

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Definition of Tourism

McIntosh (1990) defines that tourism is a joint understanding of the interaction between the host government as tourism, business, and tourists. According to Sihite (2000), the definition of tourism is travel activities undertaken in the short term or temporary purposes other than making a living.

It is line with Hunziker and Krapf (1942) that state tourism is an activity that is temporarily unable to earn income and to enjoy the trip as a recreation to meet the diverse desires without any coercion. Moreover, the UUD No. 10 of 2009 on tourism states that tourism is "A wide variety of tourist activities and supported a wide range of facilities and services provided by the public, employers, government and local authorities".

According to Burkart and Medlik (1981) as cited in Soekadijo (2000: 3) states "Tourism means the displacement of people for a while and in the short term to destinations outside the place where they normally live and work, and work by their activities during the stay at the destination". Meanwhile, Wahab (in Yoeti, 1995: 107) states tourism is a human activity that is conscious that gets the service alternately between people within a country itself (overseas) covering the standing of other areas (certain regions, a country or a continent) for a time in the search for the satisfaction of diverse and different from what happened in which he resides.

In conclusion, tourism is an activity trip to a place that is done in a certain time and temporary to seek pleasure.

## 2.2 Kinds of Tourism

Pendit (1999: 42-48) states that tourism can be divided into 14 kinds, they are;

1. **Cultural Tourism:** Cultural tourism is a journey to another place or abroad is done with the intent to know and learn about the State of the people, habits and customs, way of life, culture and art societies in the intended location.
2. **Health Tourism:** Health Tourism can be defined as a tourist trip with the intention to change the circumstances and interests of everyday environment where a break in the sense of physical and spiritual. Sights include the hot springs, the place with the climate salubrious air or places that provide healthcare facilities such as hospitals, health and more.
3. **Sport Tourism:** Sport Concept is a journey aimed at exercising or intentionally taking part in sports activities either official or not somewhere. For example, the Asian Games, Olympics, Thomas Cup, fishing, swimming and more.
4. **Commercial Tourism:** commercial Tourism is travel for the purpose of visiting commercial activities such as exhibitions, business expo and fair commercial in nature.
5. **Industrial Tourism:** Industrial Tourism can be exemplified as travel activities conducted by the student or group of students, to an area or industrial complex where there are factories or workshops with the goal and purpose to conduct the review or research.
6. **Political Tourism:** Political Tourism the travel activities undertaken to visit or take an active part in political activity events both domestically and overseas. For example attended the celebration August 17 in Jakarta, the king's coronation, congress and etc.
7. **Convention Tourism:** Convention Tourism can be interpreted as a trip to the region with the aim to attend the convention activities such as work meetings, national conference and so on. Examples, KTT APEC, ASEAN

and other summits. Convention travel nowadays known as MICE (Meetings, Incentives, Conferences and Exhibitions). Namely travel related activities and exhibition meeting that bring people together.

8. Social Tourism: Social tourism can be described as organizing an inexpensive trip and easy to give an opportunity to the economically weak segments of society to travel. For example, for the workers, farmers or orphanage children.
9. Agricultural Tourism: Tourism of this type can be exemplified as a journey undertaken to projects of agriculture, farming, breeding ground, and so for the purpose of study and research.
10. Maritime or Marine Tourism: Tourism is widely associated with sports activities on the water, like a vacation at the beach, bay, or ocean. Its activity can be sunbathing, fishing, sailing, swimming competition, competition boats, surfing and more.
11. Nature Preserve Tourism: The type of this tourism specializes on a visit to a nature reserve area, protected parks, forests, mountainous area, with the intention of enjoying the beauty of nature, breathe fresh air, see a variety of animals or plants.
12. Hunting Tourism: This type is widely carried out in countries that do have areas or forests where hunting is justified by the government and encouraged by various agents or travel agency.
13. Pilgrim Tourism (pilgrimage): These tours are linked to religion, history, customs and beliefs of the people or groups of people. Pilgrim Tourism do tour to the holy places, tombs of great men or leaders, the Vatican, Mecca, the Borobudur temple, Besakih temple, or the tomb of Wali Songo.
14. Honeymoon Tourism, which is an organization of trips for couples pigeons, newlyweds, honeymooners with special facilities and its own for the sake of pleasure trips.

### **2.3 Definition of Promotion**

Saladin and Oesman (2002: 123) state that Promotion is an information communication between sellers and buyers aims to change the attitudes and behavior of buyers, that previously did not know be familiar with so that it becomes a buyer and remind that product.

According to Alma (2007: 179) “Promotion is a kind of communication that gives explanations and convinces potential customers of the goods and services with the aim of attention, educate, remind and convince potential customers”. It is line with Swastha and Sukotjo (2002: 222) that they say the promotion is the flow of information or persuasion in one direction that is made to direct a person or organization to act that lead to the exchange in marketing.

But Harini (2008: 71) argues that “Promotion is one form of communication, which is a special stage is intended to seize receptivity of others for ideas, goods and services”. Then, according to Cannon, Perreault, Mccarthy (2008: 69), “Promotion is to communicate information between sellers and potential buyers or others in the channel to influence attitudes and behavior”.

So, promotion is an activity of communication between sellers and prospective buyers in divulging information about products or services offered by a seller to a potential buyer.

### **2.4 Promotion Goals**

There are several goals of doing promotion. According to Rangkuti (2009) the purposes of the promotion include:

1. Modify behavior

The market is the meeting place of people who want to do an exchange in which people are made up of various kinds of behavior that is different to

one another. Likewise, their opinion on certain goods and services, appetite, desire, motivation, and loyalty to the goods and services are different from each other. Thus, the purpose of this is trying to change the behavior and opinions of the individual, from not receiving a product be loyal to the product.

## 2. Inform

Promotional activities aimed at providing information to the intended market of the marketing company, regarding these products with regard to price, quality, condition the buyer, usability, features, and so forth. Promotional nature of this information is generally preferred and performed at earlier stages in the life cycle of the product.

This is an important issue to increase the primary demand because at this stage some people will not be attracted to select and purchase goods and services before they know the product and its uses, and so forth. Promotional nature of this information can assist consumers in making the decision to buy.

## 3. Persuade

Promotion that encourage or persuasive is generally less preferred by most people. But the reality now many appear it is that promotion. Such promotion is mainly to encourage buyers. The company does not want to get a response as soon as possible, but prefers to create a positive impression.

This meant that the promotion can make an impact for a long time against the behavior of buyers. Promotions that encourage this will become dominant if the concerned production began to enter the growth stage in the product life cycle.

#### 4. Reminding

Promotions that are reminiscent of this was done primarily to maintain the product brand in the hearts of the people and carried out during the maturity stage in the life cycle of the product. This means that the company seeks to maintain attention to existing buyers, because buyers do not make transactions just once, but must take place on an ongoing basis.

### 2.5 Definition of Design

Kusbiantoro (2007) defines that design is a compromise between art and business. Namely to serve the needs of the people in solving visual problems, but at the same time not lose the character and uniqueness in terms of both the concept and visual execution of technical visual. (as cited in Bayu, 2011)

Handbook of art and design education ITB (*Fakultas Seni Rupa dan Desain ITB (FSRD-ITB)*, 1984) mentions that design is problem solving in the context of technological and aesthetic. This was reinforced by the Congress of the Association of Indonesian Design (*Ikatan Ahli Desain Indonesia - IADI*) as stipulated in the articles of association, that design is problem solving in voicing his day culture. Meanwhile, Sachari (2005: 7) states that the design was in essence a human effort to empower themselves through the creation of objects to live a life that more secure and prosperous.

It is line with Archer (1976), he says “Design is one of the needs of physical and spiritual human being elaborated through various areas of experience, expertise, and knowledge that reflects the attention to the appreciation and adaptation to his surroundings, especially relating to the form, composition, meanings, values, and goals man-made objects”. Meanwhile, International Council of Societies of Industrial Design - ICSID (1999) states that Design is a creative activity that reflects the diversity of shape and the quality of the system, like a circle interconnected. In addition, the design is a factor that builds humanity

technological innovation activities, the dynamics of cultural and economic change.

According to Sudiana (1986: 29) the activities include the establishment layout decisions on the various components of the title, illustrations, text, and identification signs will be prepared and placed on the page. Five of the considerations for the development of the layout are:

1. Balance, the arrangement of the elements to achieve an impression of the invisible or dissemination of fun.
2. Contrast, the use of size, density, and color are very different in order to attract attention and legibility.
3. Proportion, linkages between the object and the background, which both look and interact.
4. Gaze motion, the arrangement of the title, illustrations, text, and signs of identification in such a way in order to sort the most logical.
5. Unity, various quality balance, opposite, comparison, and the strains're watching, coupled to think the unity of development, appearance, and they form the layout (design in the layout).

Sudiana (1986: 34-41) says that the layout will be successful if it contains quality in unity and simple, meaning that managed to arrange the layout simple, uncluttered, and is helpful in easing the reader during digesting the message read. The layout contains as follow.

1. **The letter**, there are various types and sizes of letters that can be chosen to stress certain points or to draw the reader's attention to some aspects of the manuscript.
2. **Photos or drawings**, an alternative that can be introduced in this regard are many and varied. We can select and edit photos, drawings, sketches, paintings, cartoons, and can insert a wide variety of other forms.

3. **Title**, the title affixing the reader is led to the crossing of the illustration to the message. In a general sense, the title has a function: briefly and immediately suggest the contents of the message, and displays an appeal against the basic interests of readers after presenting the message source. In general the placement of the title should appear at the top of the page or advertisement. And, however the title should have a font size that is sufficient to be captivating the reader's eye, and precisely in order to pair with the appeal of illustrations.
4. **Color**, basically the color is a quality of light reflected from an object to the human eye. Affixing color may grab the attention of the beginning of the communicant. But the selection and application of random colors will drive viewers as soon as attention moved. The researchers found that the colors are often considered the favorite is not always attractive in certain uses. However, color-hues including black, gray, and white-on printed sheet needs to be organized in such a way in accordance with the same basic principles of layout, which contains impressions of balance, contrast, proportion, rhythm, harmony, movement, and unity.

## 2.6 The Issue of Media Promotion

Media Promotion is a tool to communicate a product / service / image / company or the other to be better known by the wider community. Media promotion of the oldest is the medium through *mouth to mouth*. This media is very effective, but less efficient because of the speed of delivery is less measurable and predictable.

Media promotion might be a classic; brochures, posters, booklets, leaflets, banners, baliho, billboards, neon box, standing banners, business cards, letterhead, uniforms clerks, wall clocks, posters in car / truck, plates / glassware, advertising on TV, radio, fly banners, blimps, advertising in print media, menus, price lists, and so on.



Advertising media is the various means of communication used by companies to deliver and spread the message to the intended target market. According to Wells, Burnett & Moriarty (2000), Media are a means of communication that carry messages from advertisers to consumers.

If it is viewed from the perspective of the process of advertising activities, advertising media is also included in the activities of media planning, which is a process of determining how to use the festive time and space for marketing purposes. For that to be an advertising medium to work effectively it should be able to reach its target audience appropriately.

According to Andy (2010) based on its size, Printing Media Promotion can be distinguished as follow:

#### 1. Large-size Media Promotion: **POSTER**

It is often called plaque, which is a graphic design which includes the composition of pictures and letters on the large media. Usually affixed to the wall or flat surface and made to attract attention. Therefore, the poster is usually made with colors and strong contrast. The design is made so that people can easily read the information even in a position to move, may be driving or walking. Therefore, the poster is usually made according to the rules; simple, in contrast, attract, influence, and the information was quickly arrested.

In some types of posters, the "draw attention" was meant to invite people to approach and examine the information submitted. For this type, usually made with good enough quality.

Posters are often used for advertising purposes. Broadly could load the announcement or introduction of an event, promote services, services, or products, can also be a means of propaganda to shape public opinion.

This poster is included in the family, among others:

a. Billboard

Billboard is an outdoor advertising with great size. Currently, the billboard still includes outdoor advertising models that are widely used, especially in urban areas. The installation can use the self-permanent structures, as well as attached to the construction of permanent buildings.

In further developments, there are also digital billboard an image or running text that use electricity as a power supply. Megatron and Videotron are included in this digital billboard.

There is also a mobile billboard that is often called a mobile billboard, for example, mounted on the body of the bus or other large vehicles.

b. Baliho (Billboard)

It seems this term is only in Indonesia. Usually used to refer to a large poster or billboard mounted on a place / position is semi-permanent. Because the holder of semi-permanent, billboards were short lived. Therefore, this model is widely used for short-term promotions or incidental eg, elections, presidential elections, elections headman, or it could be used to promote a specific event, for example a football game tarkam (tournaments between villages), and so forth.

c. Street Banner

This form is very often found in public places, especially on the streets, even many that were mounted transversely above the streets tied to a rope on each side. Distinctive shape is elongated. Usually made of fabric, but now many of them are made of plastic material.

Close family backdrop banner is commonly installed as a backdrop to a particular event, and more decorative than media promotion. On development, the backdrop is important because it contains concise information on the event in question, even often inserted advertisements from sponsors such activities.

d. Banner

With the development of large-format printing technology, poster develops a poster product. The poster formats are called banner. Typically, the print quality is good enough for the banner allows for viewing from close range.

This model is not only put on the walls, it can also be mounted on the holder the light so easily moved. Because there are models cradle-shaped X, ultimately also known as the name X-Banner.

## 2. Small-size Media Promotion: **PAMPHLET**

It is often referred to as a brochure, which is published on an irregular which may consist of one to a small number of pages, not related to another issue, and finished in a day. Pamphlets one page may be printed one face only or print double sided or back and forth. Of course, to mold two faces, even better media quality. In general, pamphlets printed with good quality because it is meant to establish a good image to the service or product that is informed in the pamphlet.

Unlike the poster designed so that people can easily read the information even in a position to move, pamphlet or brochure is intended to be read in particular. In some kinds, pamphlets intended to keep it that once upon a time people used when in need of information.

The pamphlet included in the family, among others:

a. Booklet

It has several pages and often has a cover, title page, bound either simply using staples or bound with a garnish for example using a ring.

A number of consumer products such as electronic goods (eg mobile phones), often include a booklet containing the product specification or explanation of how to use (manual book) briefly. Booklet or booklets that accompany electronic goods sometimes have a page count for a lot and

was not discharged read in one occasion. Album recordings, such as tapes or Compact Disks often include a booklet containing the lyrics of songs, photos, and names of supporting artists.

Booklet which usually looks like a mini book, it is not a means to advertise directly.

b. Catalog

It is a close relative booklet. Catalog has characteristic as a list and inform all sorts of things in a particular topic. This media campaign is usually contains complete enough information.

Catalog is ideal to use to promote many products with explanation of the specification and picture of each product. Catalog will allow consumers to be able to choose which products are in accordance with the wishes and budget costs. Sometimes the products shown in the catalog coupled with attractive discount info for more potential consumers.

c. Leaflet

It is a kind of pamphlets or brochures are the most popular. Usually consists of a single sheet printed only with two faces. But typical of the leaflet is the folds that form parts of leaflets as if a panel or a separate page.

Leaflet print quality is usually excellent, made with an attractive design, and contains complete information either drawing or writing. Because the shape of the folds, making of leaflets usually pay attention to the psychology of people opening the leaflet, so that the design was created to facilitate people receive information in a leaflet without too much flipping through leaflets.

Compared with other promotional media (booklets, catalogs, flyers), leaflet is extremely common because it can be used for various things, for example to introduce the product, as a catalog or booklet mini, company profiles, and so forth.

d. Flyer

The name is inspired by the dissemination of information via plane or vehicle that is spread away in public places. The media campaign is flying before it received by the target audience. However, as the name implies, flyer is usually just printed in one face. The print quality does not necessarily nice even perfunctory because the quality is often made in large quantities and cheaply, because it has been estimated that many of the flyer would be wasted in a relatively short time.

Nevertheless, a good flyer will be designed with due regard to the rules of *eye catching* and *memorable*. In its development, flyer often has no different with leaflet but it is not folded, only a piece of paper with good print quality and attractive color. In Indonesia, this type is often referred to as leaflets.

e. Name card

Some say that the card including pamphlets families, but some are categorized separately. Usually, small cards less than 9x6cm. As the name suggests, the card contains the name of a person introductions. The information could contain names, addresses, contact numbers, institutions, and so forth. In further developments, the cards are often inserted pictures or photographs (click on the image to find out the owner of a business card).

Business cards are made with simple and informative on media that is thick enough (100-400gram) that are not easily damaged when put into a wallet or a card. Indeed, the purpose of making a business card so that the

recipient can save them and occasionally use them if we need information that is used to contact the owner of the card.

## 2.7 Definition of Booklet

According to *Balai Pengkaji Teknologi Pertanian - BPTP Jambi* (2016: 1) Booklet is a small-sized book (half-letter) and thin, no more than 30 pages back and forth, which contains writings and drawings. Some say that the term comes from the book booklets and leaflets, booklets media means is a blend of leaflets with a book or a book format (size) as small as a leaflet. The structure of the content such as books (introduction, contents, cover) it's just a way of presenting it much shorter than a book. Meanwhile, According to Puspitawarna (2010:1) Pamphlet or booklet as quoted from the writings of “print box” is not periodical publications which may consist of one to a small number of pages, not related to another issue, and finished in one day. The page is often used as one (among others with the stapler, thread, or wire), usually has a cover, but do not use loud volumes. It is line with UNESCO (as cited in Puspitawarna, 2010) that define, the booklet is not periodical publications, complete (in one issue), having at least 5 pages but not more than 48 pages, excluding the cover calculation.

## 2.8 Types of Booklet

Booklet can be used as small storybooks, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014)

Howard (2014) says that design considerations for booklets are:

1. **Creep** occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep

allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.

2. **Creep Allowance** is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be repositioned toward the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.
3. **Imposition** refers to arranging pages for printing so that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.
4. **Saddle-Stitched** binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stapling or "booklet making" is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat.
5. **Booklet Envelopes** are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

## 2.9 Terms of a Booklet

Suleman (1998) says that booklet is category of the line media. Based on the characteristics attached to the below line media, messages written on the media is guided by several criteria, as:

1. In the Form of text and images, or combination of both.
2. The word used economically.
3. Using short sentences, simple, brief, and concise.
4. Using capital letters and bold.
5. The use of letters not less than 10 pt.
6. Accordance the contents to be delivered.
7. Packaged interesting.