

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

Based on UU No. 9 tahun 1990 tourism is an activity to visit some places in short time with purpose to enjoy the tourism object. Spillane (1982, p.20) argues tourism is an activity to visit some places with purpose to get the sport or rest, to finish the duty, etc.

Besides, based on UU No. 10 tahun 2009 tourism is all kinds of tourism activities which is supported the facilities and the service of the government, society, entrepreneur and regional government.

From two Swiss scientific experts in tourism, Henniker and Kraft (1996, p.30), tourism is the sum of phenomena relationship arising from the travel and stay of none residence, and so far they do not lead the permanent residence and are not connected with earning activity. Then, the definition that accepted by the international association of scientific expert in tourism.

From the several experts definition above, the writer concludes that the purpose of tourism are to relax and to entertain with visiting the tourism object.

##### **2.1.1 Tourism Object Definition**

Tourism object is one of all important components in tourism sector and as the one reason of the tourists do a journey (something to see). These definition tourism objects based on two sources:

1. Government Regulation No.24 /1979.

Tourism object is the embodiment of human creation, way of life, art and culture as well as the history of places which has tourist attraction to visit the places.

2. SK. MENPARPOSTEL No.KM 98 / PW: 102 / MPPT-87

Tourism object is a place or nature condition which has tourist resources to build and develop tourist attraction as the places visited by tourists.

Manoppo (2016, p.1) explains that tourism object is a place or object which has its own characteristics and its own charm, thus inviting attention of many people to see it. Similarly, Norwal (in Munadi 1953, p.39) tourism objects is a place which has attractions such as the nature beauty and historical value.

From the above, the writer can conclude that tourism object is a place or object of interest where tourists visit, typically for exhibited natural or cultural history.

### **2.1.2 Tourism Promotion Media**

Namara (2007) explains that promotion is one of the way to keep a product in consument's mind. Meanwhile, Soekadji (2000) explains promotion is intensive activity in a short time relatively. In tourism sector, Yoeti (2003) states that tourism promotion is a activity that purposes to inform, persuade, or remind the tourists.

From these explanations, the writer concludes promotion is the way to interest the consuments to buy or just remind the product. In tourism promotion, promotion about tourism is through printed and electronic media.

Printed media is very diverse, such as brochures, leaflets, booklets, poster, magazines, and so on. Besides, electronic media used include website, blogspot, instagram, movies, and so on (Juju and Feri, 2010). Like the writer explains in chapter 1 that promotion about tourism can use novel. Novel is one of the popular books. Novel can also be good persuasive communication, which deliver messages in order to give the information to the reader (Cahyasari, 2014, p.5). Some regions use novel to promote the tourism objects, for example in Lembata Regency through *Cintaku di Lembata* novel and in East Kalimantan through *Saat Desaku Menyapa*.

## **2.2 Writing**

Writing can be defined as an activity of message delivery (communication) by using written language media (Suparno, 2008). Writing is an activity to give explanation about idea, opinion, feeling, and information to other people through written media (Suriamiharja, 1996, p.2). In addition, Elina, etc (2009, pp. 5-6)

describes writing is an indirect communication in the form of transfer of mind or feeling by graphology, language structure, and vocabulary.

From those explanations, the writer can conclude that writing is an activity to deliver ideas, opinions, messages, feelings, and information to other people by using written language media. As the indirect communication, writing can transfer of mind or feeling clearly.

### **2.2.1 Purposes of Writing**

Every writing activity has purposes to deliver the information to other people. In general, the purposes of writing is giving instructions, explaining something, telling story, and summaries. The other purpose of writing is making readers to read and understand our written. KSDE Writing Consultant (2012) has explained four purposes of writing such as informing, persuading, exploring/learning, and entertaining.

#### **a. Informing**

Writing to inform is one of the most common purposes for writing. Most journalistic writing fits this purpose. A journalist uncovers the facts about some incident and then reports those facts, as objectively as possible, to his or her readers. The purpose informational writing is to convey information as accurately and objectively as possible. Other examples of writing to inform include laboratory reports, economic reports, and business reports.

#### **b. Persuading**

A persuasive writing is to try any strategy that might work. The writer's purpose is to change the minds of the readers or at least to get the readers to question their position on a debate and consider the writer's point of view. Advertisements are a good example of persuasive writings. They usually do not fairly represent the competing product, and they often appeal to image, to emotion, to character, or to anything except logic and the facts.

#### **c. Exploring/Learning**

In an exploratory writing, the writer's purpose is to ask key questions and reflect on topics that defy simple answers. In those topics where intuition and

reflection are more important than rational analysis or argumentation, writers focus more on their journey of discovery than on any definite answers. In the exploratory writing, your readers are companions, sharing your journey of discovery, listening to your thoughts and reflections.

d. Entertaining

As a purpose of writing, entertaining is often used with some other purposes (to explain, to argue, or to inform in a humorous way). Sometimes, however, entertaining others with humor is the writer's main goal. Entertaining may take the form of a brief joke, a newspaper, novel, a television script or an internet homepage, but its goal is to relax our readers and share some story of human or surprising actions.

### **2.2.2 Types of Writing**

A paragraph can write in different types. A writer will choose a type depending on what he or she wishes to accomplish, what sort of material is to be discussed, and what kind of effect she or he wants to have on the reader. Bennet (2015) classifies types of writing into narrative, descriptive, expository, and persuasive.

a. Narrative

The narrative writing type tells a story, just like a narrator in a play (though it should be a true story, unlike a short story or a play). Narrative writing is best used to illustrate the "personal developmental path" a person (often yourself) has taken to reach a particular point in his/her life. As a result, it is normally written in a first person point of view. True narrative writing is unusual because it is demanding. A narrative must have a conflict that is overcome. You need a brief of setting, an explanation of the challenge, and the resolution of this challenge. In other words, you need a plot.

b. Descriptive

Descriptive writing paints a picture. In its pure form, nothing much happens. Description tells us what something looks like, feels like, tastes like, sounds like or smells like without action or events. It does not explain a relationship

or a process beyond oneself; it foccuses on one's immediate subjective perceptions. Descriptive writing are usually written in the first person point of view, and are much some emotional and personal. It should be said that you will rarely write a purely descriptive passage. Normally, descriptive writing is mixed in with other styles as a supplement.

c. Expository

Expository writing explains things about a subject. It is also sometimes called information writing because it gives information about a person, place, thing, relationship or idea. To accomplish that, it is best developed by the use of clear reasons, facts and statistical information, cause and effect relationships, or examples. Expository writing are factual, they are written without emotion and usually written in the third person.

d. Persuasive

This types of writing is probably the most common form of writing at the university level. Persuasive writing attempts to convince the reader that the point of view or course of action recommended by the writer is valid. To accomplish this, the writer must develop a limited topic which is well defined and debatable, and has more than one side.

Moreover, Kuntarto (2007, p.224) classifies the types of writing based on the content, namely, narrative, descriptive, expository, argumentative, and persuasive.

a. Narrative

A narrative writing is one of the writing types that explains an event clearly. The narrative writing conveys experience, either real or imaginary, and uses time as its deep structure. Several examples of the narrative writing are a story, fable, fairy tale, poem, novel, historical biography.

b. Descriptive

A descriptive writing has the purposes allow the readers to envision the person, place or thing being described. It is filled with details. The reader can hear, feel, smell, and or taste what is being described. Some examples of the descriptive writing such as journals, memoirs, and articles.

c. Expository

An expository writing describes something with the purposes of text is to explain, instruct, and provide facts. Ideas and organization are important. There are examples of expository writing, for example recipes; explain how a brownies is made or tell what causes seasons.

d. Argumentative

An argumentative writing is used for many purposes such as to change the reader's point of view, to bring about some action on the reader's part, or to ask the reader to accept the writer's explanation or evaluation of a concept, issue, or problem. One example of argumentation is opinion writing.

e. Persuasive

A persuasive writing is to argue or persuade. The writer tries to convince the reader to take a specification or adapt a particular belief. These examples of persuasive writing are advertisements, letters to the editor, and debates.

### **2.2.3 The Writing Process**

The process of writing has four main steps such as prewriting, organizing, writing, and polishing (Oshima and Hogue, 1999, pp. 16-18).

1. Prewriting

Prewriting is a way to get ideas. In this step, the writer chooses a topic and collect ideas to explain the topic. One technique of getting ideas is listing. Listing is a prewriting technique in which you write the topic at the top of a piece of paper and then quickly make a list of the words or phrases that come into your mind.

2. Organizing

The next step in the writing process is to organize the ideas into a simple outline. The writer wrote a sentence that named the topic and told the main.

3. Writing

The next step is to write a rough draft, using your outline as a guide. Write your rough draft as quickly as you can without stopping to think about grammar, spelling, or punctuation. You just get your ideas down on paper. You will

probably see many errors in your rough draft. This is perfectly and acceptable because this is just a rough draft. You will fix the errors later.

#### 4. Polishing (Revising and Editing)

In this step, you polish what you have written. This step is also called revising and editing. Polishing is most successful if you do it in two steps. First, attack the big issues of content and organization (revising). Then work on the smaller issues of mechanics, grammar, and punctuation (editing).

### 2.3 Novels

Novels are one example of the narrative writing with the purpose is to entertain. The word comes from the Italian, *Novella*, which means the new sitem that is small. The novel was originally developed in the region from other forms of narrative nonfiction, such as letters, biographies, and history. But with development time, the novel is not based on nonfiction data, an author of a novel can change according to the desired imagination.

Sumardjo and Saini (1997, p. 29) explains that novels are a story with a long prose that contains the complex plot, many characters, and various setting. Meanwhile novels are literature works in the form of prose that tells an event in the story (Gani, 2014). Furthermore, novels are more long story than short story, but novels are more short story than roman (Lubis, 1997, p.161).

From some definitions about the novels, the writer can conclude that novels are a long prose that consists of the complex plot, characters, and various setting where the events in the novels is in form of long story.

Moreover, novels have several rules about content of story, linguistics aspect, and technique of writing (Akhadiah, etc, 1994, p.118).

1. Content of story is concept of whole writing, it consists of combination of relationship between the paragraphs, purpose of writing, and ability to develop a topic.
2. Linguistics aspects can be directive to write a good writing such as to write the right sentence, spelling, word, and paragraph.

3. Technique of writing can determine whether the writing is good or not, for example about relationship between the content and title of writing and messages to the readers.

### **2.3.1 Characteristics of Novels**

As one of the narrative writing, novels have several characteristics. Vili (2014) gives explanation about characteristics of novels:

1. Novels is written in narrative form and descriptive form to describe situation in the story.
2. Theme is not only one, but there are many supporting themes.
3. Novels use many *majas*, such as metaphor *majas*, personification *majas*, litotes *majas*, etc.
4. Novels use direct speech.
5. The number of words is about 35.000 words with the pages are at least 100 pages.
6. The amount of time to read the novel is about 2 hours (120 minutes).
7. Novels give many impressions, effects, and emotions.

### **2.3.2 Elements of Novel**

Rafiq (2014) states that there are two elements such as intrinsic and extrinsic elements, which build the edifice of a novel. All of these elements are integral parts of any novel. Without these elements, no writing work might be incorporated in the realm of a novel. Following are some of the intrinsic elements of a novel:

1. Theme

Theme is the crux of the matter that the author wants to explain through the events of the novel. It is the principal idea of the novel. The entire story of the novel revolves around one main idea and the author's purpose is almost always to make aware the reader about his main idea. Without having a clear idea in your mind, you won't be able to compose a stunning novel. Every novel and every story has a theme, which the author would like to elucidate. Consequently, theme has assumed a key role in a novel.



## 2. Plot

Plot is the arrangement of incidents, but plot is not story. There is a difference between plot and story, for example “The King died and the queen died” is a story. “The King died and the queen died of grief” is a plot. Plot is a story or the foundation of the novel. It is an essential element of a novel. Plot is like a pillar of the building. In case we remove the pillar, the whole building will certainly collapse. Similarly, without a plot the structure of a novel is impossible. Typically, plot of every novel consists of Exposition, Rising Action, Climax, Falling Action and Dénouement.

## 3. Setting

Setting is yet another compelling element of a novel. Setting means the location, where the events of the novel have been taken place. It might be one place or it might covers more than one places like in Henry Fielding’s novel *The History of Tom Jones*. Setting generates a visual sketch in the minds of readers, which in turn, causes it to be easier for the readers to have an understanding of the environment around the characters. An ambiguous and non-realistic setting can damage the quality of a novel. The novelist has got to showcase the location to the readers like a mirror reflecting an image. The more vivid the description of the setting, the more the reader will grasp the meaning of the novel.

## 4. Characterization

Characterization is an essential element of a novel. It is the craft of creating characters in a novel or drama. The author unveils the personality of the character through characterization. There are two different types of characterization, namely, direct characterization and indirect characterization. In direct characterization, the author straightforwardly lets us know about the identity of the character. He can make use of different descriptive words to expose the disposition of the character. Identity incorporates many things i.e., name, location, relationship, age, profession, mindset, behaviour, etc. In indirect characterization, the author employs multiple techniques to bring out

the personality of the character. He uses his behaviour, speech, action, and appearance to reveal the personality of the character.

#### 5. Point of View

Point of view is usually an important element of a novel. Point of view is the mode of narration of the author to portray the events in a novel. It is the utilization of pronouns to express the point of view of the author. Usually, there are three types of points of views: First Person, Second Person & Third Person.

In addition, extrinsic elements are elements from outside the novels, but indirectly the elements influence layout or organisms system of novels. These elements consist of individual condition of the writer such as their attitude, belief, and life worldwide, biography, and environmental circumstances such as economic, politic, and society (Habibah, 2013).

### 2.3.3 Types of Novels

Sumardjo and Saini (1997, pp.18-19) describes types of novels based on the fact of story, kinds of story, and contents and characters. Based on the facts of story, there are two kinds of novel, namely fiction novels and nonfiction novels.

#### 1. Fiction Novel

A Fiction novel is story based on the events that never existed. The story made from fantasy and imagination of the writer. An example of fiction novel is *The Hobbit*.

#### 2. Nonfiction Novel

A Nonfiction novel is story based on real event that existed or happened. Nonfiction novel usually tell story from the facts and experience of the writer or another person. One example of nonfiction novel is *Laskar Pelangi*.

In addition, other type of novel is based on kinds of the story. There are romantic novel, horror novel, mystery novel, humor novel, sci-fi novel/science fiction, fiction novel, fan fiction, adventure novel, and historical novel (Sumardjo and Saini, 1997, pp.18-19).

1. Romance Novel

A Romance novel is about love and passion. Normally, the focus is on two characters who fall in love but have problems or obstacles keeping them apart, and there is a happy ending. One example of romantic novel is the sinking Van der Wijk.

2. Horror Novel

A Horror novel gets its name because it is focused on creating emotions of terror and dread in the reader. Horror fiction often accomplish this through the use of scary supernatural elements or gore, but, according to the Horror Writers Association, these elements are not required. One example of horror novel is the bench is empty.

3. Mystery Novel

A mystery novel is about a crime, usually a murder, and the process of discovering who committed it. The hero is usually a detective or an amateur doing detective work. The mystery novel uses many tricks scenes and plot twisty. An example of mystery novel is the Sherlock Holmes.

4. Humor Novel

A humor novel is a silly story that make the amusement and laughter. The humor novel uses simple language and understand easy. Even though humor novel use some dictions, it is not difficult words. An example of humor novel is the goat.

5. Sci-fi Novel/Science Fiction

A science fiction is fiction that imagines possible alternatives to reality. It is reality and "What-if." for example what if the world ended? What if there were life on other planets? The imaginary part of science fiction is based on known scientific facts. For example, if there is time travel in a science fiction book, it would be done with technology, not by waving a magic wand. One example of sci-fi novel is the Back to The Future.

6. Fiction Novel

A fiction novel is about imaginary worlds. But the imaginary part of fantasy novels usually involves magic, where the imaginary part of science fiction

involves science or technology. One popular example of fiction novel is Harry Potter.

#### 7. Fan Fiction

A Fan fiction or fan fiction is fiction about characters or settings from an original work of fiction, created by fans of that work rather than by its creator. It is a popular form of fan labor, particularly since the advent of the Internet. One example of fan fiction is the season Four Tales.

#### 8. Adventure Novel

An adventure novel tells about an existing and dangerous journey. And also, it talks about experiences and is full with many events. In adventure novels, the most dominant role is man because the content of this story involves man's problems. If women are mentioned in this novel, they are only minor characters in the story. One example of adventure novel is A Journey to The Centre of The Earth.

#### 9. Historical Novel

A historical novels are set in a past time period, normally at least fifty years before they were written. They combine a made-up story with realistic details of that time period. One example of historical novel is Amba.

Furthermore, there are five kinds of novel based on the content and character, namely teenlit novel, chicklit novel, metropop novel, songlit novel, and adult novel (Sumardjo and Saini, 1997, pp.18-19).

##### 1. Teenlit Novel

A teenlit novel contains of teenager worlds. The teenlit novel is about friendship, love life and idealist. The background of teenlit novel is in high school and college. One example of teenlit novel is *Dealova*.

##### 2. Chicklit Novel

A chicklit novel almost the same with teenlit novel, but they are different. The chicklit novel contains young woman life and their problems. Sometimes, places that use in chicklit novel is in bedroom, cafe, restaurant and garden. An example of chicklit novel is The Life.

### 3. Metropop Novel

A metropop novel is about a woman's struggling story in her office. The metropop novel has complex issue about life, romance, career and ambition. One example of metropop novel is a *Paper Boat*.

### 4. Songlit Novel

A songlit novel is about a song or music. The songlit novel contains of song lyrics and imagination of the writer. One example of songlit novel is *Before the Light*.

### 5. Adult Novel

An adult novel contains an adult life story. Problem of adult novel can only understand by adult. Of course, adult novel is just for adult readers. One example of adult novel is *Ronggeng Dukuh Book*.

Different from Sumardjo and Saini (1997), Nurgiyantoro (2005, p.16), classified novel into popular novel and serious novel.

#### 1. Popular Novel

A popular novel is famous novel at the time. The popular novel also has a lot of readers, especially readers among teenagers. Even though popular novel has many readers, popular novel is not everlasting famous. It cannot make sure the readers read more than once. If there are new stories, it will be forgotten by the readers.

#### 2. Serious Novel

A serious novel aims to provide entertainment to the reader. The serious novel has the purpose of providing a valuable experience and inviting readers to be more serious about the problem addressed. There are some examples of serious novel, such as *Siti Nurbaya*, *Romeo and Juliet*, and *Wrong O*.