

CHAPTER II

LITERATURE REVIEW

2.1 The Definition of Potency

Potency is something that can be developed. The definition of potency that relate to tourism which is stated by Pendit (1999:12) potency is located in a certain place that can be developed into tourism attraction and used to economic needs by concerning some aspect such as attraction, hospitality, and transportation.

According to Sukardi (1998:67) who also expressed the same sense of the potency of tourism is everything which is owned by tourist and it is useful to develop the tourism industry in that area.

It is different with Bayu (2012) states that Potency of culture is everything that man-made creation such as handmade, art like dance and music traditional that become a heritage culture in that area.

In short, Potency is everything that can be develop into tourism attraction that have something interesting to attract tourists.

2.2 The Definition of Tourism

Tourism is a travelling that was done for a while, leaving the original place to the destination with a plan and main purpose is not to seek money or some business but to seek happiness, in short to enjoy the leisure activities (Marpaung and Bahar 2000:46-47).

Suwantoro (2004:3) adds that tourism is travelling for predominantly recreational or leisure purpose, and also refers to provision of service in support for this act. Tourism is a process of personal or group of the journey to go to another place outside their original living. The motivation of departure has a variety of interests such as economic interests, social, cultural, political, religious, health and other interests such as curiosity, or even add experience.

It is relevant with Spilane's (1987:21), tourism is a journey from one place to another place done for a while, done by individual or groups as an effort to find a balance or a harmony and happiness with social life in social dimension, culture, nature, and knowledge.

From those explanation, it can be concluded that tourism isa journey done by individual or group for a while, from one place to another with the main purpose to enjoy leisure activities. A tourism destination should have something interesting to enjoy leisurely.

2.3 Tourism Attraction

Tourism attraction is something interesting that can attract tourist to visit the tourism destination. It supports Yoeti's statement (1985:164) that tourism attraction is everything that can attract tourist to visit tourism destination. Its relevant with Pendit (1994) tourism attraction is everything that can attract and is worth visiting.

According to *Undang-Undang Republik Indonesia No. 10 Tahun 2009*, tourism attraction is everything that has uniqueness, easiness and worthness like a variety of nature, culture and man-made to become the target of tourist visit.

It can be concluded, tourism attraction is everything that has interest, uniqueness, easiness, and worthness to become the target to attract the tourst to come to tourism destination.

2.3.1 The requirements of Tourism Attraction

According to UU no. 9 1990 about tourism attraction, tourism target consist of:

1. Tourism attraction of God cretion like nature, flora and fauna
2. Tourism attraction of man-made like museum, heritage, art and culture, agro-tourism, adventure tourism.

3. Tourism attractions of special interest like hunting, mountain climbing, industry and crafts, shopping, places of worship, a place of pilgrimage and others.

It is different with Maryani (1991:11) the requirements is :

- a) What to see

In tourism destination should have an object or tourist attraction which is different from others. On the other hand, that area should have special attraction and culture which can become an entertainment for tourist. Such as an activity, an art, tourist attraction, and scenery.

- b) What to do

Besides it should have something can be showed, tourism destination should have recreation facilities which can make tourist stay for a long time in that place.

- c) What to buy

Tourism destination should have a facilities for shopping especially like souvenir or citizen handmade as souvenir for home or original place.

- d) What to arrive

Its about an accesibility, how to visit the tourism attractrion, what vehicle we can use to go there and how long we arrive there.

- e) What to stay

It is about how tourist stay while they travelling. It will need home stay or star hotel or non star hotel and others.

2.4 Kinds of Tourism

Yoeti (1990:111) classifies types of tourism as follow:

1. Based on the location, there are five kinds of tourism :
 - a. Local tourism
 - b. Regional Tourism
 - c. National Tourism
 - d. Regional International Tourism
 - e. International Tourism
2. Based on the reason or purpose of tour, there are three kinds of tourism:
 - a. Business tourism
 - b. Vocational tourism
 - c. Educational tourism

3. Based on the object, tourism consists of twelve kinds of tourism :

- a. Cultural tourism

Culture tourism is a journey undertaken on the basis of a desire to expand view of life to got to another place or to another country, learn the state of the people, their habits customs, their way of life, their culture and the arts.

- b. Commercial tourism

Commercial tourism is also acalled trade of tourism because this journey is related to the national or international commercial activities like Expo, Faiir, Exhibiton, and others.

- c. Recuperation tourism

Recuperation tourism is called Health tourism. The purpose on this journey is to cure a disease.

- d. Sport tourism

Sport tourism is aimed at seeing or witnessing the sport fair i an area, such as football, Olympiad and etc.

e. Political tourism

political tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social tourism

Social tourism is a kind of journey, representing one kind of tourism which does not emphasize to get advantage, like study tour, picnic or youth tourism.

g. Regional tourism

Regional tourism is a kind of tourism which the purpose of this journey is to witness the religious activities.

h. Recreational tourism

Recreational tourism is almost done by most of people in our society they use their leisure time to have new situations in freshening themselves after working. The locations where they want to go to other places, are namely the beaches, the forests, the mountains and entertainment.

i. Maritime tourism

Maritime tourism is tourism where the sea and the river will be the destination for the tourist to have the picnic. There are some activities we can like namely sailing by boats, surfing, fishing, diving and other activities.

j. Business tourism

Business tourism is a tourism where the tourist can go to other countries for doing the business activity which can improve the economy and increase the own money of people and society.

2.5 Cultural Tourism

Culture is a word that is often heard or used, but the meaning of culture is not always the same. In general, the meaning of culture is a symbol that can be learned in a life as a citizen of a country, as a symbol, this culture has concrete

form, a half concrete form, and an abstract, or based on the form of culture it can say in 3 aspects, there are matery aspects, behaviour aspects and idea aspects. In behaviour aspects such as wedding traditional activity, religious ceremony, an art perform, citizen handmade and others. In idea aspects such as believe, knowledge, and the values of life.

In facts, visitors in an object or culture activity it seem already a part of a travelling. According to Tighe (1986) cited in Mckercher (2002), the activity of culture can be categorized as one of tourism products. At the beginning, cultural tourism as an special activity that is desired by a group of people to get different experience from usual travelling experience that they did before, and cultural tourism have already been acknowledged as market activity with highest price.

A tourism activity should have tourism attraction. It is the same as cultural tourism attraction that can be developed or used for an object and tourist attraction such as museum, heritage, traditional ceremony, and citizen handmade.

According to Pendit (1994) the definition of cultural tourism is a journey that is done on the based of desire to expand people daily activities visiting or searching to other place or overboard, learning about citizen situation, the habit of traditional there, how to they life, culture and art them. During the journey, it will have a chance to take part in cultural activity, like an art exposition (dance, theater, music and voice art).

2.6 The elements of the dance

In a dance, should have an elements that related each other. Those elements should exist in a dance. According to Sajid (2015) the elements of the dance have 6 elements, such as :

1. Movement

Movement is the most important thing in a dance, because movement is the main product or the basic of the dance. Usually the idea of the dance is start from the daily activities, playing, sports and etc, then organized into a

composition or choreography. There are two kinds of dance movements, such as *maknawi* movement is a movement that have meaning and the beauty motion, and *wiraga* is the ability of the dancer in doing or dancing a good motion.

Movement is the first media to express a value of culture. Actually, the value of culture can be in daily activities or a habit of citizen in that area. A value of culture can be a characteristics in that area, such as *melayu* is from Malaysia and Indonesia especially in Palembang. A dance can deliver a message like a value of culture by a motion or movement.

2. Energy

In a dance, there are two kinds of energy, such as a strong energy and a soft energy, both of them is used to starting, organizing, and stopping the motion for made a differences between the motion. Both of the kinds of energy in a dance is used base on the needs of the dance expression, such as characters, themes and etc. Therefore, by using kinds of energy can differentiate one kinds of dance with another dance.

3. Rhythm

Rhythm related with slow, medium and fast motion. It also can be said as a dynamic of a motion. Usually in every dance, always bring various rhythm, so the dance is more interesting to watch. *Wirahma* is the ability of the dancers in appreciating by musical.

4. A stage

In a dance, a stage is a place for the dancer perform but sometimes a dance do not need a stage to perform, it is appropriate with the kinds of dance. Actually, a stage needed when a dance perform in a formal event or in a competition, usually the form of the dance is for welcome the guest. A stage also appropriate with the kinds of dance, example when a dancer move a bird motion, a dancer need a big stage but different when a dancer move a small motion.

5. *Wirasa*

Wirasa is the ability of the dancer in expressed and appreciated the dance, so it can be differentiate the characters of the dance. Such as expressed a brave dancer, suck dancer and etc.

6. *Harmony*

Harmony is suitability in all component of dance, such as *wiraga*, *wirahma* and *wirasa* when the dancer is dancing in a stage.

It is different from Indra (2015) that state the main elements of dance are 4, there are *wiraga*, *wirama*, *wirupa* and *wirasa*. Those main element have a detail element such as, movement, rhythm, expression, costume and make up.

1. *Wiraga*

- *Movements*

Movement is the main element in a dance, without movement it cannot be called as a dance, moving is the most important in a dance. Moving is move the body from the foot until the head. All of body parts that can be move is movement dance, absolutely has a meaning or value of culture. Movements will become a characteristic in a dance. A movement or a motion arranged to suit the character that brought by dancers who will confirm all the characters are played through the dance.

2. *Wirama*

- *Rhythm*

In a dance, rhythm is an important thing, because it can help a dancer in organized the movement. Usually rhythm created by a music that appropriate arranged with characters of dancer. The instrument music tool become a main music for a dancer. This music tool is like traditional music tool or other modern music tool which suit with character of dancers.

3. *Wirasa*

- **Expression**

Movement is not only the main element in a dance, instinct is one of the main of the element too. Instinct is always related with expression. In a dance, expression is the most important too, because it will completed the movement of character which were brought by a dancer. Expression and movement will interesting, if there is a music that supported both of them. For example, the soft music will made sadness expression, or the happiest music will made happy expression, etc.

4. *Wirupa*

- **Costume and Make Up**

Talk about *wirupa*, it will relate with the form of thing or something that can be enjoyed. *Wirupa* it can be called as performance of a dancer, such as accessories, costume and make up which can describes the character of a dancer. The most important in costume should comfort, if a dancer wear it and the costume not disturbing a dancer while a dancer moving. The costume also need a characteristics to describe a character of a dancer. Not only a costume, accessories should comfort and not disturbing a dancer. The make up focus on the face of dancer in order to look a dancer beauty. It should describe the characters that brought by a dancer.

From those explanation, it can be concluded that the elements of a dance have 4 elements, such as *Wiraga*, *wirama*, *wirasa*, and *wirupa* that have additional like movement, energy, rhythm, expression, costume and make up, a stage, and harmony

2.7 Penguton Dance

Culture is a form of characteristics, values and behaviours that develop in people's lives. The result of culture is a custom from the past and now that is a heritage which is through history process. One of the cultures in Kayuagung that develop from the past and still develop now is Penguton Dance.

Penguton Dance is dance that develops following the dynamic of culture with a social life, this dance change with nature to become a greeting dance. This dance created by Aisyah Putri, a daughter from a head village named H. Bakhri in 1820. This dance is danced by nine virgins, members from their village or Marga in Kayuagung. The nine dancers that represent every marga in Kayuagung. 1. Kayuagung, 2. Perigi, 3. Kotaraya, 4. Kedaton, 5. Jua-jua, 6. Mangunjaya, 7. Paku, 8. Sukadana, and 9. Sidakersa. The total of nine dancers is divided in one person with *tepak*, one person with *pridon*, and one person with *kipas*, and 4 people as supporting dancers, and one person with bring *tombak* and *payung*.

Penguton Dance was created at the arrival of a dignitary of the Dutch East Indies the Gouverneur General Limberg Van Stirem Bets. At the beginning Penguton Dance was created as the traditional ceremonies, but nowadays Penguton Dance is not used as the traditional ceremonies anymore. This dance is especially as performed to greet the special guest visiting Kayuagung and also it is the same as traditional dance from Palembang. The total of dancers is an odd, the form of dance is a group, and greet with *tepak*. Beside that the make up and costum and the pattern of floor have similarities with traditional dance in Palembang.

The costume used in Penguton Dance consists of *baju kurung bludru tabur*, *kain songket*, *selendang songket*, *aksesoris kepala beringin*, *cempako*, *mahkota paksangko*, *dan aksesoris lainnya*, *serta properti tepak*, *pridon*, *tombak* and *payung kebesaran*. (Asnawi, 1990)

2.7.1 The History of Penguton Dance

Penguton dance is the oldest dance in South Sumatra, before Gending Sriwijaya Dance was created. Kayuagung is one of the subdistricts in Ogan Komering Ilir Regency. Kayuagung has a highest place beside other villages and is also the centre of government to represent other village. Penguton Dance created as a harmony and a greeting for special guests who visit Kayuagung.

Penguton from word *uton* means welcome, and Penguton is interpreted as greeting. This Penguton dance is performed in traditional ceremonies, named Penguton Ceremony. This ceremony to give greeting to the special guest like King, Head of Village, President, Gouvernor and others.

The dancers are also from a highest ranked family or descent of noble in that place. The dancers chosen should be teenagers and still virgin. Penguton dance consists of nine female dancers who are in same place. The form of perform made this dance starting forget and leave. In fact, the citizen did not have a chance to see the perform of Penguton Dance. (Susanti, 2014:50).

2.7.2 The Identity of Penguton Dance

All kinds of citizen life guidance there are written in a traditional book such as wedding, *khitanan*, faming, economic, and others. Nick name of Morge Siwe has been acknowledge untill now, although the total of subdistrict is 11 subdistricts. However the citizen still consider Morge Siwe as a cutural heritage them. As a reward to their uncestors. One of tradition that still exists is Penguton Dance that has become an identity Ogan Komering Ilir regency. (Susanti, 2014:50).

Based on *SK Gubernur no. 142/KPS/III/1983* Penguton dance is not only becoming a greeting dance but also the identity of Ogan Komering Ilir Regency.

2.7.3 The Packaging of Penguton Dance

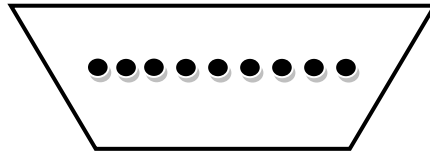
Penguton dance has 3 ceremonies series which consist of 1) using *Kepudang*, as hair accessories used by a man or putting fower necklace, 2) greeting by *Pencak Silat* group that has 10 members with *pencak silat* skill by using property such as *Cabang* or *Trisula*, *Keris* and *Pedang*, and 3) greeting by nine dancers, and one of dancers giving *sirih* as a sign that the special guest has already accepted with honour by the citizen of Kayuagung.

Penguton Dance has characteristics of form and serving structure. The rules that already noted by citizen is a form of give meaning in dancing movements. the meaning of Penguton dance can drawing a heart of citizen in Kayuagung which is taken in their daily lives, that become a characteristics in doing daily activities. It proves in the movements which are did by the dancers that represent what citizen says as a life guide.

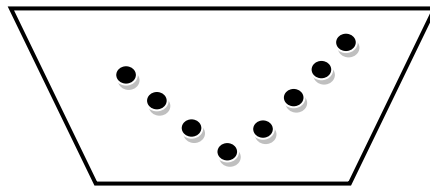
Beside the movements, there are some factors that can support the character of dance, such as property, the costume, makeup, and song traditional. *Tepak* is used as main media in Penguton dance. *Sekapur Sirih* which are put on *Tepak*. It is served to welcome special guests. *Sirih* served means to persuade the guest to sit together to sharing and the taste of *Sekapur Sirih* showing that all the taste are representing the feel of heart of citizen there.

The performance of Penguton dance in the past time to now serve with 9 dancers that symbolize Morge Siwe. The pattern of floor has a simple design. Starting with forming a horizontal, then forming an alphabet like “V”. The line horizontal give simple moment then the alphabet “V” give firm moment. The pattern of floor like this is already general in South Sumatra especially for greeting dance. (Susanti, 2014:50).

The position when the dancers entering the stage with foot tip toed, forming horizontal then facing forward.



Picture 1. The position of dancers Horizontal Form



Picture 2. The position of dancers "V" Form