

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Gamal (2002) states that tourism is a form or a temporary departure from someone, more towards to other places outside the residence. His departure is due to encouragement of the various interests such as economic, social, culture, politic, religion, health or other interests. While, Richardson and Fluker (2004) states that 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, business and other purposes. Furthermore, Marpaung (2002) states that tourism is temporary short-term movement of people which has purpose for out of the routine works and residence. In addition, Mathieson and Wall (1982) define 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. In short, the writer can conclude that tourism is an activity that is undertaken outside of the residence or go to another place not less than a night which aims to travel, relax, find new experience and other purposes.

Regarding the types of Tourism, Pendit (1994:41) divided tourism into eight types, namely Cultural Tourism, Health Tourism, Sport Tourism, Tourism Industry, Commercial Tourism, Marine Tourism and Honeymoon Tourism :

a. Cultural Tourism

Cultural Tourism is a journey that is conducted on the basis of desire to do a visit to another place or abroad, learn about condition of the people, their habits and customs, ways of life, culture and art.

b. Health Tourism

Health tourism is a journey of tourist with the aim to change the circumstances and the environment where he or she lived everyday for the benefit of relaxing in the sense of physical and spiritual.

c. Sport Tourism

Sport tourism is tourists who travel with the aim of exercising or intended to take an active part in sport events in a certain place or country.

d. Tourism Industry

Tourism industry is a journey that undertaken by a student or group or lay people to a complex or industrial area, with the intention and purpose to conduct the review of research.

e. Commercial Tourism

Commercial tourism is a trip to visit exhibitions and fair for commercial purpose such as industrial exhibitions, trade shows and so on.

f. Marine Tourism

Marine tourism is a tourism that associated with water sports such as beach, lake or sea.

g. Natural Tourism

Natural tourism is a kind of tourism which usually organized by travel agency that specializes arrange a tour to a place or area of nature reserves, protected park, forest mountain areas and the sustainability is protected by the law.

h. Honeymoon Tourism

Honeymoon tourism is a journey that undertaken by a new couple with special amenities and individually for the sake of enjoyment of the trip.

In addition, according to Yoeti (1983), tourism can be classified into four types based on the tourism objects, namely Cultural Tourism, Recuperational Tourism, Commercial Tourism and Sport Tourism:

a. Cultural Tourism

Cultural Tourism is type of tourism where the motivation of people to travel is due to the attractiveness of a place or an area. The objects of Cultural Tourism usually consist of ancestral heritage, habits, and ancient objects.

b. Recuperation Tourism

Recuperation Tourism commonly refers to health tourism. The purpose of this travel is to cure a disease such as bathing in the hot springs or meditation.

c. Commercial tourism

Commercial Tourism refers to trade tourism because this trip is related to national or international trade activities which are often held an expo, fair, exhibition and others.

d. Sport tourism

Sport Tourism is a journey of tourism that aim to see or watch a sports party or events in somewhere or certain country like olympics, volley, football and boxing match.

Based on the explanation above, the writer can conclude that Al-Munawar village can be classified as one of cultural tourism destinations in Palembang where people can see some attractiveness of a series of a place or area and learn about condition of the people, their habits and customs, ways of life, culture and art in Al-Munawar village.

2.2 Promotion

According to Saladin (2003), promotion is one element in marketing of the company that used to inform, persuade, and remind consumers about the company's products or services. Furthermore, Fuad M et al. (2006) states that promotion is a part of marketing mix which has a big role. Promotion is the activities that actively done to encourage consumers to buy products or services offered. In addition, Rangkuti (2009) states that promotion is one of the variables used by a company or institution which make a communication with the market, with the aim of informing that a products exists, introduce products and provide confidence to the consumers.

Based on the explanation above, the writer can conclude that promotion is the activities to introduce or notify information about product or service offered to prospective consumers or tourists who become the target market with the goal of keeping consumers convinced and interested with what is on offer

2.2.1 The Purposes of Promotion

According to Rangkuti (2009), there are four purposes of promotion. They are behavior modification, informing, persuading and reminding. Behavior modification means that trying to change the behaviors and opinions of the individual, for not accepting the product become a loyal customers because of the desire of products and services, the tastes, desire, motivations and her loyalty towards product and services that each other is different. Informing means that promotion makes consumers aware of the new products, educate them about the features and benefits of the brand, as well as facilitating the creation of the image of company that produces the product or service. Persuading means that persuade or try to push the consumers and customers to try the advertised products and services. Generally, persuading less desirable by most of the society. But in fact, nowadays it is always used by some people. and the last, reminding means that promotion to maintain product brand in the community and also remind them of their purchases, influences the consumer's interest in mature brand bears influence on brand switchers by letting them know about the other. While, Angipora (2002)

states that the purposes of promotion divided into three purposes. They are informing, influencing and persuading target customers and the last reminding. Informing in here means that the main purpose of the promotion which inform the whole aspects of the corporation or institution that related to the consumer which can be done as well as to be able to formally clear. Influence and persuading target customers means that the promotion will be undertaken by the company by way of influence and persuade target customers or consumers to buy or redirect purchases toward products that the company produced. And the last, reminding means that reminder to consumers about the existence of the company and product in order to remain faithful and consistent.

Based on the explanation above, the writer can conclude that the purposes of promotion is closely related to the efforts of how the consumers or prospective consumers can know a product, convinced and in fact would be interested and always remember that product.

2.2.2 Tourism Promotion

According to Bahar (2002), tourism promotion is all effort supposed to adjust the tourism product with the demand of tourists so the product becomes more attractive. He also add the attractiveness is the keyword of tourism promotion effort to make tourist interested in buying the product. In addition, Yoeti (1996, p. 65) states that tourism promotion is an activity that covers more promotion distributing materials such as films, slides, advertisement, brochures, booklets, leaflets, folders, through various channels such as: TV, radio, magazines, movies, and direct-mail either for the potential tourist or actual tourist, with the aim to transfer the information and influence the prospective tourists to visit tourist destination.

In short, tourism promotion is a process of activities that aim to let the consumers (tourist) know of any tourism product or services that is offered in order to make the tourist interested and get the optimal satisfaction. through various media such as slides, advertisement, brochures, booklets, leaflet and audio visual media such as TV, radio, and movies.

2.3 Booklets

According to Kusrianto (2007), a booklet is printed materials consisting of a few pages indexed so it looks like a book. Meanwhile, Oxford Dictionaries states that a booklet is a small and thin book with paper covers and typically giving information on a particular subject. While, Rustan (2009) says that a booklet as publication medium that can accommodate and share some information because it has many pages. In addition, Yudita (2013) states that booklet is a mass communication media that aims to deliver the message of promotions, suggestions, prohibitions to audiences in the printed form in order to make the target community understand about the message and follow the messages that contained in the booklet.

From those definitions, the writer can conclude that a booklet is a small book that provide some informations about anything that someone need to promote the products or services that is offered which have some criterias on the contents of the booklets.

2.3.1 The Advantages and Disadvantages of Booklet

According to Kemm and Close (1995), booklets have two adventages. First, they can be learned at any time because of book-shaped design. It means you can carry out the booklet everywhere and anytime you want. Second, booklets relatively contain more informations compared to the poster. It means in booklets you can find more varieties of information. While, Ewles (1994) states that booklet have some adventages as described below:

- a. People can learn and read booklets independently
- b. Users can view or see the contents of booklets at leisure time
- c. The information can be shared with family and friends
- d. Booklet can reduce the need of note-taking
- e. Booklet can be made in a simple shape
- f. The cost of making booklet are relatively cheap

However, according to Mukhair (2012), booklets also have some disadvantages. First, booklets can not be spread throughout the community due to the limitation of distributions. Second, the process of delivering information from booklets can not be understood directly because the readers must read the contents of the booklets first until they get the real meaning of the contents in booklets. Meanwhile, Anderson (1994) states that there are four disadvantages of booklets. First, the process of printing a booklet takes a long time. It depends on the messages or contents that will be delivered and the tools that is used in printing a booklet. Because printing a booklet can not be finished in one day. Second, the price of making a booklet is expensive because in printing booklets that usually consist of photos or color images need more money or high cost. Third, there are so many informations in booklets and it is too long. In booklets usually provide more informations or messages that is not really needed which will reduce the intention to read a booklet. And the last, the maintenance and the storage of booklets that is less noticed by users. It means that the users of booklet should take care of the booklet so that it will not be damaged and lost. In addition, according to Gustaning (2014) there are four disadvantages of booklets. First, this medium takes a long time for printing based on orders and tools that used for printing. Second, it will be more expensive to print out pictures or photos. Third, a booklet needs a good care to make pictures or text is not missing or damage. The last, if booklet is too thick, it will decrease the reader's interest.

2.3.2 Booklet Designing

In the making of booklets, the first thing that we have to do is to know how to design a booklet with a good design and prepare the materials as interesting as possible. According to Utami (2012), the placements of picture elements with various techniques, the placement of text elements and the incorporation of other design elements is a good and an interesting layout. In producing a booklet, the cover needs to be made as attractive as possible so it can get attention of the reader at a glance. Therefore, Sitepu (2004:16) classifies that there are five elements of design which can make booklet has interesting layout and valuable art such as line, shape, space, texture and color.

1. Line

Line is divided into four, they are: vertical, horizontal, diagonal, and curves. In the graphic design, line is used to separate the positions between the other graphic elements within the page. It also can be used as a bookmark of specific parts with the purpose for the explanatory of the reader. Line is also used as a separator between the two parts of different publications or provide emphasis. For example, it can be used for separating the information in a book.

2. Shape

Shape is a field that occurs because it limited by a contour (line) and or it limited by the different color or by the dark light on shaded or texture. Shape can be a natural form (figure), which does not at all resemble the natural form (non figure). Shape has a change in the form of stylized form, distortion, and transformation. This meaning is constructed in two-dimensional graphics.

3. Space

Space occurs because of the perception of the depth that feels far and near, high and low, looking through the sense of sight. This element is used as an element of breathing space for the reader's eye. It means to make the reader not too tired to read the text that is too long. The

empty space provides the separation between the columns of text. In addition it gives the impression of a roomy and neat design

4. Texture

Texture is the visual elements that show a sense of surface material (material), which is intentionally created and presented in the order to attain such a form, either in the form of real or pseudo. For example, the impression of wood texture, hair or glasses.

5. Color

The color of an object is determined how light falling on the object and reflected back to our eyes. Because light has a spectrum (systematic series) color, and that color spectrum is exactly what helps humans recognize colors. In applying color in a design, you can refer to the color wheel. To produce harmonious colors, use colors that are close to one another and each color has their own meaning.

Furthermore, Arsyad (2008:85) states that in designing printed media there should be six elements that need to be considered. These elements include consistency, format, organization, attractiveness, font sizes, and blank space (empty space).

a. Consistency

The format and space in printed media should be consistent. try not to combine capitalize each word. Space between title, first line, and margin should be consistent. In order to make booklet look neater and better and also not neat and bad.

b. Format

Format is usually using single-column view because it is long paragraphs and for short paragraph, it can use twin-column. Each different material are separated and labeled in order to make it easier to read and understand.

c. Organization

Booklet is arranged systematically and separated by using shape such as rectangle, oval, rounded or rectangle.

d. Attractiveness

Some image or picture can be added into the booklet and give a different touch every page, thus the reader interested and motivated to read it and aims to motivate readers to keep reading.

e. Font size

The font used in booklet is usually on point per inch. For example, 24 point size per inch and good font size for text is 12 point. Avoid for using capital letter on the entire text because it makes reading process becomes difficult. Capital letters are used only as needed

f. Blank space (empty space)

The empty space which is not filled image or text with aim to give pauses to the reader. White space can be shaped around title, margin, the beginning of the paragraph, and between spaces or paragraphs. The adjustment of the space between rows and paragraphs can improve the look and readability level.

In booklet designing, there are also several criteria that must be fulfilled such as size, page, font size, color, lay out, etc to attract the reader. Simamora (2009 as cited in Gustaning, 2014) defines a booklet is small-sized books and thin, no more than 30 sided sheets that contain about writing and drawing.

2.3.3 Booklet Binding Method

In the making of booklets, the binding techniques will depend on the amount of paper and how professional the client needs the booklet to look. According to Empire Creative Marketing (2015), there are 4 (four) binding techniques as follows:

- a. Saddle-stitch (stapling) is by far the most popular booklet binding method. It's cheap, looks nice and it's fast for printers. Printers will use stapling for brochures whenever possible, even up to 40+ pages, depending on paper thickness. Booklets with a high page count are bound using other more sophisticated binding techniques, usually "wire-o" binding or "perfect" binding.
- b. "Wire-O" or spiral bound is popular for inter-company presentations as it is practical, but not very formal.
- c. "Perfect" bound is the binding technique used for most books, and is also known as adding a "spine". This is the ideal choice for brochures and catalogs with a high page count that need to be formal, professional and long lasting.
- d. Flyers are communication pieces designed for mass distribution at low cost, and are often referred to as pamphlets, leaflets or circulars. Flyers are usually a plain single sheet of paper without any fold and smaller in size than a regular size paper. While often printed in full color, some are printed in only one or two colors and they can be single or double-sided to keep the costs within an appropriate budget. Flyers are ideal for promotions or campaigns where the target audience and distribution area is vast.