

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Promotion

Statement that Promote information communication between sellers and buyers aiming to change the attitudes and behavior of buyers, Who are not familiar with so a certain product becomes a buyer and remind that product (Saladin & Djaslim, 2003).

According to (Alma, 2006) 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 (Swasta & Sukotjo, 2002) that they say 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.

But Harini (2008: 71) argues that "Promotion is one form of communication, which is a special stage is intended to seize receptivity of others for ideas, goods and services". Then, according to Cannon, Perreault, (Cannon, Perreault, & McCarthy, 2008) "Promotion is to communicate information between sellers and potential buyers or others in the channel to influence attitudes and behavior".

So, promotion is an activity of communication between sellers and prospective buyers in divulging information about products or services offered by a seller to a potential buyer.

According to (Alma, 2006) promotion is a kind of communication that provide explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers.

According to (Sary, 2008) tourism promotion is divided into two kinds as follows:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectures, leaflet, folder, booklet, and brochure, exhibitions and presents.

2. Indirect Promotion

The ways that are used in this promotion are:

- a. Giving information through printed media.
- b. Publication in some magazines that in the company (travel agent or tour travel company) area.
- c. Visiting to the company (travel agent or tour travel company).
- d. Meeting with other companies to get some information.
- e. Workshop
- f. Inviting some employees of company to visit tourism destination

According to (Yoeti, 1996) the purposes of promotion as follows:

1. To introduce services and products produced by the tourism industry as widely as possible.
2. To give impression as strong as possible in the hope that many people will come to visit.
3. To deliver a compelling message with an honest way to create high expectations

In short, Promotion is a communication to explain the listener about the information of something with the purpose to convince the listener either it used direct promotion or indirect promotion as a media.

There are three promotional tools namely advertising, public relations, sales support (Yoeti, 1996). Advertising is an appropriate way to give the results of products to consumers completely they do not know. Public Relations is a part or section of a company or organization is aimed as a spokesperson for the company and other parties that require information about everything about the company, of course, what you want to be notified that must be the knowledge of the board of directors or head appointed, along release can be given the name of both companies.

Sales support is a support to sellers to provide all forms of promotion material which is planned to be given to the general or special travel trade is designated as an intermediary. Sales support that is often used is as follows:

1. Brochure

A brochure is a printed publication, with all the potential to be promoted. Often in a brochure is a catalog that includes tourist attraction in the area of interest by stating the type and kind of accommodation, room tariff, facilities and Itineraries tour to the tour operator.

2. Prospectus

This is a flyer that can be folded in two, is designed to be more attractive and provide your name on it in many kinds of hotel with address, amenities and the food can be order.

3. Direct –mail materials

It is a sales letter that was sent to the potential tourist with brochures, prospectus folders and leaflets, and others.

4. Folder

A promotion materials that can be folded over, there were two stone, quadrupling, each page of the crease in the hotel building include, for example, types of rooms and so on.

5. Leaflets

Different from a folder, the leaflets only in the form of leaflets which are set out in a wide variety of information quick round object in promoting.

6. Booklets

Almost like a guide book, the content is more complete than other forms of sales support. Preparation may not individually, but usually on the responsibility

shared by several sponsors who help to promote the products and services his company.

7. Guide Book

Guide book provides information on the tourism business unit also tell something about a tourist destination, local expression language expression to media communication.

8. Display materials

As a lot of us look at the airline office and travel agent as a display that is hung or put on the table.

2.1.1 Promotion Goals

Several goals of doing promotion include:

1. Modify behavior

The market is the meeting place of people who want to do an exchange in which people are made up of various kinds of behavior that is different to one another. Likewise, their opinion on certain goods and services, appetite, desire, motivation, and loyalty to the goods and services are different from each other. Thus, the purpose of this is trying to change the behavior and opinions of the individual, from not receiving a product be loyal to the product.

2. Inform

Promotional activities aimed at providing information to the intended market of the marketing company, regarding these products with regard to price, quality, condition the buyer, usability, features, and so forth. Promotional nature of this information is generally preferred and performed at earlier stages in the life cycle of the product. This is an important issue to increase the primary demand because at this stage some people will not be attracted to select and purchase goods and services before they know the product and its uses, and so forth. Promotional nature of this information can assist consumers in making the decision to buy.

3. Persuade

Promotion that encourage or persuasive is generally less preferred by most people. But the reality now many appear it is that promotion. Such promotion is mainly to encourage buyers. A company does not want to get a response as soon as possible, but prefers to create a positive impression. This means that a promotion can make an impact for a long time against the behavior of buyers. Promotions that encourage this will become dominant if the concerned production began to enter the growth stage in the product life cycle.

4. Reminding

Promotions that are reminiscent of this was done primarily to maintain the product brand in the hearts of the people and carried out during the maturity stage in the life cycle of the product.

2.2 Definition of Booklet

According to (Simamora, 2009), booklet is a publication medium that consists of several sheets and pages, but not as thick as a book. While Gustaning (2014) says that booklet is the media in form of a small book containing the texts or pictures or both.

According to Balai Pengkaji Teknologi Pertanian - BPTP Jambi (2016: 1) Booklet is a small-sized book (half-letter) and thin, no more than 30 pages back and forth, which contains writings and drawings. Some say that the term comes from the book booklets and leaflets, booklets media means is a blend of leaflets with a book or a book format (size) as small as a leaflet. The structure of the content such as books (introduction, contents, cover) it's just a way of presenting it much shorter than a book. Meanwhile, According to Puspitawarna (2010:1) Pamphlet or booklet as quoted from the writings of "print box" is not periodical publications which may consist of one to a small number of pages, not related to another issue, and finished in one day. The page is often used as one (among others with the stapler, thread, or wire), usually has a cover, but do not use loud volumes. It is line with UNESCO (as

cited in Puspitawarna, 2010) that define, the booklet is not periodical publications, complete (in one issue), having at least 5 pages but not more than 48 pages, excluding the cover calculation.

2.2.1 Types of Booklet

Booklet can be used as small storybooks, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014).

Howard (2014) says that design considerations for booklets are:

1. Creep occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.
2. Creep Allowance is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be repositioned toward the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.
3. Imposition refers to arranging pages for printing so that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.
4. Saddle-Stitched binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stapling or "booklet making" is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat.
5. Booklet Envelopes are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures,

catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

2.2.2 The Advantages and Disadvantages of Booklet

According to Kemm, John and Close (1995), booklets have two advantages. First, they can be learned at any time because of book-shaped design. It means you can carry out the booklet everywhere and anytime you want. Second, booklets relatively contain more information compared to posters. It means in booklets you can find more varieties of information. While, (Ewles, 1994) states that booklet have some advantages as described below:

- a. People can learn and read booklets independently
- b. Users can view or see the contents of booklets at leisure time
- c. The information can be shared with family and friends
- d. Booklet can reduce the need of note-taking
- e. Booklet can be made in a simple shape
- f. The cost of making booklet are relatively cheap

However, according to (Mukhair, 2012), booklets also have some disadvantages. First, booklets cannot be spread throughout the community due to the limitation of distributions. Second, the process of delivering information from booklets cannot be understood directly because the readers must read the contents of the booklets first until they get the real meaning of the contents in booklets. Meanwhile, (Anderson , 1994) states that there are four disadvantages of booklets. First, the process of printing a booklet takes a long time. It depends on the messages or contents that will be delivered and the tools that is used in printing a booklet. Because printing a booklet cannot be finished in one day. Second, the price of making a booklet is expensive because in printing booklets that usually consist of photos or color images need more money or high cost. Third, many booklets contain complicated information and are too long. In booklets usually provide more information or messages that is not really needed which will reduce the intention to

read a booklet. And the last, the maintenance and the storage of booklets that is less noticed by users. It means that the users of booklet should take care of the booklet so that it will not be damaged and lost. In addition, according to (Gustaning G. , 2014) there are four disadvantages of booklets. First, this medium takes a long time for printing based on orders and tools that used for printing. Second, it will be more expensive to print out pictures or photos. Third, a booklet needs a good creativity to make pictures or text is not missing or damage. The last, if booklet is too thick, it will decrease the reader's interest.

2.2.3 Terms of a Booklet

says that booklet is categorized as the media. Based on the characteristics attached to the below line media, messages written on the media is guided by several criteria (Suleman, 1998), as:

1. In the Form of text and images, or combination of both.
2. The word used economically.
3. Using short sentences, simple, brief, and concise.
4. Using capital letters and bold.
5. The use of letters not less than 10 pt.
6. Accordance the contents to be delivered.
7. Packaged interesting.

Furthermore, according to (Arsyad, 2008) there are six elements that must be considered when designing printed media. These elements can include consistency, format, organization, attraction, attractiveness, font size and while space.

1. Consistency

Format and space should be consistent to make a booklet looks interesty 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.

2. Format

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

3. Organization

A booklet is arranged systematically and separated by using shape such as rectangle, oval, rounded or triangle.

4. Attractiveness

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

5. 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 capital letter on the entire text because it makes reading process becomes difficult. Capital letters are used only as needed.

6. While space

While space is the empty space which is not filled image or text with aim to give pauses to reader. While space can be shaped around the title, margin, the beginning of the paragraph, and between spaces or paragraphs.

2.3 Tourism

According to Undang-Undang No. 10 of 2009 concerning Tourism, tourism is a variety of tourism activities and supported by facilities and services provided by local communities, fellow tourists, government, local governments and entrepreneurs.

For other theory tourism is a part of culture in a society, it is related to their leisure time. Tourism can be highlighted from many perspectives because it has complex properties, the complexity are: tourism as a human's experience, tourism as a society activity, tourisms as a geographic phenomenon, tourism as a resource, also tourism as a business and industry (Drs. Wardiyanto, 2006). From some of these opinions it can be concluded that tourism can be done to eliminate fatigue or saturation.

2.4 Tourism Destinations

In this study, there are definitions of tourism destination, and the characteristic of tourism destination.

Destination is a place that is visited by the person significantly and the other places that are passed (transit region) during the traveling. In other words, a destination is a significant place visited on a trip, with some forms of actual or perceived boundary (Pitana, 2009). Besides, destination is also a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure and amusement (Knowledge, 2016).

According to SK Minister of Tourism and Culture No. KM 98 PW. 102 MPPT -87, namely: "Tourism objects are natural places or areas that have natural resources that are built and developed so that they have an attraction that is sought as a place visited by tourists".

Based on those explanations above, it can be concluded that tourism destination is the aim place for the tourists that has to consists of something to see, something to do and something to buy, because the destinations offer leisure, adventure, etc.

Furthemore, not all trips out of town or country carried out by someone can be referred to as tourism activities. Palembang is a city with attractive tourist destinations. There are many tourist destinations in Palembang City which are classified into natural tourist destinations, historical and cultural tourist destinations and tourist destinations made by humans. 14 destinations include leading tourist destinations. The leading tourist destinations include Al-Qur'an Al Akbar, Bukit Siguntang, BKB Region and its surroundings, Kapitan Village, Al-Munawar Village, Sriwijaya Kingdom Archaeological Park (TPKS), Kemaro Island, Jakabaring Sport City (JSC), Cemetery Garden and Bagus Kuning Monkey Forest, Bersolek Sekanak, Tengkurep Crater, Dewa Balaputra Museum, Pedestrian Soedirman, Lorong Basa Night Culinary Market. Due to the geographical location bordering the Musi River which is a water transportation route, the author will explain in more detail about several tourist destinations as follows:

1. Benteng Kuto Besak



Figure 2. 1 Benteng Kuto Besak

Benteng Kuto Besak is a historical and cultural tourist destination. Kuto Besak Fortress is located in 19 Ilir Village, Bukit Kecil District Palembang. This building was built for 17 years starting in 1780 and its use was inaugurated on Monday 21 February 1797. The initiator of the construction of this fort was Sultan Mahmud Badaruddin 1 (1724-1758) and the development carried out by Sultan Mahmud Badaruddin, as a supervisor entrusted to Chinese people. Kuto Besak Fortress has a length of 288.75 meters and is 9.99 meters (30 feet) high and 1.99 meters (60 feet) thick. Each corner consists of a bastion in the west, different in shape from three other bastions. The same three strongholds are characteristic of Kuto Besak Fortress, on the east and south and west there is the entrance of the fort, the main entrance gate facing the Musi River is called the Lawang Kuto and the other entrance is called Lawang Buritan.

2. Sultan Muhammad Badaruddin II Museum



Figure 2. 2 Sultan Muhammad Badaruddin II Museum

Sultan Muhammad Badaruddin II Museum is located near the Benteng Kuto Besak area precisely in Jl. Sultan Mahmud Badaruddin II, No.2, Kel. 19 Ilir, Kec. Ilir Barat I Palembang. Sultan Mahammad Badaruddin II Museum is an old building consisting of 2 floors built by the Dutch. Inside the museum there are several collections of historical objects. The procurement of the museum collection was carried out since 1984 along with the move of the Bari House Museum to the Dewa Bala Putra Museum. The transfer process is not followed by all the collections. Then some collections that are at the Bari House Museum are stored in the Sultan Muhammad Badaruddin II Museum.

3. Ampera Bridge



Figure 2. 3 Ampera Bridge

Tourism destination that becomes an icon of the Palembang City is Ampera Bridge. This bridge in the capital city of South Sumatra Province was once known as the Bung Karno Bridge. This bridge was built in 1962.

The name of the Bung Karno Bridge was changed to the Ampera Bridge, which stands for *Jembatan Amanat Penderitaan Rakyat*. This bridge change was due to political turmoil that occurred in the archipelago. This bridge used to could be lifted so that the ships did not hit the bridge when passing the Musi River. Boats with a height of 44.5 meters can cross this bridge when the bridge is raised.

4. Kapitan Village



Figure 2. 4 Kapitan Village

The name Kapitan is identical to an area of approximately 20 ha in the area of 7 Ulu Village, Seberang Ulu I District Palembang. This name became a marker for the existence of the Chinese clan community who lived in the village. Village boundaries, starting from the edges of the Musi River in the north to the edge of Jl. K.H.A. Azhary in the south. The western part bordering the Kelenteng River is now dead and east with the Kedemangan River. The entrance to Kapitan village, as the Palembang community calls it, is approximately 50 meters long. Kapitan village indeed one of China's heritage buildings. However, it is not a characteristic of China that is inherent there, but rather a combination of Palembang, China and Dutch culture that feels thick coloring the area which is located on the banks of the Musi River.

5. Al-Munawar Village



Figure 2. 5 Al Munawar Village

Palembang has various ethnicities and cultures that exist in its community. There are Chinese ethnic, Indians ethnic, Arabians ethnic, and others. Each ethnic group has its own community. Whether it's in the form of a residence, an organization, or just an association. Most of the residents in Arab village are people who come from Arab. Arab settlements in Palembang are located along the Musi River, both in the Ilir section, and in the Ulu section. The forms of houses of residents in Al-Munawar Village are the same as the houses of Palembang people in general. This is because, according to them, they came all the way to Palembang just to spread Islam. All they bring is the Book and Nisan. Arab Village communities have their culture about marriage. According to their culture, a woman of Arab descent is not allowed to marry Indigenous men (people from the surrounding area). However, Arab men may marry Indigenous women.

6. Kemaro Island



Figure 2. 6 Kemaro Island

There is a Kemaro Island In the middle of the Musi River. The name of Kemaro Island means an island that has never been flooded. This island has a legend about the love story "Siti Fatimah the King of Palembang's daughter who was proposed by the king's son of China named Tan Bun Ann". In this island there is a Buddhist temple that is always visited by adherents especially during the Cap Go Meh celebration which is not only Chinese people in the city Palembang but from various regions in Indonesia and even abroad such as Singapore, Hong Kong, China and others.

7. Monpera



Figure 2. 7 Monpera Museum

The government built Monpera to appreciate the role of nation soldiers during such war. It was enacted in 1988. Physically, the monument has a shape of jasmine flower. It represents the purity of soldiers' heart. It also comes with 5 sides, each of the sides represents the residencies of South Sumatra. The monument also features 9 different paths. It is a sacred number, after all. Local people consider 9 as the symbol of unity or harmony. The other name is "Batang Hari Sembilan".

Another unique part is the size of Monpera. It has the height of 17 meters, has 8 levels and 45 lanes. Each of the numbers represents the country's Independence date, which is 17 August 1945. Once visitors pass through the main gate of the monument, they may see an elephant's tusk. It is made of sand and cement. This ivory represents the spirit of the Sumatranese. Ivory is the reminiscence of an elephant. It symbolizes the limitless spirit of local people.