

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

According to Sihite in Marpaung and Bahar (2000, pp.46-47), tourism is a journey that is done for a while, which was held from one place to another, leaving to its place, with a plan and with a view not to try to make a living in or looking for places visited, but solely for enjoy a picnic activities and recreation or to meet the diverse desires.

McIntosh (1995, p.10) says that tourism is a composite of activities, services and industries that deliver a travel experience: transportation, accomodation, eating and drinking establishment, shops, entertainment, activity, and other hospitality service available for individuals or group that are away from home. While, Kodhyat (1983, p.4) cited that tourism is traveling from one place to another, temporary, done individually or in groups, in an effort to find a balance or harmony and happiness with the environment in the social, cultural, nature and science. In addition, Presidential Instruction No. 19 in 1969 states that tourism is an activity that utilizes the services of natural resources and the environment is typical, as the result of cultural, historical heritage, beautiful natural scenery and comfortable climate.

From the statements above the writer cloncludes that tourism is a travelling activity, from one place to another places just to stay for a while to recreation or meeting new people which is provide hospitality services.

##### **2.1.1 Different Type of Tourism**

Law of the Republic of Indonesia Number 9 of 1990 on Tourism, there are two types of objects and tourist attraction, there are (1) the object and the power of God's creation of a tourist attraction as the real state of nature, flora and fauna; and (2) the object and attraction tangible human creation museum, ancient heritage, historical heritage, arts and culture, agro tourism, water tourism, travel rush, nature adventure travel, leisure parks and entertainment venues.

The study of experiences has long been an important part of tourism research. Ooi (2003) in OECD (2012) summarised tourism experience research into five different categories:

- 1) Cognitive psychology of tourism experiences** – this approach includes studies of tourist perceptions and how these perceptions affect their experience (Mannell and Iso-Ahola, 1987). Tourists' pre-conceived ideas and expectations have been shown to affect the consumption, evaluation and experience of products.
- 2) Effect of tourism experiences** – where the focus is on tourists seeking out experiences that benefit them personally in terms of improved mood, feelings of well-being or learning about other cultures (Prentice et al., 1998).
- 3) Depth of experiential engagement** – includes those studies concentrating on “optimal” or “peak” experiences, which are seen as out of the ordinary and especially meaningful and engaging (Quan and Wang, 2004).
- 4) Phenomenological approach** – where research attempts to capture the whole range of experiences rather than concentrating on peak experience (Cohen, 1979).
- 5) The gap between tourism experiences and everyday life** – in this approach tourism is seen as distinct from everyday life and tourists are attracted by these differences (Urry, 1990).

The tourism will help to preserve the cultural heritage and facilitate the harmony and understanding among people (Richards, 1996). More and more new destinations and trends are developing to satisfy this new preference of tourism (Lopez-Guzman et al. 2009).

## **2.2 Culinary Tourism**

Culinary tourism is any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional or national cuisine, heritage, culture, tradition or culinary techniques (Ontario Culinary Tourism Alliance, 2015). While, based on Schmantowsky (2008) said

that culinary tourism pursuit of unique and memorable eating and drinking experiences. Culinary Tourism is a great way to increase tourism generated revenue.

There are many reasons why people want to visit new places. Adam (2012) says that there are four reasons why do people want to visit new places; to meet new people, to experiencing new culture, to learn, and to try new and delicious foods. People's interest in trying new foods tends to be related to the personality factor openness to experience (Smith, 2011). OECD (*Food and the Tourism Experience: The OECD-Korea Workshop*, 2012) defines that food is one of the essential expressions of any culture and one of the elements of creativity in everyday life that is engaging for many tourists. This means that food provides new opportunities for tourism destinations and at the same time creates new challenges.

Culinary tourism is an essential feature of local tourism advertisement for a destination. It promises an element of regional agricultural and economic growth and a differentiated component to a rival destination market (Hall and Sharples, 2003). Culinary tourism has been identified as a potential avenue to pursue, the natural tendency is to identify the market, and that leads immediately to segmentation (Ignatov, 2003; Culinary Tourism in Ontario: Strategy and Action Plan 2005-2015).

The Canadian Tourism Commission (CTC), considered by some to be at the forefront of researching culinary tourism, uses several terms: “wine and culinary enthusiasts” (U.S. Wine & Culinary Enthusiasts; Canadian Wine and Culinary Enthusiasts), “cuisine tourism” (Acquiring a Taste for Cuisine Tourism), and “culinary tourism” (How-to guide: Develop a culinary tourism product). Wolfe (2006) states “...food and drink are the most overlooked components of the travel experience, and I am convinced they still offer the greatest potential for further development in the global tourism industry”. In addition, Taleb Rifai (UNWTO, 2012) says that tourists are attracted to local produce and many destinations are centering their product development and marketing accordingly. With food so deeply connected to its origin, this focus allows destinations to

market themselves as truly unique, appealing to those travelers who look to feel part of their destination through its flavours.

There are also different versions in defining the definition of culinary tourism, Ignatov and Smith (2006, p.238) in Mason & O'Mahony (2007) defined culinary tourism as "tourism trips during which the purchase or consumption of regional food (including beverages), or the observation and study of food production (from agriculture to cooking schools) represent a significant motivation or activity...culinary tourism concerns the self-aware and conscious interest in experiencing a destination through its foods."

Culinary Tourism in Ontario (2015, p.11) says that Ontario stakeholders suggested definitions including:

- a) Travel that includes the appreciation and consumption of local/regional foods
- b) Travel for the primary purpose of experiencing and enjoying food and beverages or to attend culinary-specific activities such as cooking schools, visiting a food or beverage production/processing site, a farmer's [sic] market, or a 'taste trail'.
- c) Unique dining and beverage experiences.

The potential of food tourism for a destination slowly became more observed. Aside from the basic need of tourists to eat and drink the comprehension that culinary art has way more potential is growing. Food and tourism are very well integrated in destinations such as Canada, Australia, South Africa or Hong Kong because it was observed that culinary sights attract a high number of tourists and the destination reacted on that trend (Hashimoto & Telfer 2006, Du Rand & Heath 2006, cited in Mason & O'Mahony 2007).

In existing literature culinary travellers are defined as travellers who spend double the amount for food and beverages during their holidays as all other tourists (Murray 2011). Travellers may visit a destination or even return to it because of a specific and unique dish, food component or beverage (Karim 2006).

### 2.3 Tourism Promotion Media

Promotion is a process of bringing a product or service to the attention of the market, in sport and recreation terms this is how to sell the activity, club or event to interested people (Sportrec DPAC, 2012). Advertising is one of media to promote a product, according to Kotler (2002) advertising is defined as a form of presentation and promotion of ideas, goods or services by a particular sponsor which is require payment.

Based on Sportrec DPAC (2012), there are many different mediums for promotion, and what is most affective depends on the situation, the product to be sold and the audience you are promoting to. Garyan AA (2012) defines several types of media explained bellow.

1. **Print Media**, encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books.
2. **Electronic Media**, is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc.
3. **New Age Media**, mobile phones, computers, and the Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier.

Novaliana (2008, p.20) says that tourism promotion is a communications in tourism marketing. To further promote the culinary in Palembang whether it is traditional or modern foods can be reached through promotion and information in various print media (newspapers, and magazines) and electronic media (radio, TV, and internet).

The technique of utilizing promotion media is an intelligence which can be trained. It is required an accurate observation skill and make creation of the information we want to tell to the audiences (Prawira, 2012). Garyan (2012) states that media, especially mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives.

## 2.4 Magazine

A magazine is a publication that is issued periodically. It generally contains essays, stories, poems, articles, fiction, recipes, images etc. Magazines are directed at general and special audience, often published on a weekly or monthly basis. The word “magazine” is derived from Arabic word *makhazin* or “storehouse” which contains a collection of facts and fiction, all bundled together in one package (Writing for Magazines 2006 p.8). According to Farlex (2012), a magazine is a paperback periodic publication containing pictures, stories and articles of interest to reader. Based on the statements above, the writer conclude that magazine is publication media contains essays, stories, poems, articles, fiction, images, etc. that issued periodically. The magazine was first introduced in the country in the 17th century. The characteristics of the magazine that was known at that time was a variation of his writings. Now magazine can be distinguished from the newspaper and books based on the format, content, variety and target more specific audiences (Rivers, 1983, p.5).

Dir Next (2010) noted that magazines are channels of communication halfway between newspapers and books due to the changing lifestyle in the world, but Praathek (2004) observed that today only few people create time to read a book with full concentration, they rather peruse the magazine to find something of interest, and then settle down to read (cited in University of Nebraska-Lincoln, 2013).

Magazines are one of the oldest of media forms, arguably ‘the most successful media format ever to have existed’ (Holmes & Nice 2012, p.1).

Because of included as the print media, the messages in the magazine is permanent and the public can set the tempo in reading, but it is also its main strength is can be used as evidence (Assegaff, 1980, p.27). As well as sometimes contains photographs and drawings that are specifically focused on the fact (the subject of area) such as; hobby, news, or sports " (Baird 1980, p. 60). The writings of magazine can be reviewed more extensively and more deeply (Defleur & Dennis 1998, p.137).

In general, magazine articles are easy to read, fairly brief in length, and may include illustrations or photographs. Magazines do not necessarily follow a specific format or stucture in writing the articles. Its attractive appearance, eye cathching cover pictures and illustrations on quality paper make it more appealing to the reading public (Writing for Magazines 2006, p.9). Wahyudi (1991, p.102) states that to make the reader not get bored quickly while reading the magazine, the communicator must be precise, concise, clear, simple, trustworthy in screenwriting news.

#### **2.4.1 The Function of Magazine**

Magazine carried an article that contains the knowledge which the readers will increase their knowledge (Effendy 1993, p.93). Based on Effendy (1985, p.193), the function of magazine are to inform, to entertain, to educate, and to influence. Palapah and Syamsuddin (1983, pp.105-106) defines the role of magazine into three part, the role of magazine are:

- a) Mass Magazine, the general magazine that is intended for all groups.
- b) Class Magazine, a magazine that is intended for centain groups (high or middle class), the contain is about particular fields.
- c) Spesialized Magazine, a special magazine and intended for certain readers.

People also started perceiving the newsmagazines as a way of self-improvement, expanding their knowledge about the world and, most importantly, saving time. Albeit not by means of a direct confrontation, the competition with newspapers started at that time as Time and other magazines were trying to offer better alternatives both to inform and to entertain people (Wilner, 2006, p.80).

A magazine attracts varied target audience. In contrast, a magazine's target audience is determined by demographics (the physical characteristics of the individual such as race, gender, interest, education level, etc.) and interests. According to the United Nations Educational, Scientific, and Cultural Organization (UNESCO, 2008), the early years are a key period for the development of intelligence, personality and behavior of a child. For students, magazines are good source of information when doing research for school. Since educational magazines have updated content, further reading of it could truly contribute well to their learning. It gives them not just ideas but awareness on the current issues that are important in their field.

Hence the target audience of a magazine is usually separated geographically, but they share common interests, for example a common interests in sports, fashion or beauty (Writing for Magazines, 2006, pp.11-12). According to Djuroto in Fajrin (2015), there are two things that make magazine has a high value;

### ***Pictures on Cover Magazine***

The characteristic of magazine is seen on its cover design. Cover of magazines usually contain photographs or other images that include the teaser headline news in publications or articles contained in the magazine. Information about the news or articles are displayed on the cover should be interesting to many readers. In structuring magazine cover, the designer of the magazine have to be creative and can make the magazine seems more interesting. Rolnicki (2008, p.300-302) says that designers use a photo or artwork with a headline or any other combination. In addition, the designer must ensure that all the elements that exist in the cover of a magazine to be nice and interesting because the cover gives the first impression to readers. The pictures on the cover should be very interesting to readers and not contain the weakness.

Based on Block in Indah (2014), picture is representative of something that has been established and has the quality or characteristics of the shape and color of something it represents. Pictures are used as a visual symbol to deliver the communication message.



Then the image on the magazine cover has very important role in present the contains of the magazine. Therefore, the communicator should make the image appropriate to the contain so it could transmit the information well to the communicant.

### ***Colours Meaning***

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. Color is able to give meaning about something, such as red can mean a fire or blood, some blood red word older than 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.

Color in Hoed and Hoedoro (1992) says that advertising has several meanings in supporting activities due to a combination of advertising and attractive color combinations will have a value of its own interest in the minds of audiences, including:

#### **1. Red**

Red is the color of courage, danger, power, energy, warmth, love, lust, aggression, strength, willpower, eccentric, active, compete, this color giving the effect of will power and vigorously. Often also appreciated to show emotions or palpitation.

#### **2. Orange**

Orange is the color of energy, balance, warmth, enthusiasm, expansion, business achievement, career, success, justice, sales, friendship, health of mind and knowledge, endurance, excitement, fast motion, something that grows, social pressure, small capital, cheap , interest and independent.

#### **3. Yellow**

The yellow color is prominent, passion for progress and a high tolerance. Color influences include exuberant, generous, and successful. Yellow is the color that is memorable optimistic, and included in the class colors easily attract attention. These colors can be used to increase metabolism.

#### 4. Pink

Pink means having a strong association with the image, courage and happiness, the bond between the red and the life has an important role in the culture of the earth.

#### 5. Green

Green symbolizes the natural, healthy, good luck, the color of the earth, healing the physical, material success, abundance, fertility, wonders, plants and trees, growth, personal achievement, revival, young soul, stability, durability, freshness, environment, safety, referral, love, balance, serenity, hope, dependence, and friendship. The green color symbolizes the desire elasticity. Tend to be passive, enduring, independent. This color is firm and sturdy, maintaining, stubborn, and opinionated fixed.

#### 6. Blue

Blue symbolizes trust, conservative, security, technology, cleanliness, order, communication, good fortune, wisdom, protection, inspiration, spiritual, tenderness, dynamic, water, ocean, creativity, love, peace, trust, loyalty, intelligence, modeling, power, sadness, stability, confidence, awareness, message, idea, share, idealistic, empathy, cold, conservatism, friendship and harmony and love, calm, tranquility but also can mean cold and depression. As of calming, blue can make people more concentration.

#### 7. Grey

Grey symbolizes the intellect, future, simplicity, sadness, security, reliability, intelligence, quiet, serious, maturity, conservative, practical, bored, professional, quality, quiet and calm.

## 8. White

White symbolizes positive, statutes, innocence, sterile, death, peace, self-achievement altitude, spirituality, maturity, virginity or chastity, modesty, cleanliness, perfection, light, unity, innocent, pure, mild, neutral, and flexible.

## 9. Black

Black symbolizes power, sexuality, sophistication, death, mystery, fear, sadness, elegance, protection, expulsion, something negative, binding, formality, wealth, crime, the feeling, anger, pride and toughness.

## 10. Purple / Orange

Purple / orange symbolizes the spiritual, mystery, nobility, transformation, rudeness, arrogance, influence, a third view, knowledge is hidden, high aspirations, ceremony, wisdom, enlightenment, arrogant, intuition, dreams, unconscious, telepathy, empathy, imagination, confidence deep, self-esteem, independency, ambition, luxury, wealth, feminism, artistic, old-fashioned and romantic.

## 11. Chocolate

Brown color impression is closest to the earth so that makes us feel close. Chocolate can be a constant source of energy, as well as making us feel strong. This color represents a sense of security, commitment and trust. Chocolate also gives a sense of comfort and warm.

Based on the work of Johannes Itten (1967), there are seven types of contrasts. All seven types can be used to put more or less emphasis on a given color and are therefore useful to artists, advertiser, and designers.

- a. Hue: contrast of colors
- b. Light-Dark: contrast created by differences in value
- c. Cold-Warm: contrast of temperatures
- d. Complementary: contrast of complements in order emphasize one or the other, or create a sense of activity

- e. Simultaneous: contrast which cause a color to appear like the complement of whatever color is surrounding it
- f. Saturation: contrast in the levels of brightness of a color

#### **2.4.2 Criteria of Making Good Magazine**

According to Permatasari cited from Sari (2012: p.8), the criterias of good magazine, include:

- 1) Segmentation
  - a) The mission target market of a magazine in accordance with the readers.
  - b) The existence of the magazine in accordance with target segmentation mission of magazine.
  - c) The name of the magazine is accordance with the targets segmentation.
  - d) The rubric ontents of magazine in accordance with segmentation of the magazine.
- 2) The functions
  - a) When readers read the article, the readers easily read it and get the benefits as well as the inspiration that can be realised in their daily life.
  - b) Readers feel the benefits after reading the magazine.
  - c) the perceived benefits of reader matches with the name as well as target segmentation magazine.
- 3) Cover
  - a) Identify the magazine in accordance with the established mission.
  - b) Can attract the attention of prospective readers to read it.
  - c) Communicative and informative.
  - d) The illustration or image used matches with theme issue of the magazine.
- 4) Layout
  - a) Layout not monotonous.
  - b) Layout grooved.
  - c) Layout readable and understandable.
- 5) Color
  - a) Don't hurt eyes.
  - b) Don't make eyes tired when reading.

- c) The use of color matches with the segmentation of the magazine and the theme & title of the rubric.
- 6) Font
  - a) Font used is easy to read (with readability and legability).
  - b) Usage fonts type that matches with the theme or rubric title.
- 7) The selection of the Rubric
  - a) Content of the rubric matches with the name of magazine.
  - b) Existing rubrics can attract the attention.
  - c) Each rubric there is at least 1 illustrations or pictures.
- 8) The illustration or image
  - a) Illustrations on the cover, matches with the theme of this magazine edition.
  - b) Illustrations or images on a page, matches with the article.
  - c) The illustrations easy to understand.
  - d) Image has a high resolution, so the picture looks clear.
- 9) The size
  - a) The size of magazine is not too big and not too small.
  - b) General size of the magazine are A4, Letter and B5 or F4.
  - c) Portability and not vulnerable damaged.

In addition, According to 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, garamound 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. 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-font size small under 5 points because it will affect the sharpness of process printing.
9. Recommend contents page contains at least one picture 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 than 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.