. Hearing is the ability to recognize the voice. In humans and vertebrates, this is done mainly by the auditory system consists of the ear, nerves, and brain. Not all voices can be recognized by all the animals. Some species can recognize specific amplitude and frequency. Humans can hear from 20 Hz to 20,000 Hz. When forced to hear frequencies that are too high continuously, the auditory system may be damaged

## 3. Palpability Perception

Tactile perception tactile senses are obtained from the skin. The skin is divided into three parts, namely the epidermis, dermis, and subcutaneous. The skin serves as an inner protective, such as muscles and bones; as a tentacle to include a variety of receptors sensitive to various stimuli; as a means of excretion; and regulating body temperature. In connection with its function as a tool of touch, the skin is equipped with receptors specific receptors. Receptors for pain edges overhanging the entrance to the epidermis. Receptors for pressure, the tip is in the dermis that is far from the epidermis. Receptors for the sense of touch and heat, the tip of the receptors located near the epidermis.

## 4. The perception of smell

Smell or olfactory perception obtained from the sense of smell is the nose. This feeling is mediated by cell specialization sensors in the nasal cavity of vertebrates, and by analogy, sensing cells in invertebrates' antenna. For animals inhale air, olfactory system detects volatile chemicals or, in the case of an accessory olfactory system, liquid phase. For the organisms that is living

in water, such as fish or crustaceans, chemical substances contained in the water in the surrounding medium. Smell, like taste, is a form chemosensory.

#### 5. Perception of taste

Perception of taste or flavor derived from the senses of taste is the tongue. The tasting is a form of direct chemoreceptor and is one of the five traditional senses. It refers to the ability to detect the taste of a substance such as food or poison. In humans and many other vertebrates, the senses of taste associated with a sense of smell to the brain's perception of the flavor. Classic taste sensations include sweet, salty, sour, and bitter. Later, experts psychophysical and neuroscience proposes to add another category, especially the savory taste (umami) and fatty acids. The tasting is the sensory function of the central nervous system. Taste receptors on human cells found on the surface of the tongue, soft palate, and the epithelium of the pharynx and epiglottis.

Indeed, there are 5 kinds of perception. In this case the writer wants to find the visual perception, auditory, palpability and smell about Al-Qur'an Al-Akbar based on Sapta Pesona.

## **2.2 Tourism**

Based on UU No. 9 Tahun 1990 tourism is something that is associated with attractions including enterprise, attraction and tourist attractions as well as businesses related to tourism operation. According to Richardson and Fluker (2004:77) tourism is comprises the activities or persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business, and other purpose. While, Mathieson and Wall (1982:67) says tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. Based on the statements above, it can be concluded that tourism is associated with attractions including enterprise, attraction,

tourist attractions and a journey that is for business or pleasure purposes for more than 24 hours.

A tourist has different motivations that reflected in various kinds of tourism. It must be learnt by a tourism object places because motives related to facilities that need to be prepared and its promotional programs. Pendit (1994:14) says there are 8 kinds of tourism. There are: cultural tourism, nature tourism, business tourism, educational tourism, health or medical tourism, religious tourism, shopping tourism, sport and recreation tourism.

a. Cultural tourism

In Cultural tourism, the tourist's motivation is based on their desire to expand knowledge about the people habits, culture, the way of life, and the arts.

b. Nature tourism

Nature tourism is the tourism based on the natural attractions of an area. For examples include camping in the forest, hiking the mountain, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural.

c. Business tourism

Business tourism is related to business and the world of work. It stands for meetings, exhibitions and special events. These are all part of the business world. All major cities have conference centers that cater for the needs of business tourists. An example of a business tourist would be a salesman who travels to another city to attend a trade show and promote the products he sells.

d. Education tourism

In Education tourism, the travelers attend the places to learn in another town, city, or country, in order to study for or improve a qualification. They may also be people that attend workshops to learn new skills or

improve existing ones. A clinic nurse who travels to another province to attend a workshop about infectious diseases is an example of an educational tourist.

e. Health or medical tourism

In Health or medical tourism, the traveling motivation is getting the needs of medical special treatment that is only available away from home, undergo procedures that are cheaper in another country, or are recovering from an illness in a healthier climate. For example: many tourist come from overseas countries to South Africa to have plastic surgery.

f. Religious tourism

In this kind of tourism, the visitor motivation is to see and experience the value of religion. There are many religious destinations in the world such as the Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome.

g. Shopping tourism

The traveler motivations is to shopping in malls, shopping centers, factory shops, crafts market, festivals, and touring shopping routes such as the Midlands in KwaZulu-Natal. Their main purpose is to buy items.

h. Sport and recreation tourism

The traveler is participating or watching the sport events. Popular events include the Soccer World Cup, Marathon, Surfing, mountain climbing, swimming, golf and tennis are popular sports.

According to explanation above, the writer conclude that there are many kinds of tourism in the world. In this case Al-Qur'an Al-Akbar is including as religious tourism, because there is value of Islamic in Al-Qur'an Al-Akbar and the tourist motivation is to see and experience the religious importance.

Based on UU. No. X Tahun 2009 tourism attraction is anything that has uniqueness, beauty, value of natural diversity, cultural and man-made that were targeted or destination of tourists to visit. While Inskip (1991:75) cited in Suryadana

(2014:17) says tourism attractions is the most important elements of tourist destination as they provide the main reason or motivation for tourists to visit a destination. According the definition above, the writer concludes that tourism attraction is the main reason for tourist in visiting a destination that has uniqueness, beauty, value of natural diversity, cultural and man-made.

According to Inskip (1991:23) cited in Suryadana (2014:19) There are three kinds of tourism attraction. There are: natural attractions, cultural attractions and man-made attractions.

1. Natural attractions

Natural attractions are the attractions that are based on features of natural environment. For examples: climate, beaches/shorelines, marine tourism, sea garden, river, forest, mountain, water fall, flora & fauna, landscapes, national park, and reserves area.

2. Cultural attractions

Cultural attractions are the attractions that based on the man's activities. For examples: cultural pattern and life-styles, traditional village, society's hospitality, cultural/historical heritage, cultural events and cultural performance.

3. Man-Made attractions

Man-Made attractions are the attractions that artificially created by human. For examples: leisure/recreation park, themed park, museum & art gallery, resort zoo and safari park.

Indeed, there are three kinds of tourism attractions: natural attractions, cultural attractions, and man-made attractions. In this case, Al-Qur'an Al-Akbar include as kind of Man-Made attraction.

### **2.3 Sapta Pesona**

Sapta Pesona made by the government of Indonesia to improve the quality of tourism in Indonesia. Chalic (1994:26) states that Sapta Pesona is a condition must be realized in order to attract tourist to visit an area or region in the country and also create beautiful and enchanting atmosphere especially in places that frequently visited by visitors. Attractive and comfortable atmosphere can make the visitors stay longer and feel satisfied while visiting the region. Afterward, according Sidoarjo (2011:17) Sapta Pesona is the condition that should be realized in order to attract visitors to come to the certain destination. The destination should be able to create comfortable atmosphere to the visitors. Therefore, the visitors will feel endure in that destination and they will satisfied while visiting that place. There are seven elements of Sapta Pesona that very useful to operate and improve Indonesia Tourism. Those elements are:

#### 1. Safety

This element is condition where the visitor could feel the secure situation, free from the criminalities, threats and disturbs. For example:

- The visitors should be free from the accident, which caused by the poor facilities such as vehicle, cutlery for eating and drinking and others.
- The visitors should be free from the disturbance by the society.
- The visitors should be free from criminalities such as holdup, fraud, extortion, and so on.

#### 2. Orderliness

This element is the condition that can create the solicitous service in every aspect of life, even in vehicle route, facilities usage and society's behavior. The examples of this element are:

- There are no people who are jostled to get or buy something.
- The traffic is arranged orderly.
- The architecture and environment are arranged neatly.

#### 3. Cleanliness

This element is the condition, which exhibits the good hygienist and cleanliness, even the condition of environment, the equipment service and human service. The examples of this element are:

- Keep cleaning environment.
- The usage and supplying of the clean equipment.
- The hygienist of food and drink

#### 4. Cool Atmosphere

This element is the condition that can create the cozy environment to make visitors will satisfy in the destination. The examples of this element are:

- Go green by planning the trees in the tourism destination
- Keep the cool atmosphere in the office, hotel, restaurant and others.

#### 5. Beauty

This element is the condition can create nice environment during the tourism activities and be able to motivate visitors to come back in the destination. The examples of this element are:

- Keep the beauty of a destination in the natural and harmony order.
- Keep the beauty ornamental plants, vegetation and shad as an environment aesthetic element which is natural.

#### 6. Friendliness

This element is behavior of the destination's operator by serving the tourist friendly and kindly. The destination operator should help the visitors without profit. The examples of this element are:

- Helping the visitors kindly
- The operator can show the good attitude
- Giving the information friendly

#### 7. Memorabilia



This element is great memory, which should always be remembered by visitors. Memorabilia can be good and bad, but should be created by visitors only the good memory. Thus, the operator of destination must be able to make the good memory to every visitor who visits the destination.

The examples of this element are:

- Serve the service quickly and friendly.
- The comfortable of accommodation.
- The unique attraction

Based on the statement above, I conclude that Sapta Pesona has a function to create the conducive environment and good atmosphere, which has to be fulfilled to every destination for attracting visitors to visit. The government of Indonesia is certainly for fulfilling Sapta Pesona in every destination in Indonesia, there will be many visitors visit the destination by seven elements, those are safety, orderliness, cleanliness, cool atmosphere, beauty, friendliness, and memorabilia. Thus, by fulfilling Sapta Pesona, the visitors will be comfortable to stay longer in the destination and will be satisfied with the destination.

Mudyastomo (2015:1) states that the purpose of the Sapta Pesona are to improve the understanding all components of society to be a good host in creating a conducive environment for the growth and development of tourism and to Promote and motivate the ability and opportunity society as tourists to explore and love the homeland.

The way how to create the Sapta Pesona as the attitude of society:

1. There must be an awareness of the balance between rights and obligations. We must always be aware that each of our behavior in dealing with tourists in the tourist area of what is bound to cause the rights and obligations of each that must be executed with balanced and aligned.
2. Building the strong security system. The security system can be built and planned ranging from small and from small scope, too, for example the attitude of discipline in many ways

3. Legal Compliance. Obey the law means that our country is a country of laws, and we must uphold and maintain the existing legal system in order to protect the existence of rights and obligations travelers
4. Discipline of doing things. Each community is expected to discipline either individually or in interaction with other people especially tourists elsewhere so it will foster a sense of mutual respect that indirectly provide security for tourists

Therefore, the writer concludes that the purposes of Sapta Pesona are to improve the understanding of the society and to promote and motivate the ability and opportunity society as tourists to explore and love the homeland.