

CHAPTER II

LITERATURE REVIEW

This chapter presents definition of perception, types of perception, definition of tourism, kinds of tourism, definition of tourist, definition of service quality and building of Monumen Perjuangan Rakyat.

2.1. Perception

Perception is a process that involves the inclusion of the message or information into the human brain, through human perception in constant contact with the environment. This relationship is done through the senses of sight, hearing, touch, taste, and smell (Slamet, 2010: 102). Meanwhile, Robbins (2003: 97) explains that perception is the impression gained by the individual through the senses. Then it is analyzed (organized), interpreted and evaluated, so that individuals acquire the meaning.

Wagner and Hollenbeck (2003: 160) reviews perception as a process which reached individuals to organize and interpret their sensory impressions to give meaning to their environment. A number of factors that influence the perception according to Robbins is the perpetrator's perception, object or target perceived and situations. Among the personal characteristics of the offender perception which influence perception more relevant are the attitude, motives, interests, past experience and expectations. Object or target may be a person, object or event. The properties of an object or target is usually affect the perception of the beholder. The situation is the context of the object or event, which includes elements of the surrounding environment and time.

2.1.2 Types of perception

Based on the understanding of a stimuli or stimulus that causes acquired by human senses of perception divided into several types, they are:

1. Visual perception, the perception of visual is perception gained from the sense of sight. Visual perception is the result of what we see before we see or imagine something during and after the target object. Visual perception is the main topic of discussion in general perception, while perception is usually the most often discussed in the context of daily life.
2. Auditory Perception, it is perception gained from the sense of hearing.
3. Palpability perception, it is obtained from the perception that tactile of the skin or can be touch.
4. Smell perception, it is derived from the sense of smell from the nose.
5. Taste perception, it is get from the taste in the mouth and tasted by the tongue.

2.2 Tourism

According to Sinaga (2010: 12), in etymology, the word "tourism" is identified with the word "travel" in English, it is defined as the trip which is done many times from one place to another. On that basis, it is with the situation and the current state of tourism. It can be defined as a planned trip which is done individually or in groups from one place to another in order to get satisfaction and pleasure.

Based on E. Guyer Freuler (Irawan, 2010: 11) explains the definition of tourism by providing the following restrictions: "Tourism in the modern sense is a phenomenon of today that are based on the need for health and change of weather, conscious assessment and gain love for natural beauty and in particular due to the increasing association of nations and human class as a result of the development of commerce, industry, and the improvement of transportation equipment ".

Meanwhile, according to Professor Salah Wahab (2004) cited in (Yoeti, 1995: 107) tourism is a human activity that is conscious that gets the service alternately between people within a country itself (overseas) include the standing in other areas (certain regions, a country or a continent) for temporary in the search for the satisfaction of diverse and different from what happened in he resides.

Tourism, according to Law No. 9 of 1990 is anything related to travel, including cultivation, attraction and tourist attractions as well as businesses related to tourism operation. The definition includes: all activities related to travel, before and during the trip and return to the place of origin, cultivation of appeal or tourist attractions (landscapes, recreational parks, historical heritage, and cultural arts performances). Businesses and tourist facilities include: business services, travel agencies, tour guides, business facilities, accommodation and other businesses related to tourism.

2.2.2 Kinds of Tourism

According to Pendit (2004: 41), tourism can be distinguished based to the kinds of tourism to visit such a place, they are cultural tourism, maritime or marine tourism attraction, travel nature reserve, agricultural tourism, and heritage tourism.

A. Cultural Tourism

The journeys are undertaken on the basis of a desire to broaden one's outlook on life by way of visits or reviewing another place or abroad, studying the state of the people, habits of their customs, their way of life, culture and their art. Along this same journey together with opportunities to take part in cultural activities, such as exposition of the arts (dance, drama, art, music, and sound art), or the historical pattern of activities and so on.

B. Maritime or Marine Tourism Attraction

This type of tourism is associated with many sports activities on the water, especially in lakes, beaches, bays, or the sea such as fishing, sailing, diving while taking the picture, surfing competitions, rowing races, see the marine park with beautiful scenery below surface water as well as a variety of recreational water is mostly done in the regions or countries of maritime, in the Caribbean Sea, Hawaii, Tahiti, Fiji and so on. In Indonesia many places and regions which have maritime tourism potential, such as the Thousand Islands in the Bay of Jakarta, Lake Toba, the beach island of Bali and the neighboring small islands, marine park in the Maluku Islands and so on. This type is also called water tourism.

C. Travel Nature Reserve (Wildlife Conservation)

This type of tourism is usually organized by an agency or a travel agency that specializes efforts by regulating travel to the place or area nature reserves, protected parks, forests and mountain areas so that its continuity is protected by law. Tourism nature reserve is mostly done by the fans and lovers of nature in relation to the hobby photographing animals or wildlife and trees colorful flowers that do get protection from the government and society. This tour will be heavily linked with a penchant for the natural beauty, the freshness of the air in the air of the mountains, the magic of live animals and rare wildlife and plants that are rarely found in other places. The travel Bali Nature Reserve which has evolved as the West Bali National Park and Eka Karya Botanical Garden.

D. Agricultural Tourism

This type of tourism mean that a farm tours are organizing a journey undertaken to agricultural project plantation breeding ground and so that travelers can group visits and review for the purpose of study and look around while enjoying the

fresh crop of colorful and fertile breeding various types of vegetables and other crops around the estate visited.

E. Heritage Tourism

The National Trust for Historic Preservation in the United States in Lusetyowati (2015) defines heritage tourism as “travelling to experience place and activities that authentically represent the stories and people of the past”, while according to Georgia Department of Natural Resources defined that heritage tourism is a personal encounter with tradition, history, and culture. Heritage tourism based upon the concept that each community has a story to tell. Those researchers all agree that heritage tourism has concept of history. Based on the opinion of those researchers, the logical conclusion would be that heritage tourism is the places that have history.

2.3 Tourist

Irawan (2010: 12) states that the meaning of the word "tourist" is derived from the word "tourist" it is not really appropriate as a substitute for the word "tourist" in English. The word comes from the Sanskrit "tour" which means "journey". It can be equated with the word "travel" in English. So people who do travelling in this term, called tourists is has the same meaning with the word "traveler" in Bahasa which has been customized by adding the suffix "wan" to express the profession, expertise, the situation and position of a person.

Smith (in Kusumaningrum, 2009: 16) explains that tourists are people who are on vacation and voluntarily visit other areas to get something different. Furthermore, according to the World Trade Organization (in Kusumaningrum, 2009: 17) tourists divide into two, they are :

1. Visitor

It is a person who come to another country, where she/he has already have a place to stay in. The reason of she/he visit the country is working that.

2. Tourist

It is any person who reside in a country without regardless of nationality, and a visit to a place in the same country for more than 24 hours that the purpose of the journey can be classified as follows:

- a. Enjoying free time for recreation, leisure, health, education, religion and sports.
- b. Doing business or visiting the family.

Based on UN Conference on Interest Travel and Tourism in Rome in 1963 cited in Irawan (2010: 12) using the term “visitors” for each person who comes to a country which is not their home is unusual for any purposes. However it is allowed for travel on the payroll. Visitors who intended includes two categories:

1. Travellers :

It is visitor who come to a country which is visited and lived for 24 hours with the purpose to have fun, vacation, health, learning, religion and sports purposes, business, family, and delegation meeting.

2. Excurtionist :

It is a visitors who only visit a country only in a day in the countries. She/he visits without staying overnight.

Kusumaningrum (2009: 18) reviews the tourists from the characteristic, they are:

1. Idealists modern travelers:

It is tourist who is very interested in culture and nature exploration.

2. Materialists modern travelers:

It is usually called hedonist traveller. It is because the hedonist traveller only want to do something new for profit or to get what she/he wants.

3. Idealists traditional tourists:

It is a tourist who take an interest wants in social and cultural life. That is both traditional and highly appreciate the natural touch that is not too mixed by currents of modernization.

4. Materialists traditional tourists

It is a tourist who think conventionally, considering affordability, inexpensive and security.

2.4 Service Quality

Parasuraman (2004:69) explains that basic dimensions that reflect service attributes used by consumers in evaluating the quality of service provided by service businesses. The dimensions of service quality are consist of tangible, reliability, empathy, responsiveness, assurance, as well as tangible. explanation of the five dimensions of quality of these services are:

1. Tangible, it is service physic that is follows real facilities equipment that use.
2. Reliability, it is follows performance, dependability that tourism destination has service effectively.
3. Empathy, it is follows the easiness in good communication, good attention, and understand what the customer need.
4. Responsiveness, it is follows the willing or the ability of the staff to give the service that needed.

5. Assurance, it is follows the ability and behavior that reliable by the staff. Assurance is service protection to the public.

2.5 The building of Monumen Perjuangan Rakyat

If we enter the place from the front of the building, six forked concrete (pole) interlocked three-three in limit is a picture of a whole area of defense during the war of independence, which composed the residency of Palembang, Lampung, Bengkulu, Jambi, Bangka and Belitung. Go forward there is a replica of large marble tusk. It is made in according to the idiom of "Dead elephant left tusk" then its tusk interpreted fallen heroes struggle to defend their countries and nations. The tusk itself directed symmetrically with the symbol of eagle on the front of Monpera. The meaning is that freedom is the basis of nation building.

The form of Monpera building is generally shaped lidded five of jasmine. It is symbolized with the white which mean the pure of heroes struggle. Monpera is 17 metres tall, the front space reaches 8 number, whereas the number of space and field reaches 45. These all represent the time of the Indonesian Independence Day. There are also concrete upward the top of both sides, as well as parts of the main buildin. Each side is made of three lines, so that it become nine lines. This means as Batanghari Sembilan (creeks that drain South Sumatera and orifice into the Musi River. The amount of these creeks are nine).

On the first floor is used as an office for registration and security division. There are pictures that show the struggle of the heroes during the war, documents room, and also history books of struggle. In addition here are equipped by miniature of Monpera complete with a caption. Not only that, but there also various kinds of Palembang city souvenir, such as key chains, pens symbolized South Sumatra.

On the second floor, there are 14 weapons, mostly stolen from the battle before Independence Day. The weapons are pistol, rifle, kecepek, mines until the bomb thrower tool that used by heroes at that time. For safety, the weapons placed in a glass space. There are some photos of the heroes, the painting during the struggle, and the collection of currencies since 1945.

On the third floor, there are statues of Palembang heroes made from bronze. There are 3 statues of heroes, they are drg. M. Isa, Residen Abdul Rozak, and dr. A.K. Gani. The statues of the heroes are made only half of the body. In addition, on the third floor there are clothes and pictures of heroes. The fourth floor lined with historical photos which are showed the struggle invaders. There are many books that write the history war relic, too.

On the fifth floor, there are also 3 statues of heroes, they are Colonel H.Burlian, Brigjen.TNI. H Hasan Kasim and Major General H. Bambang Utoyo. Furthermore, on the sixth floor, several pictures during the struggle were also found. On the seventh floor is used as a storage area of historical books. On the 8th floor there are paintings and pictures of heroes and hole leading up to the top of Monpera.