

CHAPTER II

LITERATURE REVIEW

1.1 Tourism

2.1.1 The definition of tourism

According to Murni et al in Jackson (1989, pp.1-3), tourism is a temporary movement of people, covering a short period of time to a destination outside the place where they normally live and work and including activities as long as they are in that destination. while Murni et al in Mc Intosh (1977) say that tourism is a knowledge, art, and effort to attract attention, transport visitors, provide hospitality and friendly service to fulfill their wants and needs.

In addition, Pitana and Diarta (2009) cite that tourism is the activities of the visitor that the person who travels to the place for a period is not more than 12 months for various leisure, business, religious and other personal activities but not earned a salary from the journey.

Based on the opinions above the writer concluded that tourism is an activity of a person as a tourist who doesn't stay more than 12 months for various activities such as holidays, business, religion, and other personal reasons in destinations outside of his places.

2.1.2 Types of tourism

According to Pedit (1994, p.41), they are eight types of tourism. They are cultural tourism, health tour, sport tour, commercial tour, industrial tour, maritime tourism, nature tour and honeymoon tour. Cultural Tourism is a journey undertaken on the basis of a desire to broaden one's view of life by making visits to other places or abroad, studying the state of the people, their customs and customs, their way of life, their culture and art. Health Tour, which is a traveler's journey with the aim of exchanging circumstances and the daily environment in which he lives for the sake of resting for him in a physical and spiritual sense. Sports Tour, the tourists who travel with the aim of exercise or deliberately intend to take an active part in a sporting party in a place or country. Commercial Tour,

which includes travel to visit commercial exhibitions and fairs, such as industry fairs, trade shows and so on.

Industrial Tour, which is a trip conducted by a group of students or students, or persons = lay people to a complex or regional perindsutrian, with the intent and purpose to conduct a review or research. Maritime or Maritime Tourism is a lot of tours associated with water sports, such as beach lakes or the sea. Nature Tour is usually a lot of tours organized by agents or travel agencies specializing businesses by way of arranging tours to places or areas of nature reserves, protected parks, mountainous forests and so on whose sustainability is protected by law. Honeymoon Tour, which is a travel arrangement for pigeons, newlyweds, honeymooners with special facilities and for the sake of travel pleasure.

2.1.3 Tourism Elements

According to Sora (n.d.), as for some things that exist in the tourism industry today. First, travel agency is an effort that caters to all tourism travel process as it departs by returning home, so that during the tourism journey more festive. Second, accommodation is a place to stay temporarily or more often called a place to stay. Lots of choice of places to stay while touring the current trip, for example the place such as hotels, campers, motels, and others. Nowadays growing places to eat in facilities and various needs, such as eating and drinking, sports facilities, meeting room facilities, banquets, and more. Because of the growing era and technology, the needs of the tourists-even more and growing, so it must be provided by companies engaged in this field. Third, transportation is an industry on tourism that provides transportation services. This transportation service starts from land, sea and air transportation. The management of this transport service is already being managed by the private sector to the government. This service is very uniform for the field of tourism, because it can make it easier to reach tourist destinations, now a lot of services on offer at affordable prices. (Also read in full: Understanding of transportation and its function is also an example).

Forth, catering and restaurant are facilities in the field of food and beverages during the holidays, now the catering industry and restaurants in the journey is very profitable because in every traveler must always need food and drinks they will buy it and want to try different types of food and beverage area. Moreover, food and drink is usually often used as souvenirs or souvenirs to be brought home. Fifth, money changer is the place to exchange foreign currency is currently growing, currency exchange is not only done in banks alone but many companies are scattered in certain places, in large cities that provide foreign currency exchange. Fifth, tourist attractions is a show that is held in tourist attractions. The show was like a dance, music, and more. Performances can be done traditionally or in a modern way, through the tourist attraction industry can increase the uniqueness of the tourist area so it is known by many people. And the last, by-by or eye cover is very promising in the tourist area, because everyone who travel generally buy souvenirs to be brought home. These souvenirs are typical regional handicrafts.

2.2 Culinary Tourism

Food tourism is tourists need who consume food as a part of the travel experience and those tourists whose activities, behaviors and event, destination selection is influenced by an interest in food (Hall, 2003). While, based on Hideko (2016) said that a culinary tour is a visit to a food-related place like a restaurant, a tavern, a food festival, or a special location for a typical regional meal. Culinary tourism becomes an alternative in supporting the potential of nature tourism, cultural tourism, historical tour and marine tourism. This culinary tour becomes part of the existing tourist type, because it is not complete if tourists who come do not try the typical cuisine in the area. Although culinary tourism is often regarded as a complementary tourism product, but culinary tourism potential to be developed because tourists who come usually interested to try the typical food tsb area (Besra, 2012).

Culinary tourism is central to modern tourism and directly contributes to a country's hospitality industry and economy. It is important from the country and

culture's perspective to develop their food culture in order to support the growing trend of culinary tourism. As food is a reflection of a culture's eating habits, and intern a destination's culture, history, and people. Countries or districts are often associated with particular food; Italy with pizza and pasta, Japan with ramen, India with fragrant curry, and so on. People from different cultural backgrounds eat different foods and a taste trekker embraces this fact and is eager to learn more about different cultures and their cuisine (Tan, 2015).

According to Redl in Karim (2006), tourism and culinary can also be a cultura motivator. Travellers want to explore and learn about a new culture and their traditions. Food and beverages are fundamental components in nearly every culture and therefore a good way of experiencing the The Culinary Tourist 22 lifestyle and traditions of a destination as a tourist. Similarly, travellers may visit a destination or even return to it because of a specific and unique dish, food component or beverage.

2.3 Promotion

2.3.1 Definition of Promotion

According to Tjiptono (2002, p.219),

“Promosi adalah bentuk komunikasi pemasaran artinya aktivitas pemasaran yang berusaha menyebarkan informasi, mempengaruhi/membujuk dan atau mengingatkan pasar sasaran atas perusahaan dan produknya agar bersedia menerima, membeli dan loyal pada produk yang ditawarkan perusahaan yang bersangkutan”.

It means promotion is a form of marketing communication means marketing activities that seek to disseminate information, influence / persuade and or remind target markets of the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned.

Gitosudarmo (2000, p.237) states that *“Promosi adalah kegiatan yang ditujukan untuk mempengaruhi konsumen agar mereka dapat menjadi kenal akan produk yang ditawarkan oleh perusahaan kepada mereka dan kemudian mereka menjadi senang lalu membeli produk tersebut”.* It means promotion is an activity

aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy then buy the product. In addition Sora (2015) cites that promotion is the way that marketers do to inform and influence consumers or the public so they can be interested in buying and using the products or services they market.

Based on the explanation above, the writer will promote the heritage building in Palembang city by magazine because promotion of local attractions is the activity of the perpetrators economy in certain economic locality that has tourism potential which are interesting. The potential can be a prominent natural beauty, unique cultural treasures, historic sites, cultural feasts and events religious, and potential center of economic activity, trade and unique investments are not owned by other alternative locality.

2.3.2 Promotion Media Types

According to Maulana (2016), there are three types of promotion media. The types are media ATL (Above The Line), media BTL (Below The Line) and media below the line. Media ATL (Above The Line) is media above the line that it is a promotional media whose position is on the top line. This is because the promotion media included in this line requires a very large budget. But it can reach a very wide target market. Examples: television, newspapers, radio, billboards, etc.

BTL media (Below The Line) is a promotional media whose position is in the bottom line. This is because the promotion media included in the bottom line does not require a large budget, directly market and narrow target market reach. Examples: Pamphlets, flyers, posters, brochures, Social Media etc. And TTL Media (Trough The Line), there are many activities that can not be said exclusive anymore. There are ATL activities that contain BTL elements. Or vice versa, BTL that contain elements of ATL. The example of ATL with BTL is the advertisement of a brand in a magazine that once put a sample of its product. whereas the BTL example with ATL: event activities at that particular outlet disseminated through radio and sms ads.

2.4 Magazine

2.4.1 Definiton of Magazine

According to Sam (2017), magazine is a collection of news, articles, stories, advertisements printed on quarto-size sheets of paper and bound in book form, published periodically. What is a magazine serail it is, a magazine published once, bi-weekly or several. Magazines are a type of mass media, that consisting of a set of printed papers that are united. Writings in magazines are made not by handwriting, but by a printing press. There is no provision in the preparation of the contents of a magazine.

Semeru (2014) claims that magazines are publications or periodical publications containing articles. In addition to publishing articles, Magazines are also publications containing short stories, drawings, reviews, illustrations or other features that color the contents of the magazine. Therefore, the magazine used as one of the reading information center which is often used as reference material by the readers in looking for something that they want.

So it can be concluded, magazines are one type of mass media. Magazines are composed of a set of united printed papers. Writings in magazines are made not by handwriting, but by a printing press. There is no standard provision in compiling the contents of the magazine. Magazines usually contain a wide variety of writing topics that match the purpose and topic of the magazine in question. Not just a lot of writing, in the magazine there are also pictures that are suitable as an illustration of the writing and also to make the contents of the magazine to be beautiful and interesting. These images can take the form of people's drawings, drawings, or cartoons.

2.4.2.The function of magazine

According to Sam (2017), the function of magazine are as a source of information, media of communicatiton, channel for everyone's aspiration, promotion media, increase in creativity and entertainer. While Wahyuningsih et al in Santyasa (2007, p. 13) state that

“Majalah merupakan media informasi dan komunikasi masa dalam bentuk cetak yang berfungsi menyajikan bacaan yang aktual, memuat data terakhir tentang hal yang menarik perhatian, memperkaya pembendaharaan pengetahuan, membangkitkan motivasi membaca”.

It means magazine is a mass communication media in print form that serves to present actual readings, containing the latest data about things that interest, enrich the knowledge and stimulate reading motivation. Bangsri (2012) claims that magazine as a collection of aspirations from the author who raised about the things that happen around community.

Magazine promotions can be longer (long life span). Its readings are more selective because it suggests an interesting image (Visual Quality). One of the hallmarks of magazines when compared to other media is its ability to reach certain specialized market segments. and Ability to raise advertised products parallel to the target audience's perception of the prestige of the magazine in question (Puspita, 2014). While Hagijanto (2004) says that the main function of magazine is to provide and to entertain. The print media is a document of everything that is captured by the journalist and converted into the form of words, pictures, photographs, and so on.

2.4.3 Classifications of magazine

According to Suhandang (1998, p.45), magazines can be divided into two parts, namely are general magazine and special magazine. General Magazine is a magazine that uses issues that have significance for the people. Concerning about politics, economy, education, culture and science covering human need in society. And special magazine is a magazine that raised the problems of agriculture, economics, engineering, science and others.

2.4.4 Forms of magazine

According to Assegaff (1983, pp.126-128), there are 15 forms of magazine, which include:

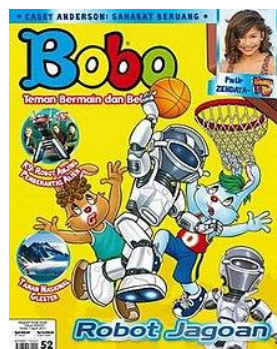
1. Magazine pictorial

This is the form of a magazine that contains reportage based on the pictures of an event or a special essay containing photographs.



2. Children's magazine

This is a special magazine form about the world of children.



3. News magazine

That is a weekly periodical magazine that makes news with a distinctive writing style equipped with photographs and pictures.



4. Cultural magazine

The press publication specializes in content with cultural issues and is published every week, month or periodically.



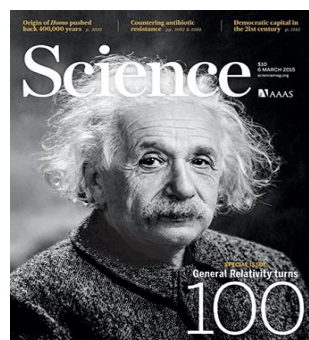
5. Monthly magazine

Namely magazine form published periodically contains light descriptions, short stories, pictorial stories and so forth.



6. Scientific magazine

Namely the form of periodically published magazine contains a special field of science such as radio engineering, electronics, law and others.



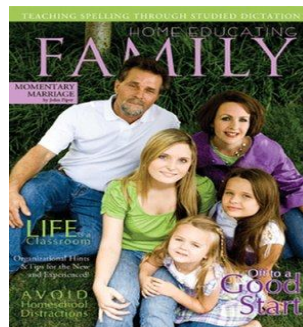
7. Religious magazine

Namely the form of magazine whose are special about religious magazines, also on family education and others



8. Family magazine

That is the form of magazines that contain articles for the whole family, from the light reading children to the household.



9. Typical magazine

That is the form of a monthly magazine, which is specialized on various fields of profession, there are special magazines on the social sciences, medicine, industry, religion, tourism, business, photography, philately and others.



10. Fashion magazine

Namely magazine published monthly or semi-monthly containing fashion and attached sheets containing patterns of clothing.



11. Company magazine

Namely magazine (newspapers) that are published regularly by a company containing the news or containing information about employment, employees, wisdom and production company.



12. Teen magazine

It's a magazine that specializes in content about teenage issues.



13. Writing magazine

That is the form of publication with a special format containing a summary of essays from various writings.



14. Literary magazine

Namely a typical magazine form periodically published with contents specifically discussing the problem of literature and reviews of contemporary books (novels) or activities in the field of literature.



15. Women magazine

Namely magazines containing special articles about the world of women, from the problem of fashion, recipes, etc. with photographs.



2.4.5 Magazine Presentation Techniques

According to Assegaff (1983), a message organization is set before the words are written and before the drawings are created, or both are combined into a Layout. The layout activities involve defining decisions on the various components of the title, illustrations, manuscripts, and identification marks that will be arranged and placed on the page. Five considerations for the development of the layout are:

1. Balance (balance), arrangement of elements to achieve a visible impression or a pleasant spread.
2. Lawanan (contrast), the use of size, concentration, and color are very different in order to attract attention and legibility.
3. Comparison (proportion), the connection between the object and the background, both of which are visible and interacting.

4. Gaze motion, the arrangement of titles, illustrations, manuscripts, and identification marks in such a way in order of the most logical ordering.
5. Unity (unity), various equilibrium qualities, warning, comparison, and strains of axis, are combined for the development of piker unity, appearance, and design in the lay out.

Based on Jonah (2008, p.7) there are some criterias 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. Standarize font size for the content of the magazine was 9-10 point arial font type, times new romangeorgia, garamound cgtime, etc. could adjust.
3. Standarize font size for title various starts at least 16 points to top.
4. Avoid copy and paste image directly, using the functions of the import file or files. It is available in coreldraw, photoshop, pagemarker, 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 accurrence 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 offffset machine always use CMYK process.
7. Image file storage format used are PSD, TIFF, EPS, WMP.
8. Avoid the use of font-font size small under 5 point because it will affect the sharpness of process printing.

9. Recommend contents page contains at least one figure per week marks.

Magazine creates visually interesting layouts to draw readers into what would otherwise be a blank page 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.

2.5 The Role of Magazine in Culinary Tourism

According to Saab (2014), there are three roles of magazine. First, magazine as media information. Like most other media, magazines seek to inform, persuade and entertain their audiences and put before them advertising messages of national, regional, state and city scope. Magazines never appear more frequently than once a week. Thus their writers and editors, although generally part of small staffs that must meet deadlines the same as other media personal, often have more time to dig into issues and situations than do those on daily newspapers. Consequently, they have a better opportunity to bring events into focus and interpret their meaning. Says Katherine Graham, Chairman of the Board of the Washington Post Company, which publishes magazine. Especially for culinary tourism magazine, It will be helpful as a media to promote the food.

Second, the magazine still has certain luxuries. More lead time and perspective than the daily press, when the food is promoted in magazine, it is more permanent than broadcasting, more immediacy and wider readership than most books. Third, magazines as channel of communication. Magazines are a channel of communication halfway between newspapers and books. Unlike newspapers or books. With the colour printing and slick paper (in most cases), magazines have become a Showplace for exciting graphics.