

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Marpaung (2002) tourism is temporary short-term movement of people which has purpose for out of the routine works and residence. Meanwhile Undang-Undang No. 10 of 2009 concerning Tourism stated that tourism is a variety of tourism activities and supported by facilities and services provided by local communities, fellow tourists, government, local governments and entrepreneurs.

In conclusion, tourism is an activity trip to a place that is done in a certain time and temporary to seek pleasure. 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 tourism destinations. There are many tourism destinations in Palembang City which are classified into natural destinations, historical cultural tourist destinations and man made destinations. According to the latest data from Palembang Government Tourism Office there are 14 destinations include leading tourist destinations. The leading tourist destinations include Al-Qur'an Al-Akbar, Bukit Siguntang, BKB Region and its surroundings, Kampung Kapitan, Kampung Al-Munawar, Taman Purbakala Kerajaan Sriwijaya, Pulau Kemaro, Jakabaring Sport City, Bagus Kuning Monkey Forest, Bersolek Sekanak, Kawah Tengkreng, Balaputra Dewa 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. Jembatan Ampera



Figure 2. 1 Jembatan Ampera

Tourism destination that becomes an icon of the Palembang City is Jembatan Ampera. 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 Jembatan Ampera, 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 Sungai Musi. Boats with a height of 44.5 meters can cross this bridge when the bridge is raised.

Gradually this function was terminated because it disrupted the flow of traffic that passed through the upper part of this bridge. The ballast pendulum from this bridge which can reach 500 tons each is lowered so that no one gets hurt when the pendulum falls suddenly.

2. Sungai Musi



Figure 2. 2 Sungai Musi

Sungai Musi is 750 Km long and is the longest river on the island of Sumatra. Since the time of the Sriwijaya Empire, this river is famous as the main means of transportation of the community. On the banks of Sungai Musi lies the Boom Baru Port and Museum Sultan Mahmud Badaruddin II. Sungai Musi divides Palembang City into two parts, namely: seberang ilir in the north and seberang Ulu in the south. The springs are sourced in the Kepahiang area, Bengkulu. This river is the estuary of nine major tributaries, namely Sungai Komering, Rawas, Batanghari, Leko, Lakitan, Kelingi, Lematang, Semangus, and Ogan.

3. Museum Sultan Mahmud Badaruddin II



Figure 2. 3 Museum SMB II

Museum Sultan Mahmud Badaruddin II (Museum SMB II) 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. Museum Sultan Mahmud Badaruddin II 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 Museum Rumah Bari to Museum Bala Putra

Dewa. The transfer process is not followed by all the collections. Then some collections that are at the Museum Rumah Bari are stored in Museum Sultan Mahmud Badaruddin II.

4. Benteng Kuto Besak



Figure 2. 4 Benteng Kuto Besak

Benteng Kuto Besak (BKB) is a historical and cultural tourist destination. Benteng Kuto Besak 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 Muhammad Badaruddin 1 (1724-1758) and the development carried out by Sultan Muhammad Badaruddin, as a supervisor entrusted to Chinese people. Benteng Kuto Besak 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 Benteng Kuto Besak, on the east and south and west there is the entrance of the fort, the main entrance gate facing the Sungai Musi is called the Lawang Kuto and the other entrance is called Lawang Buritan.

5. Kampung Kapitan



Figure 2. 5 Kampung Kapitan

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 Sungai Musi in the north to the edge of Jl. K.H.A. Azhary in the south. The western part bordering the Sungai Kelenteng and east with the Sungai Kedemangan. The entrance to Kampung Kapitan, as the Palembang community calls it, is approximately 50 meters long. Kampung Kapitan 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 strong coloring the area which is located on the banks of the Sungai Musi.

6. Kampung Al-Munawar Village



Figure 2. 6 Kampung Al-Munawar

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 Sungai Musi, both in the Ilir section, and in the Ulu section. The forms of houses of residents in Kampung Al-Munawar 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.

7. Pulau Kemaro



Figure 2. 7 Pulau Kemaro

There is a Pulau Kemaro 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. Pulau Kemaro places in the middle of Sungai Musi Ilir Timur II sub-district Palembang and we can go to this island by using water transportation such as ketek, speed boat, Putri Kembang Dadar tour boat, Sigentar Alam and Naga boat from Benteng Kuto Besak tourist dock or from the Intirub factory

2.2 Definition of Tourism Objects

According to Undang-Undang No. 9 of 1990 concerning Tourism, it is stated that tourist objects and attractions are something that becomes a tourist destination whether it is the construction of tourist objects and attractions, which is done by cultivating, managing and making new objects as tourist attractions and attractions . In the above laws, which include tourist objects and attractions consist of:

1. Tourism objects and attractions created by God Almighty, which are natural creatures and flora and fauna, such as: natural scenery, beautiful panorama, jungle with Tropical forest plants.
2. The objects and tourist attractions of human works in the form of museums, ancient relics, historical relics, cultural arts, agriculture (agro tourism), water tourism (air),

adventure tourism, recreational parks, and other entertainment venues.

3. Special interest tourism destinations, such as: hunting, mountain climbing, caves, industry and crafts, shopping, river water, places of worship, places of pilgrimage, and others.
4. Tourism is everything related to tourism, including the exploitation of tourist objects and attractions and related businesses in the field. All related to travel.

Places that have attractiveness have not yet been developed or developed potential resources and cannot be called tourist attraction, until there is a certain type of development, for example the provision of accessibility or facilities.

According to SK Minister of Tourism and Culture No. KM 98 PW. 102 MPPT -87 stated that “Tourism objects are natural places or areas that have natural resources built and developed in order to have an attraction that is sought to be visited by tourists”.

2.3 Definition of Promotion

Saladin & Djaslim (2003) State that promotion is information communication between sellers and buyers aiming to change the attitudes and behavior of buyers who are not familiar with so that it becomes a buyer and remind that product.

2.4 Promotional Media

Media Promotion is a tool to communicate a product / service / image / company or the other to be better known by the wider community. Media promotion of the oldest is the medium through mouth to mouth. This media is very effective, but less efficient because of the speed of delivery is less measurable and predictable.

Advertising media is the various means of communication used by companies to deliver and spread the message to the intended target market. According to Wells, Burnett & Moriarty (2000), Media area means of communication that carry messages from advertisers to consumers.

According to Andy (2010) based on its size, Printing Media Promotion can be distinguished as follow:

1. Large-size Media Promotion: POSTER

It is often called plaque, which is a graphic design which includes the composition of pictures and letters on the large media. Usually affixed to the wall or flat surface and

made to attract attention. Therefore, the poster is usually made with colors and strong contrast. The design is made so that people can easily read the information even in a position to move, may be driving or walking. Therefore, the poster is usually made according to the rules; simple, in contrast, attract, influence, and the information was quickly arrested.

In some types of posters, the “draw attention” was meant to invite people to approach and examine the information submitted. For this type, usually made with good enough quality.

Posters are often used for advertising purposes. Broadly could load the announcement or introduction of an event, promote services, services, or products, can also be a means of propaganda to shape public opinion.

This poster is included in the family, among others: Billboard, Baliho (Billboard), Street Banner, and Banner.

2. Small-size Media Promotion: PAMPHLET

It is often referred to as a brochure, which is published on an irregular which may consist of one to a small number of pages, not related to another issue, and finished in a day. Pamphlets one page may be printed one face only or print double sided or back and forth. Of course, to mold two faces, even better media quality. In general, pamphlets printed with good quality because it is meant to establish a good image to the service or product that is informed in the pamphlet.

Unlike the poster designed so that people can easily read the information even in a position to move, pamphlet or brochure is intended to be read in particular. In some kinds, pamphlets intended to keep it that once upon a time people used when in need of information.

The pamphlet included in the family, among others: Booklet, Catalog, Leaflet, Flyer, and Name card.

2.5 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, pictures or both.

Meanwhile, According to Puspitawarna (2010) 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.

2.5.1 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 5.5 x 8.5 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.

2.5.2 Terms of a Booklet

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

2.5.3 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, there are so many informations in booklet and it is 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 care to make pictures or text is not missing or damage. The last, if booklet is too thick, it will decrease the reader's interest.