

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Promotion**

##### **2.1.1 Definition of Promotion**

According to Zimmerer (2002), promotion is all kinds of persuasive communication designed to inform the customers about the products or services to persuade them to buy the products or services including the publicity, individual sales, and advertising. Similar to Saladin (2003) states that promotion is an element in marketing that used to inform, persuade, and remind consumers about the products or services.

Alma (2007:179) argues that promotion is a kind of communication that gives explanations and convinces potential customers of the goods and services with the aim of attention, educate, remind and convince potential customers. It is line with Sukotjo (2002) that he says the promotion is the flow of information or persuasion in one direction that is made to direct a person or organization to act that lead to the exchange in marketing.

Therefore, the writer concludes that promotion is an activity as persuasive communication to give information toward the society in order to persuade them to buy something.

##### **2.1.2 Mediums of Promotion**

Flaminggo (2014) describes several mediums that can support the promotion are as follow :

###### **1. Printed Medium Promotion**

Promotion through the printed media is a way of promotion that most widely used. This promotion is usually done by creating banners, advertisements in newspapers, magazines, books, stickers, pamphlets, booklets,

flyers, and others. This type of promotion is very easy to reach by the upper classes to the bottom. The cost for this promotion medium is quite affordable.

## 2. Electronic Medium Promotion

The electronic medium also becomes one powerful way to skim the product marketing. By using the television for example, or by radio. Promotions using electronic medium requires the big budget.

## 3. Online Medium Promotion

This is the progress of promotion through electronic medium. Promotion using the internet medium is motivated by the increase of ethernet users now. The development of technology has changed everything, including in the field of business. But it is very ease to expedite the process of buying and selling.

## 4. Product Medium Promotion

This medium promotion means the promotion is done through a product such as bag, shirt, hat, etc. Well, when you join the seminar, you will get a bag with the logo of a company. That could be as souvenirs and also be used as a medium promotion.

Based on the information above, the writer concludes that there are 4 mediums that can support the promotion. In this report, the writer is interested in creating a promotion through printed medium, especially booklet.

## **2.2 Booklet**

### **2.2.1 Definition of Booklet**

Utami (2012:1) states that booklet is a small book which has some information about products, events, brands, and so on. A booklet has more capacity in space for some information than other promotion media such as poster, flyer, brochure, etc. In addition, Rustan (2009:115) defines that booklet as a publication medium that consists of several sheets and pages but not as thick as a book. A booklet just needs to staple or it may not be binding because it just consists of several sheets.

According to *Balai Pengkaji Teknologi Pertanian Jambi* (2016:1), booklet is a small-sized book (half-letter) and thin, no more than 30 pages back and forth which contains writing and drawings. Yudita (2013:5) adds that booklet is a mass communication medium which is more communicative and clear to deliver a message such as promotion, advice, prohibition to the mass, etc. The purpose is to make the society as target that will understand and obey the message contained in the medium.

In short, it is known that booklet is a very thin book as publication medium that consists of small number of pages and a papercover, giving information about something.

### **2.2.2 Advantages of Booklet**

Perangin-angin (2013:26) claims that there are many advantages of booklet. First, it can be learned by everyone. Second, it also has attractiveness to increase the passion to learn. Last, it does not need electricity so it is easy to carry everywhere. Besides, according to Gustaning (2014:24), as printed medium, a booklet has advantages. It can be used easily as a medium or tool for self-learning, low cost and more durable than audio and visual media. It is usually aimed to increase the knowledge because it gives specific information. According to Hadi (2009), booklet has some benefits as follows :

- a. The cost is cheaper than audio or visual medium since booklet uses printed medium. Visual medium is more expensive than booklet.
- b. The delivery process can be done anytime. It is easy to spread the booklet to the certain people, it can be spread anytime and anywhere. It is not like visual medium, to spread the information, a company has to gather the targeted people in one room so that they can watch the video.
- c. The delivery process can be adjusted to the exist conditions.
- d. Booklet provides information in detail. The information in the booklet can be adjusted based on the need.

## **2.3 Designing**

According to Nussbaum (1997), designing is a helping vehicle to implement the innovation towards various industrial and business activities. ICSID (1999) also says that designing is a creative activity that reflects the diversity forms of quality, process, service and system, like an interconnected circle. Besides it, design is a factor that builds technological innovation activities, cultural dynamics and economic changes. Meanwhile, Sachari (2005:7) states that the design was in essence a human effort to empower themselves through the creation of objects to live a life that more secure and prosperous.

Based on the definitions above, the writer can conclude that designing is a creative activity that resulted in an innovative design, being something new which is no exist before and usefull for everyone. In this report, the writer focuses on how to design a booklet.

### **2.3.1 Elements of Booklet Design**

According to Arsyad (2008:85), there are six elements that must be considered when designing booklet. These elements can include consistency, format, organization, attraction, attractiveness, font size, and white space.

#### **a. Consistency**

Format and space should be consistent to make a booklet looks neater and better. Lowercase and uppercase should not be combined in each word. Space between title, first line, and margin should be consistent. If it is not consistent, some people consider that they are untidy and bad.

#### **b. Format**

Format usually uses single-column view because it is long paragraphs and it can use twin-column for short paragraph. Each different materials are separated and labeled in order to make it easier to read and understand.

#### **c. Organization**

A booklet is arranged systematically and separated by using shape such as rectangle, oval, round, etc.

d. Attractiveness

Some images or pictures can be added into the booklet and give the difference in every page, thus the reader interested and motivated to read it.

e. Font Size

The font used in a booklet is usually on point per inch. For example, 24 point size per inch and good font size for text is 12 point. Avoid to use capital letter on the entire text because it makes the reading process becomes difficult. Capital letter is used only as needed.

f. White Space

White space is the empty space which is not filled by images or texts aim to give pauses to the reader. White shape can be shaped around title, margin, the beginning of the paragraph, and between spaces or paragraphs.

## **2.4 Tourism**

### **2.4.1 Definition of Tourism**

According to the opinion expressed by Yoeti, (1991:103), tourism can be defined as a trip or a traveling which in this case is synonymous with the the word "travel" in English. On that basis, the word "tourism" can be interpreted as a journey undertaken many times or a spinning from one place to another, which in English is called as the "Tour".

According to Sihite and Bahar (2000:46-47), tourism is a journey that is done for a while, which is held from one place to another leaving its place, with a plan and with the intention of not for a strive or a to make a living in the places visited, but simply for an enjoy leisure activities or a pertamsyaan and for a meet of the diverse desires.

Meyers (2009) says that tourism is travel activity that done in temporary time from original place to the destination area not for staying or earn a living, but only to satisfy the curiosity, to spend free time or holiday as well as other purposes.

According to Kodhyat (1983:4), tourism was traveling from one place to another, temporary, done individually or in groups, in an effort to seek a balance or a harmony and the happiness to the environment in the social, cultural, natural and the science. In another opinion, Spillane (1982: 20) argues that tourism is an activity to travel in order to get pleasure, find satisfaction, know something, improve health, enjoy sports or a rest, fulfill the task, pilgrimages and others.

Based on several opinions above, the writer concludes that tourism is an activity which done by people from their homes for visiting another place with the difference time and have motivation to relax and entertain.

#### **2.4.2 Tourism Attraction**

According to Haris and Howard (1996), tourism attraction is a physical or culture feature of a particular place that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall.

Metelka (1990) states that tourism attraction is positive or favourable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, culture. It should not be negative, because a negative attraction can make some customer or market choose not to visit as for example pollution or crime.

#### **2.4.3 Types of Attractions**

According to Tourism Western Australia (2009) there are basically two types of attractions :

##### **1. Built Attractions**

There are several criteria that must be in built attraction :

- a. Have tourism as a central part of business
- b. Provide a substantive tourist experience in addition to, or part of, the commercial establishment's normal activities

- c. Have all relevant state and local government licences and approvals to operate as a commercial tourism attraction including health, planning, parking and disable access facilities.
- d. Be a member of a recognised local tourism organisation
- e. Produce a leaflet or brochure describing the attraction
- f. Be open on weekend and three other days of the week including public holidays
- g. Clearly display opening days and times
- h. Be open at least between 10am and 4pm
- i. Be distinctly signed at the property line so that the attraction can be easily identified
- j. Be clean and well presented at all times
- k. Have clean and conveniently located toilet facilities.

## 2. Natural Attractions

Natural attractions comprise geographic or other natural features of tourism interest such as :

- a. National parks and reserves
- b. Marine parks and reserves
- c. Waterfalls, lakes, dams and other water catchment areas
- d. Beaches
- e. Caves and rock formations
- f. Scenic lookouts, viewing areas, vistas and areas of impressive natural beauty
- g. Natural attraction must be managed by a recognised agency or body
- h. Clearly display when the attraction is open and closed
- i. Have adequate designated parking areas at or near the site
- j. Have clean and well presented visitor facilities
- k. Have access roads and walking tracks
- l. Be accessible to the public for at least nine months of the year.

#### 2.4.4 Natural Attraction in Lahat Regency

According to Fandeli (1995:3), attractive nature tourism is a tour which done by visiting tourism destination that has unique natural attractiveness such as waterfall, coast, mountain, hill, sea, forest and the others. One of regions that has natural tourism attraction is Lahat regency. Lahat is one of regencies in South Sumatera province. It actually consists only 7 districts. They are Lahat, Kikim, Kota Agung, Jarai, Tanjung Sakti, Pulau Pinang, and Merapi. It is within 220.4 kilometers from Palembang. This regency is famous with the motto “*Seganti Setungguan*” which means the life philosophy of Lahat society which symbolizes the sense of unity, the solid unity, the spirit of mutual help, faithful friend, faithful words, stand firm, and have responsibility. In fact, it saves the charm of an incredible tour. It has several great tourism destinations. One of them is waterfall. In Lahat regency there are approximately 76 waterfalls. Therefore, the regency with the motto of *Seganti Setungguan* deserves to be one of the attractive tourist destinations in South Sumatra. Plenty of places for tourism in Lahat regency. The most is about natural beauty, tourism typical Indonesia which has wealth and natural beauty, as well as Lahat.

Actually, there are many potential tourism in Lahat Regency that can be tourism destinations for the visitors. They are Serelo hill, Lematang river, Curup Maung waterfall, Curup Buluh waterfall, Perigi waterfall, Ribang Kemambang park, Bidadari waterfall, Tanjung Sakti hot spring, stone house, Macan stone, Karang Dalam waterfall, Curup Panjang waterfall, Lawang Agung waterfall, Al-Muttaqin mosque, school for the elephants in Perangai, and others. They all have their own uniqueness and potency of tourism.

In this report, the writer chooses one of waterfalls called *Curup Buluh* in Lahat Regency as an object to be promoted through a booklet. The writer will give detail information all about Curup Buluh waterfall. So, the writer focuses on how to design Curup Buluh waterfall booklet to promote tourism destination in Lahat Regency.



#### 2.4.4.1 Curup Buluh Waterfall

Currently, Lahat has new identity. Lahat is called as a region of thousand waterfalls and megaliths. It has many waterfalls with their own beauty and characteristic. One of many waterfalls in Lahat Regency is Curup Buluh waterfall. It is located in Lubuk Selo village, Gumay Ulu, Lahat Regency, South Sumatera. *Curup Buluh* has a meaning. In Lahat regency, *curup* means waterfall. Meanwhile, *buluh* means bamboo. This waterfall called as *Curup Buluh* because there are many bamboo trees around this waterfall.



Picture 2.1 Curup Buluh Waterfall



Picture 2.2 Curup Buluh Waterfall View

There are two ways that can be used to get there. First way is through old Lahat-Pagar Alam road or people say Endikat bridge. Or second way is through Gumai Ulu road. To enter this road you just choose a straight road at the three intersection of *Muara Siban* near the gate of Lahat regency. At the intersection of the city boundary there are two roads, to the left which is the old road of Lahat - Pagaralam and the straight is Lahat - Pagaralam new road. To get to Curup Buluh, it takes about 1 hour from T-junction of Muara Siban. If you choose the new

Lahat-Pagaralam road, you have to go straight ahead until you find the intersection like in the picture. After you find it, you must turn left and pass the rock road about 500 meter until you find “*Air Terjun Curup Buluh*” sign.



Picture 2.3 The Intersection to get to Curup Buluh Waterfall Area



Picture 2.4 Curup Buluh Waterfall Sign

Curup Buluh waterfall is also known as *Curup Tujuh Tingkat*. In the past, its name was not *Curup Tujuh Tingkat*, but the name was *Curup Batu Tingkat*. The society around Lubuk Selo Village gave that name because the waterfall form looks like multilevels of stones. It also became one of the uniqueness from Curup Buluh waterfall that make the view of waterfall looks gergous.

Curup Buluh waterfall has officialy opened since 27 November 2014. This waterfall has officialy had a tourism conscious group or usually called *POKDARWIS (Kelompok Sadar Wisata)* that manages everything about waterfall. This waterfall is the only one which has tourism conscious group in Lahat Regency. This tourism conscious group was officialy organized in 2015. At the first beginning, there were 36 members in this group, but now there are only 15 members here. All the members are from Lubuk Selo Village. This group is chaired by Mr. Ahmad Yaumal. He has officiated as the head of this group since

2015 until now. He is original from Lubuk Selo village. Because of this group, Curup Buluh waterfall can be maintained well now.

If you come to Curup Buluh waterfall you do not need to spend so much money, because all the tickets are very cheap. To enter the waterfall area it is only Rp. 2,500 for adult and Rp. 2,000 for children. Do not be worry if you bring your transportation, because there is a parking lot here. There are several parking attendants who will take care of our transportation, so your transportation will be safe. If you bring your motorcycle here you only have to pay Rp. 5,000 for parking along day. Then, if you bring your car you have to pay Rp. 10,000 for parking along day, too. If you have already bought the ticket, you will get the copy of the ticket and it may not be lose. You should fill the guest book and your data will be noted. If you lose your ticket, then the process will be a bit complicated. The guard will re-check all of your identity.

Curup Buluh waterfall area is quiet safe for the visitors, because there are many guards who control the visitors everytime. This waterfall is opened everyday. Based on the schedule, it opens at 08.00am until 05.00pm. It is always crowded at weekend or holiday. Most of visitors are from Lahat regency and around South Sumatera. But sometimes, there are also visitors from other provinces even International visitor.

Curup Buluh waterfall is a great place for family recreation. The location is very wide. It is about 1.8 hectare. It is a very cozy place to spend your time with your family. I can say that this waterfall can be one of family tourism destinations. In front of the waterfall, there is a river called *Sungai Selangis*. It is from Pagar Alam and disemboque to Lematang river. The visitors can swim and rent the tire there. The rent cost is only 5.000 rupiah. The society around there usually do “*beranyutan*” in this river. *Beranyutan* means swimming along the stream. *Beranyutan* is a cultural thing among the people around the river, as well as the society of Lahat Regency. Sometimes, there are people who do rafting along the river. Then, they will take a rest in Curup Buluh waterfall for a while.

Camping is also a good activity to do in here. There is already price list for camping package. There are also regulation for people who want to do camping in this area. For examples, they are not allow to bring drugs and alcohol, they may not fight, they shoul keep the area clean, etc. People usually do camping in here on the weekend and holiday. All members of tourism conscious group in this waterfall have responsibility to guard the visitors who do camping here. Overall, this waterfall is very recommended for you if you want to have camping with your friends or your family.

Funds from the waterfall management revenue are very beneficial to the society in Lubuk Selo village. The funds is divideded into five parts., such as 20% for the road land, 20% for the management of waterfall, 20% for parking area, 20% for youth organization, and 20% for Lubuk Selo village. This division has been held for 2 years. From these funds, it can also repair the facilities in this waterfall area. The facilities have been already there, but there are still several things to be improved such as toilet, mushola and a room to change clothes.

In conclusion, it is known that Curup Buluh waterfall is one of the worthy tourism destinations that should be more developed by all agents of tourism in Lahat Regency even in South Sumatera Province. Curup Buluh waterfall has a potency to attract tourists both international and domestic to visit it. By those kind of reasons, the writer decided to discuss about how to design Curup Buluh waterfall booklet in order to promote tourism destination in Lahat Regency.