

CHAPTER II LITERATURE REVIEW

This chapter discusses the key theories and studies relevant to this final project, namely: perception, tourism and *SaptaPesona*.

2.1 Perception

According Wirawan and Sarlito (1976) perception is the ability of a person to organize an observation. The ability includes the ability to distinguish, the ability to group and the ability to focus. Therefore, one may have different perceptions, although the object is the same. This is possible because of differences in the value system and individual personality traits concerned. While Stephen (1996:124) says perception is the impression obtained by the individual through the five senses and then analyzed or organized, interpreted and then evaluated, so that individuals gain meaning. Meanwhile, according to Toha (2003), perception is essentially a cognitive process experienced by everyone in understanding every information about the environment either through sight, hearing, appreciation, feeling and smell.

Perception is a process that is learned through interaction with the environment. One's perception arises from childhood through interaction with other human beings. Therefore, Jallaludin (1990: 64) defines the notion of perception as: "experience of objects, events or relationships obtained by inferring information and interpreting messages". This similarity of opinion is seen from the meaning of inferring information and interpreting messages that have relevance to the process to give meaning. The writer concludes that perception is the process of receiving, differentiating and giving meaning to the stimulus received by the sense device, so that it can give conclusions and interpret to the particular object observed.

2.1.1 Kinds of Perception

According to Pradani (2013:1) there are five kinds of perceptions, they are:

2.1.1.1 Visual Perception

Visual perception is obtained from vision. Vision is the ability to recognize light and interpret it, one of the senses. The body tool used to see is the eye. Many animals whose sense of sights are not too sharp and use other senses to recognize the environment, such as hearing for bats. Humans with reduced vision may use aids or undergo lasik surgery to improve vision. This perception is the earliest perception developed in infants and affects infants and toddlers to understand its world. Visual perception is the main topic of the discussion of perception in general, as well as the perception that is usually most discussed in everyday contexts.

2.1.1.2 Auditory Perception

Auditory perception is derived from the sense of hearing that is the ear. Hearing is the ability to recognize sound. In humans and vertebrate animals, this is done mainly by the hearing system consisting of the ears, nerves and brain. Not all voices are recognizable to all animals. Some species can recognize certain amplitudes and frequencies. Humans can hear from 20 Hz to 20,000 Hz. When forced to hear frequencies that are too high continuously, the hearing system can become damaged.

2.1.1.3 Palpability Perception

Palpability perception is obtained from the tactile senses of the skin. The skin is divided into three parts, namely the epidermis, dermis and subcutaneous. The skin serves as an inner protective device, such as muscle and bone as a tactile device with various receptors that are sensitive to various stimuli as a means of excretion and temperature control. Due to its function as a tactile, the skin is equipped with special receptor receptors. The receptor for the pain of its tip juttred into the epidermal region. Receptor for pressure, the tip is in the dermis away from the epidermis. Receptor for touch and heat stimulation, the receptor end is located near the epidermis.

2.1.1.4 The Perception of Smell

The perception of smell or olfactory is derived from the sense of smell that is the nose. This feeling is mediated by the sensor cell of the specialized test in the vertebrate nasal cavity and by the sensor cell analogy of the invertebrate antenna. For animals inhaler air, the olfactory

system detects chemical substances or in the case of a liquid phase accessory olfactory system. In organisms that live in water such as fish or crustaceans, chemicals are contained in the surrounding water medium. Smell as well as tasting is a form of chemosensory. The chemicals that activate the olfactory system, usually in very small concentrations are called odors.

2.1.1.5 Perception of Taste

Perception of taste or taste obtained from the sense of taste is the tongue. The tasting is a form of direct chemoreceptor and is one of the five traditional senses. This sense refers to the ability to detect the taste of a substance such as food or toxins. In humans and many other vertebrate animals, the sense of tasting is related to the sense of smell in the perception of the brain to taste. The classic tasting sensation includes sweet, salty, sour and bitter.

Indeed, there are five kinds of perceptions. In this case, the writer try to find the visual perception, auditory, palpability and smell of visitors about Balaputera Dewa Museum based on *SaptaPesona*.

2.1.2 Visitors

Visitors have a variety of motives, interests, expectations, social characteristics, economics, culture, and so on (Heher: 2003). With different motives and backgrounds they become the party that creates demand for tourism products and services. This role is very decisive and often positioned as the heart of tourism activity itself. A visitor is a person who travels from his residence without settling in the place he approached or just for a while to live in the place he approached. World Tourism Organization (WTO), calling visitors as travelers who travel short. Visitors are people who travel to a region or a foreign country and stay at least 24 hours or a maximum of six months in the place (Soekadijo: 2000). Visitors are consumers or users of products and services. The changes that occur in their lives have a direct impact on the needs of tourism, which in this case the demand for tourism.

Based on the statement above, the writer concludes that visitors are people who travel from his or her residence without settling to visit a place or some places for certain purposes.

2.1.3 Visitors' Characteristics

Visitor characteristics can be divided into two types, namely socio-economic

characteristics and travel characteristics as suggested by Smith (1989: 13). In this case the characteristics of visitors give an indirect influence on tourism development. Indirect influence cannot be applied directly just view from the characteristics of visitors, but it needs to see the relevance of visitor perceptions. Visitors to a tourism attraction have the characteristics and patterns, needs or reasons to make a visit to a different attraction. Each of these things need a consideration for the provider of tourism so that in providing products to suit the interests and needs of visitors. The characteristics of visitors include:

1. Genders are grouped into male and female;
2. Age is the age of the respondent at the time of the survey;
3. City or region of origin is the area of residence of the respondent;
4. Educational level;
5. Working status;
6. Marital status; and
7. Monthly income

2.1.4 Visitor's Purposes

While the respondent pattern of visitors to a tourism attraction is the main reason for the trip, here is the motive or main purpose of the trip:

1. The purpose of the visit is the main purpose of traveling.
2. The frequency of visits is the number of visits to tourist attractions ever conducted by respondents.
3. A traveling companion is a person who together with the respondent travels.
4. The length of visit time is the amount of time generated by the respondent during his stay in the tourist object.
5. The amount of expenditure is the amount of expenses or expenses during a travel tour.

2.2 Tourism

According to Wahab (2003), tourism is a temporary movement of organizations from various shelters, faiths and religions that have different lifestyles, diverse expectations and motivations that cannot be standardized because they are all expressions of purity and precipitation feelings and behaviors that change in the long-term by place and time. While

Karyono (1997) provides the definition of general and technical on tourism. In general, the definition of tourism is the overall activity of government, business and society to manage and serve the needs of tourists. While the definition of technical on tourism is a series activities performed by human beings both individually as well as groups within the territory of their own country or overseas. These activities are using convenience, services and other supporting factors held by the government or society in order to realize the desire traveler. According to Suwanto (1997: 27), the term of tourism closely related to the sense of travel, as a change of trying or earning a living in a place visited but solely to enjoy the journey and to satisfy the diverse desires.

Based on the statements above, it can be concluded that tourism is an activity that is temporary done by individuals and groups to enjoy the journey and to fulfill the diverse desires variety.

2.2.1 Essential Elements for Tourist Destination

According to the Decree of Post and Telecommunications Minister No. KM 98 PW.102 MPPT – 87, tourism object is a place or natural state that has natural resources that are built and developed so as to have the attraction cultivated as a place visited by tourists. Objects and attractions are things in the tourist destination that has its own charm aspects that can invite tourists to visit. Aspects that can attract tourists to visit tourist destinations include:

Natural Amenities

Natural amenities are objects that are already available and already in nature. Example: Climate, soil shape, landscapes, flora and fauna, and others.

Man Made Supply

Man made supply is the work of human beings such as historical objects, culture, and religion.

Way of Life

Way of life is the traditional way of life, living habits, customs such as the burning of corpses in Bali, Sekaten ceremony in Jogjakarta.

Culture

Culture is a culture owned by people who live in tourist areas.

Indeed, there are four aspects that can attract tourist to visit tourist destination : natural amenities, man-made supply, way of life and culture. In this case, Balaputera Dewa Museum include as kind of Man Made Supply.

2.2.2 Tourist

Tourists are an integral part of the world of tourism. Tourists are diverse, old-young, poor-rich, foreign-archipelago, all of whom have different desires and hopes. According to Yoeti (1995) tourist is anyone who comes from a country whose reason is not to settle or work there on a regular basis, and that in the country where he lives for a while spends the money he earns elsewhere. While United Nations Convention Concerning Custom Facilities for Touring (in Soekadijo, 2000) says a tourist is any person who comes to a country for legitimate reasons, except to immigrate and who stays for at least 24 hours and for 6 months in the same year. According to Soekadijo (2000) tourists are visitors in the countries he visits at least 24 hours and who come based on motivation:

- a. Fill in leisure time or for fun, on vacation, for health reasons, study, family and so forth.
- b. Travel for business purposes.
- c. Take a trip to visit meetings or as a messenger (scientific, administrative, diplomatic, religious, sports and so on).

While in Presidential Instruction RI No. 9 Year 1969 Chapter I Article I (in Soekadijo, 2000: 17) written that tourists are everyone who travels from his place to visit elsewhere by enjoying the trip and the visit.

According to explanation above, the writer concludes that tourist is anyone who comes from a country for legitimate reasons to visit elsewhere to enjoying the trip.

2.2.3 Types of Tourists

Cohen (1972), clarified the tourists on the basis of the area to be visited, as well as the

level of organizing of his tour travel. On this basis, Cohen distinguishes tourists on four, namely:

Drifter is tourists who want to visit a region that is not yet known, and traveling in small quantities.

Explorer is the travelers who travel by arranging their own journey and do not want to follow the streets of tourism that is common but looking for things that are not common.

Tourists like these are willing to take advantage of facilities with local standards and their interaction with local people is also high.

Individual Mass Tourist is tourist who submit travel arrangements to travel agents and visit famous tourist destinations.

Organized-Mass Tourist is tourist who only want to visit a known tourist destination, with facilities such as that can be found in his residence and his trip is always guided by a tour guide.

2.3 Sapta Pesona

Sapta means seven, and *Pesona* means charm, altogether means seven charms that must be realized in order to attract visitors in a tourism place. *Sapta Pesona* was made by the government of Indonesia to improve the quality of tourism in Indonesia. Chalic (1994:26) states that *Sapta Pesona* is a condition to be realized in order to attract tourist to visit an area or region in the country and also create beautiful and enchanting atmosphere especially in places frequently visited by visitors to stay longer and feel satisfied while visiting the region. While, Sidoarjo (2011:17) says *Sapta Pesona* is the condition that should be realized in order to attract visitors to come to the certain destination. The destination should be able to create comfortable atmosphere to the visitors. Therefore, the visitors will feel comfortable in that destination and they will be satisfied while visiting that place.

2.3.1 Elements of Sapta Pesona

According to Directorate of Tourism (1993), there are more descriptions about "Sapta Pesona" elements. Those are:

Safety

This is in line with the Department of Tourism, Art and Culture of West Sumatra Province (2004: 30), namely:

"Safe travelers will be happy to visit places where they feel safe, secure, unafraid,

protected and free from things like crime and violence, threats caused by poor facilities by society, so safe means secure life And physical, including tourist property ".

Orderliness

In line with Muljadi (2010: 105) State or atmosphere of orderly face of tourists addressed in several aspects, namely:

1) "Orderly in terms of regulations where tourists will get a consistent and uniform implementation of rules anywhere.

2) Orderly in terms of time where travelers will find everything that is sure timed according to schedule.

3) Orderly in terms of quality of service where tourists will get a high quality service quality.

4) Order in terms of information where travelers always easily get accurate information and in understandable language ".

Cleanliness

In line with the Department of Tourism, Art and Culture of West Sumatra Province (2004: 31), "Clean is a state or environmental conditions which show the atmosphere free of waste, dirt, waste, diseases and pollution".

Cool Atmosphere

Muljadi (2010: 106) "Cool is a condition or state of the environment that provides a fresh and comfortable atmosphere". Clarified with "Such environmental conditions created by the effort to create an atmosphere of environmental arrangement, plants, greening on the tourist route".

Beauty

According to Muljadi (2010: 106) "Beautiful is a condition or circumstance that reflects a regular arrangement, orderly, and harmonious so that emits beauty". Further explained that "Beautiful views from the point of use of the color matching with the surrounding environment

and beauty is demanded from the appearance of all elements directly related to tourism, such as the appearance of the face of the city, the tourist routes, and the tourist environment".

Friendliness

Friendly is the attitude or behavior of people who are familiar with the association, respect, and polite in communicating, likes to smile, greeting, likes to give service and light legs help selflessly, both provided tourist officer for the tourists (Muljadi, 2010)

Memorabilia or memories

Supported by the theory Muljadi (2010: 107) suggests the sense of memories include in it are:

1) "The memories in terms of comfortable accommodation where travelers during the stay will get comfort in terms of environment, room service, food and beverage service and other services.

2) Memories in terms of fascinating cultural attractions where tourists will get a memory of a fascinating culture, in terms of variety, quality and continuity as well as the right time.

3) Memories in terms of typical food areas where tourists will get a memorable of delicious local food, hygiene, berverasi and interesting in the presentation.

4) Memories in terms of souvenirs where tourists get good quality products, charming and reasonable price ".

Based on the statement above, the writer concludes that "Sapta Pesona" is a concept which related to the support and role society in order to create conducive environment to encourage the development of tourism industry through the implementations of seven elements of "Sapta Pesona". It also has a big function to create the good atmosphere, which has to be fulfilled to every destination for attracting visitors to visit. That is the reason why "Sapta Pesona" is really important to be implemented for every tourism destination in Indonesia. By fulfilling "Sapta Pesona", the visitors will be satisfied with the destinantion and comfortable to stay longer in the destination.