

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the writer explains definition of tourism, tourism component, time for traveling, tourism destination, tourism promotion, promotion through printed media, calendar and calendar as promotion media.

#### **2.1 Definition of Tourism**

There are many definitions of tourism. According Karyono (1997:15), tourism is a series of activities conducted by human either individually or in groups inside their own country or in other countries. Another opinion is stated by Marpaung (2002:35), tourism is a recreational activity that is done outside the home that take more than 24 hours. For example, family visits outside the city for 2 days. Anggraini (2010:10) explains that tourism can be translated as a system associating the physical environment, economic, social and culture, and industry as an effort to satisfy the travel needs of someone who carried out the residential area or place of work.

From the explanation above, it can be concluded that tourism is a series of recreational activity that done by individuals or groups, inside their own country or in other countries (outside the home) for more than 24 hours. Tourism is also the system associating to satisfy the travel needs. The tourism has the different purposes and involves many aspects of life.

#### **2.2 Tourism Component**

According to Yoeti (1985) cited in Munawaroh (1999:33) tourism component is the potential of the tourism industry. Tourism component was aimed at tourism facilities and infrastructure such as transport facilities, accommodation facilities, attractions and tourist attractions etc.

Tourism has various components in order to run properly. Here are the opinions of experts on tourism components. According Hadinoto (1996:32), tourism system consists of five types of components: tourist attractions, promotion and marketing, tourism market (tourists), transportation, society and travel supporting services.

While Ismayanti (2010:2) argues that there are three main components of tourism. They are travelers, elements of geography and tourism industry.

1. Travelers

Travelers are actors in tourism activities. There are many things that travelers can do during the traveling. For example shopping, sightseeing, culinary hunting, taking pictures and etc. Traveling is a human experience to enjoy, anticipating and remembering the time in life.

2. Elements of geography

Traveler movement takes place in three geographic areas, such as the following.

- a. Region of Origin Travelers

The area of origin of tourists is a place where someone is doing everyday activities (routine) such as working, studying, sleeping and other basic necessities. Routine is like a driving force to motivate a person to travel. From the area of origin of tourists, someone can find the information about objects and attractions of interest. Tourist can make reservations and go to the area of interest.

- b. Regional Transit

Not all travelers have to stop in the transit area. However, all the visitors will go through the area, so the role of transit area is important.

### c. Destination Region

Tourism destination is said as main goal of tourism. In attracting tourism, tourism destination is the overall driver of tourism system and create demand for trips from the area of origin of tourists. Tourism destination is the main reason for the development of tourism that offers things that are different from the tourist routine.

### 3. Tourism Industry

Industries provide services, attraction, and tourist facilities. Industries which are the units of business or businesses in the tourism and spread across the three geographic areas.

In conclusion, tourism has several major components that support the tourism activity itself in order to run properly. The components consist of tourism attractions, promoting and marketing, tourism market (tourist / traveler), transportation, society and travel supporting services, elements of geography (origin, transit and destination region) and tourism industry.

## **2.3 Time for Traveling**

Tourism is an activity outside of work. It means that tourism is done when someone is on vacation or enjoying leisure time. Some experts suggest the times for tourism activities are as follows:

According Karyono (1997:38), the time for a tour is divided into three parts, namely: leisure time after working, weekend leisure time and holiday leisure time.

#### 1. Leisure Time after Working

Leisure time after working is usually done for activities that are recreational pastimes although it is only distraction. Activities are undertaken to relieve boredom after-work routine. Although the time is very limited such as fishing, watching movies, reading books etc.

#### 2. Weekend Leisure Time

The chance of the weekend can be used for traveling in short distance travel, such as visiting the zoo, the camp, the area of sport and etc.

### 3. Holiday Leisure Time

Holiday Leisure Time coincides at the end of the leave year. It is generally range 2 weeks to 4 weeks or more. This is a good time to do the tours for refreshing. The time is quite long, so it is possible to travel to the areas that have long distance.

While Marpaung (2002:35) argues that the tourism activities are conducted in a period of only a day known as a day tour, a recreational activity that is done outside the home that take more than half a day. For example, conducting a family picnic.

It can be concluded that time for traveling are leisure time after working, weekend leisure time, and holiday leisure time.

## **2.4 Tourism Destination**

Tourism destination is one of the main component of tourism activities. The tourists visit a place because they are interested in something. A place that become a tourist attraction is known as a tourism destination. These are some understanding of tourism destination, according to expert opinion. Hadinoto (1996:15) states, destination is a specific area that is selected by a visitor to stay for a certain time. Another definition is from Ismayanti (2010:220), tourism destination is a place of travelers to spend a vacation. Tourism destination is the main reason for the development of tourism that offers things that are different from the tourist routine.

The characteristics of destination according Hadinoto (1996:18), they are as follows: (1) natural resources such as climate, beaches and forests.; (2) cultural resources, such as historic sites, museums and theaters; (3) recreational facilities such as amusement parks; (4) events, the party and the night market; (5) the specific activity, such as casinos and shopping (6) the appeal of psychological as romantic, adventure and isolation.

According to Khoiron (2015:13-15) a destination must have four major aspects. They are attraction, accessibility, amenities and ancillary (4A).

1. Attraction

Attraction are the things that related with what to see and what to do in the destination. Attraction can be the beauty and uniqueness of nature, local culture, heritage of historical buildings, or attractions of artificial that can be the games and entertainment.

2. Accessibility

Accessibility is the infrastructure to reach destinations such as access roads, availability of transport and etc.

3. Amenities

Amenities is all the support facilities that can satisfy the needs and desires of tourists while in the destinations such as accommodation, public toilets, park, places of worship and etc.

4. Ancillary

Ancillary is related to the availability of an organization or people who take care of these destinations. Organization of a destination will perform their duties as a company to the relevant parties such as governments, local communities and other stakeholders.

From the explanation above, it can be concluded that the tourism destination is a place or specific area that has been selected by the tourist. The destination is the place of tourists to spend sometime for a vacation. A good tourism destination should have four main aspects that are the attraction, accessibility, amenities and ancillary.

## **2.5 Tourism Promotion**

Hadinoto (1996:34) states that the promotion of tourism is designed to introduce the attractions on offer and how attractions can be visited. According to Marpaung(2002:103), tourism promotion is an effort conducted to accomadate the tourism product with the tourist demand, so that the product become more interesting. Promotion is part of a travel stimulant. Travel Stimulants are the things that make a person affected for sightseeing, such as advertisement, promotions, books, friend suggestions, publications and other sources (Ismayanti, 2010:27). This is in line with Karyono (1997:44) the factors that influence the travel decision include public relations and tourism promotion, advertising and for distributing tourism information.

According to Yoeti (1996:52) the purposes of tourism promotion are: to introduce services and products produced by the tourism industry as widely as possible; to give impression as strong as possible in the hope that many people will come to visit; to deliver a compelling message with an honest way to create high expectations

In short, tourism promotion is the activity or effort to introduce the attractions on offer and how attractions can be visited. Promotion has the purpose to accomodate the tourism product with the tourist demand and the travel stimulant. Promotion can be conducted and be implemented as an effort to develop the tourism itself. A good promotion can influence travelers to make a trip to someplace. The purpose of promotion for tourism are to introduce service and product, to give impression and to deliver a commpeling massage of tourism.

## **2.6 Promotion through Printed Media**

The print media is static and prioritizes media for visual messages produced from the printing process; raw materials and means of delivering the message using paper with various types (webbisnis.com:2015).

Printed media such as newspapers, tabloids and magazines can be alternatives to promote products and services. Local printed media and national are the main

source of information are usually printed in large numbers and distributed to many people in a relatively short time.

Here are the kinds of print media according to Eliah (2015:85), they are poster, banner, brochure, flyer, calendar, catalog, name card and t-shirt.

1. Poster

Poster is a marketing communication tool that is commonly used and often found in many places, especially in public areas and strategic place. Poster relatively large size has the potential to attract the reader's attention. Poster should be designed as attractive as possible in order to attract media attention because it is usually read when crossing someplace.

2. Banner

Banners are generally printed in large size and placed in places that is easily seen. The form of banners and installation techniques are varied. Banner installed on the frame shaped like the letter X easily moved and is known as X-banner.

3. Brochure

The brochure is the form of sheets that can be read longer than the poster. Brochures are generally printed in relatively large amount, printed with good quality, and published on an irregular basis on certain occasions. For example, in the exhibition event. Brochures are a sheet one face or back and forth and have called a leaflet folds.

4. Flyer

This media is very practical and suitable for displaying information short but contain. The leaflets are usually distributed to the public and contains information about the program promotions such as discounts or specific activities. Flyer which is a single sheet of paper without creases are often printed in large numbers, so it can easily reach many people.

5. Calendar

The use of calendars as promotional print media is quite potent. People tend to keep the calendar as a pointing device as well as the date and day of the month so that the media is able to display messages brands that have

longevity. The number of calendar sheets are varying. There is a calendar that only a single sheet-like poster and some are in the form of many sheets.

#### 6. Catalog

Catalog can be an alternative choice as printed promotional media that is able to display a lot of information. This media is suitable for products that have a lot of specification and detail so the readers can get full information about the products offered. With a catalog, the readers generally take longer time to decide which products to buy.

#### 7. Name card

Business cards are an ambassador for the business that reflects and represents the company. The information that must be presented in the card is the name of the company and of contact.

#### 8. T shirts

T-shirts are printed promotional media that are popular and very easy to be accepted by the audience. Generally, people are wearing shirts of promotion because it is comfortable to wear and can be worn on many occasions, especially in situations that are not formal.

To sum up, there are a lot of printed media that can be used for promotional activities, for example poster, banner, brochure, flyer, calendar, catalog, name card and T shirt. Each print media has its advantages and effectiveness of each level.

### **2.7 Calendar**

According to Maheswara (2012:291), calendar is a system to calculate the time. Time is divided into days, weeks, months and years. There are two systems of calendar, namely the calendar AD (active duty) and hijriyah calendar. Based on KBBI in Sungging (2014), calendar is a list of days and months of the year; calendar; almanac. Which means that the calendar is used as a tool which is a marker of daily changes that we know as time. According to Azhari (2008) cited in Tribunnews.com, calendar is an organizing system of times for identification purposes as well as the calculation of the time in the long run.



Based on the shape, calendar divided into two (Fabian:2013). They are Calendar table (Desk Calendar) and wall calendar.

#### 1. Calendar Table or Desk Calendar

Desk calendar is one type of calendar that is put on the desk work (generally). Desk calendar has two forms, namely portrait (with standing format) and landscape (with sleeping format). Generally, calendar desk format can be either monthly (one month) or bi-monthly. The Size of desk calendar in general is 6x6 inches.

#### 2. Wall calendar

Wall calendar is one type of calendar in which the function of this calendar as the calendar is in place on the wall. As well as the desk calendar, wall calendar is also shaped portrait and landscape. The average size of wall calendar is  $30 \times 30$  cm.

In short, calendar is a list or system of the time, include days, weeks and months of the year. Calendar is also an organizing system to calculate the time for identification purposes. There are two kinds of calendar based on the shape, desk calendar and wall calendar.

### **2.8 Calendar as Promotion Media**

Calendar is an effective way to promote, because each calendar will be seen throughout the year to remind everyone of some important events, appointments, or date not to be missed. Calendars are also used to set up a meeting, appointment, determination of vacation time and other compromises. Calendars can also be designed in accordance with the purpose of sale (Ceraproducton :2015).

According to Soegijanto (2010:55) at this time the calendar has dual function, first is as a guide to determine the date, day, month and year, and the calendar also has a function as a means of promotion. Another reason is in the effectiveness of many things that can be displayed in the calendar. Typically, an existing image on a calendar related to each other (themed) such as various types of animals, pictures

of landscapes, mountains, trees, flowers, people in companies or particular institutions, and important events around the country.

Calendar provides benefits for the recipient. This is one promotional product that is not likely to be discarded and very possibly will be displayed at home or in the office. It might even give pride to those who receive it. Everyone must see the the calendar, not only by customers, but they also must have seen relationships. Calendar impact promotion has chance to be seen more often, especially if it is put in strategic places (Multitama: 2013).

According to a survey conducted by Cera Production (2015: 22-23), the use of a calendar based on audience characteristics indicate that the calendar used by people aged 21 to 35 years, couple, family and oldster (> 35 years). This proves that the calendar is a promotion medium that has a chance to use by the various groups and so the calendar as a promotion medium effective enough.

Wibisono (2015) states calendar as a good promotion medium fulfills the following criteria: (1) right on target / target audience; (2) benefits achieved promotion (both for branding, selling or both) (3) provide a positive image; (4) unique and appeal; (5) having a life time as long as possible.

In short, calendar has dual function, as a guide to determine the date, day, month, year and also can be as promotion. Calendar is one of effective promotion media with the puspose of sale. Many things can be display in calendar it is useful thing in the daily life. Besides, calendar fullfills the criterias to be a good promotion media. For example, right on target, benefits achieved promotion, provide a positive image, unique and appeal and having a life time as long as possible.