

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter presents definition of Tourism, Culinary Tourism, Culinary Tourism in Palembang, Media as Promotion of Tourism and Magazine.

#### **2.1 Definition of Tourism**

Tourism in general might be defined as journey that held by people from one place to another place with planning or not for recreational activities to satisfy the desire or variegated. Ismayanti (2010) states the idea that tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. In addition, tourism is a variety of tourism activities and supported many kinds of facilities and services provided by the public, employers, and government. Kodhyat (1983, p.4) argues that tourism is going from one place to another place, can be temporary, is done by individuals and groups, is an effort to balance or harmony and happiness with the living environment in social dimension, culture, nature and science. Like Kohdhyat, Mathieson and Wall (1982) claim that tourism is 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.

All in all, tourism is the activities by individual or group to visit one place or other places and stay in destinations outside the normal place of residence, as an effort to balance harmony and happiness with the living environment in social dimension, culture, nature and science.

#### **2.2 Culinary Tourism**

Culinary has become a secondary or even primary reason that adds value to tourism. Consuming food products is the most enjoyable activity during tour session. Consumption could consume up to one-third of the budget for travelling (Teffler& Wall, 1996). In the context of tourism, food experiences take on new meanings. Tourist food experiences are

often contrasted with “everyday” or basic eating, and there is a search for “authenticity” and distinction (Richards, 2002). The culinary tourism experience has been noted as having multiple valuable effects on the territory and its products, such as increased awareness, loyalty, emotional connection, increased involvement and brand differentiation. Mason (2002) says that culinary tourism encompasses more general food ventures as part of a wider range of lifestyle activities such as visiting a local festival or market.

Culinary tourism is rooted in cultural tourism, and is also link. Smith (2001) argues that culinary tourism occurs when the appreciation of regionally produced foods and beverages is a significant motivator or activity during the trip. Tourism element comes to the fold when individuals or groups use food and drink to construct marketable and publicly attractive identities to ‘sell’ other individuals. A wide variety of terms are used to establish a relationship between food and tourism (cuisine tourism, food tourism or culinary tourism) whose distinction is sometimes very diffuse (Hall 2003).

In addition, the culinary tourist segment is more educated, earns higher income. The culinary tourism is thus a special interest tourist whose interest in food is the primary reason influencing his travel behavior and falls on the upper end of the food tourism interest continuum. The culinary tourism is identified as the tourist who, at the destination, frequently dines and purchases local food, consumes local beverages, dines at high-class restaurants, and rarely eats at franchisee restaurants.

### **2.3 Media as Promotion of Tourism**

Kotler (2000) explains that promotion is a process of informing, persuading and influencing a consumer to make a choice of the product to be bought. Moreover he mentions that promotion is done through means of personal selling, advertising, publicity and sales promotion. It is done mainly with a view to provide information to prospective consumers about the availability, characteristics and uses of a product. Finally, he states that it arouses potential consumer’s interest in the product, compare it with competitors’ product and make his choice.

Next, he argues that it is done mainly with a view to provide information to prospective consumers about the availability, characteristics and uses of a product. Finally, he states that it arouses potential consumer's interest in the product, compare it with competitors' product and make his choice. Promotion tools are devices, activities, or methods used by marketing managers to convey the desired message to the market in order to achieve any desired promotion objectives (Esu & Ebitu, 2010). So, promotion can be defined as the function of informing, persuading, and influencing a consumer decision equally important for non-profit and profit organizations, and equally important for products or services.

Efforts to further promote the traditional food of Indonesia can be reached through promotion and information in various print media (newspapers, magazines) and electronic media (radio, TV, internet) or make it more popular through the major hotels and restaurants as well as following the weekend food or food events organized by either the Government or groups or individuals. To further enhance the culinary development in Palembang is necessarily holding of promotional activities in the form of event especially in the field of culinary tourism. Promotion is very important in order to promote and invite society to preserve the culinary heritage of the archipelago, especially culinary of Palembang. Through this event more people get to know the city's own specialties and inspires the tourists.

#### **2.4 Designing the Magazine**

Effendy (2002) identifies magazine as one of the forms of mass media that is very heterogeneous note reading news intended for the public and written by multiple people with the popular languages so that easily understood by the public. The magazine is one form of printed mass media. Media is one element in mass communication spreading the message by using media addressed to the public. The types of magazine itself can be distinguished on the basis of the frequency of publication and the audience of readers.

Such an important role in the tourism magazine in the world, tourist destination international travel information magazine made an important

role in all fields. From here also later developed a wide range of content, from the content of the magazine will not only provide an explanation in a tourist area, but also the writer is able to express a personal experience of the journey. Indirectly it is provides information for tourists who want to visit an area to know the experience of the public traveling. Honey and Gilpin (2009, p.1) argue that although often underestimated, the tourism industry can help promote peace and stability in developing countries by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross- cultural awareness. Tourism is the fourth largest industry in the global economy.

According Junaedhi (1991, p.54), the magazine contents are divided into two types, they are:

a. General magazine

Magazine containing essays, general knowledge, communication entertain, Figures, sports, film and art.



Figure 1.General Magazine

b. Special Magazine

Magazine containing essays about the field of specialized fields such as family , , political, economic and culinary magazines.



## Figure 2.Special Magazine

Morgan and Pritchard (1998) mention that it is impossible for the potential tourists to know the quality of the tourist object before they go there. The decision to go to the tourist object is only based on the promotion given and it is often in the form of brochure. Therefore, it can be concluded that magazine as one of promotion media has a very important role in making the potential tourist decides to go to tourism object.

### 1.4.1 Criteria of Making The Culinary Magazine

Based on Jonah (2008, p.7) there are some criteria that need to be taken care of in the stages of the making of the magazine are:

1. Determine the magazine page will be made, set the number of pages by the way divided into multiples of 4 for example: 12 pages, 16 pages, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56 and so on. Important things to remember in any number of pages are in want, number of pages must be even if divided into 4, this is due to avoid excess or lack some of the blank page.
2. Standardize font size for the content of the magazine was 9-10 point arial font type, times new roman, georgia, garamond cgtimes, etc. could adjust.
3. Standardize font sizes for title various starts at least 16 points to top
4. Avoid copy and paste images directly, using the functions of the import file or files. It is available in coreldraw, photoshop, pagemaker, freehand and adobeindesign (software used). Setting the margin will be more dynamic and regularly when using the standard margin in general has been used by the media-print media. Minimal margins left, right, top, and bottom made 1.5 cm.
5. Use a resolution of 300 dpi in grayscale or color images settings (black and white), this is done to avoid the occurrence of ruptured when the image to be printed.

6. Use the composition of CMYK (cyan, magenta, yellow, black) and is avoided using RGB color (red, green, blue) because at the time the special color print offset machine always use CMYK process.
7. Image file storage format used are PSD, TIFF, EPS, WMF.
8. Avoid the use of font-size small under 5 points because it will affect the sharpness of process printing.
9. Recommend contents page contains at least one Figure per week marks.

Magazines create visually interesting layouts to draw readers into what would otherwise be a blank page of text. But design also serves to give a publication a sense of self and a character that is recognizable and unique. This character is defined by an underlying system of visual and typographic specifications. One function of design is to express change and continuity. A magazine should make deliberate use of pacing, planning a consistent flow interspersed with unexpected “surprises” like graphics, illustrations, and pull-quotes to grab readers’ attention. Readers are hesitant when confronted with text-heavy pages. Breaking up dense text makes it more readable and can help hook the page-skimmers in the audience.

#### 1.4.2 The Magazine Layout

In the designing a magazine required settings on the layout. Layout is the process of skill in composing or organizing the visual elements, or layout elements are well balanced and harmonious, in a field of composition (page) so it looks as a whole that is dynamic and interesting. The layout has two basic functions, namely:

1. Connect the various elements on a plane (page) in order to be communicative and has a value of aesthetically.
2. All of the designs, each element on a plane (page) affect the other elements. The layout is not just adding photos or illustrations as well as text, but is an attempt to balance all the elements and guide the eye of the observer.

According to Davis in Sarjono (2001, p.27) there are several kinds of layout techniques commonly used in styling the pages of a magazine, they are:

- (1) Conventional, heavy on focus/bodycopy with headlines in the corner of the page and illustrations at the end/bottom of the article.
- (2) Classic, simple, using the format of two columns with the headline above
- (3) Middle (justify) and images/illustrations inserted between two columns.
- (4) Modern format bodycopy widens, 1 column with extra leading, letter
- (5) Spaced headline, and in addition to using this style of illustration/image
- (6) Wear thick lines elements.
- (7) Technical, angular layout (stiff, firm) using the line element to separate columns, there is a lot of space (white space), a memorable clean and firm.
- (8) Aggressive, headline that underlined, bold printed text, with images of illustrations that filled the courtyard.
- (9) Juvenile, layout filled with text that is larger than usual, and also Figures that are large, wear elements line.
- (10) Free, Youthful in the use and arrangement of text and images, multi size headline large headline sizes, and color blocks game is bolder.
- (11) Natural, elegant, with a space the width of text, usually oval framed illustrations.
- (12) Simple, Prestigious, very careful in utilizing existing space or the use of space which is not too extravagant and memorable neat.

There are some of the factors that affect the layout of size and proportion balance cannot be measured systematically. Therefore a designer must have sensitivity towards the placement of elements and element so it looks harmonious and balanced impressed.

a. Direction (pathway)

Effective layouts should be able to direct the viewer's eye along the field (page) design.

b. Consistency in style

Consistency is about detail, namely concerning the selection of fonts and uses the same spacing on a layout document. Consistency can be achieved by way of: consistent on the margin of the top, bottom and side; consistent on the type face, type size and spacing for text, headline, subhead and caption; Indent and spacing between columns and round the photo/illustration. Repeat the graphic elements, such as a vertical line, column or border on each page.

Masri (2010, p.214) classifies the form layout/layout cover below:

- (1) Layout of the symmetrical arrangement of headings, i.e. Image/photo and lines on the left side in balance with the right part, in the above with the below.
- (2) The asymmetrical layout that is not perfectly balanced layout, the arrangement of which is not exactly the same balance between one section and another section.
- (3) Kuadron ie layout seems to divide the page into four parts. Headlines usually featured on the top left or right.
- (4) Pumpunan layouts or brace layout that is not concerned with balance, but rather accentuate one of news as a decoy.
- (5) Layout of festive that is hardly accentuates one of news since all news is considered important to read.
- (6) Horizontal layout that is elongated horizontally for the title.

#### 2.4.3 Meaning of Colours

The theoretical language suggests that most compound words have meaning. Every word of words such as: red, yellow, black, and white has a different connotative meaning. In Roget's Thesaurus, as quoted Mulyana (2003, pp.206-261), there is a synonym for the word Approximately 12 black, in some belief colors as black and grey has a strong association with the language, cannot be separated from the black things that are bad and negative, e.g. black list, the black world, a scapegoat.

While there are synonyms for the word white, and all are positive. The white color opposite of black, white represents something fun and reflects everything that is goodness, such as: pure, clean, and pure. So according to Sobur (2001, p.25), generally black and white negative connotation positive connotation. Color is able to give meaning about



something, such as red can mean a fire or blood, some blood red word older than the red word itself, but in some languages the word red is used at the same time become blood red. Because of these elements, the red can be interpreted as a strong desire in relation to the bond, and the triumph of truth, but not infrequently the red color is defined as hatred and revenge depending on the situation. Red can be interpreted as a danger and strength.

The black color signifies the mystery, fear, death and something negative. Mulyana (2003, p.376) finds that grey color means intellect, quiet, serious, quiet and calm, according to western culture.