

CHAPTER II

LITERATURE RIVIEW

2.1 Potency

According to Wiyono (2006) cited in Riadi (2013), "*Potensi dapat diartikan sebagai kemampuan dasar dari sesuatu yang masih terpendam didalamnya yang menunggu untuk diwujudkan menjadi sesuatu kekuatan nyata dalam diri sesuatu tersebut*". In short, potency means the basic capabilities of a person who is still hidden and waiting to be presented as a real strength. Meanwhile, Pihadhi (2004) cited in Riadi (2013) stated, "*Potensi bisa disebut sebagai kekuatan, energi, atau kemampuan yang terpendam yang dimiliki dan belum dimanfaatkan secara optimal*". It means potency is an energy or strength that still has not been used optimally. In this case the potency is defined as the power is still hidden to be strengths, interests, talents, intelligence, and others are still not used optimally, so that benefits are still not so feels. Based on Majdi (2007) cited in Riadi (2013), "*Potensi adalah kemampuan yang mempunyai kemungkinan untuk dikembangkan, kekuatan, kesanggupan, daya. Intinya, secara sederhana, potensi adalah sesuatu yang bisa kita kembangkan*". It means, potency is the ability to have the possibility to be developed, strength, ability, power. The point is, simply, the potential is something that we can develop.

According to Pendit (1992):

"Potensi wisata adalah sumber daya yang terdapat di suatu wilayah dan dapat dikembangkan menjadi objek wisata. Dengan kata lain, potensi wisata adalah sumber daya yang dimiliki oleh satu tempat dan dapat dikembangkan menjadi objek wisata yang digunakan untuk kepentingan ekonomi sehubungan dengan aspek lainnya".

It can be concluded that tourism potency is a variety of resources contained in a region and it can be developed into a tourist attraction. In other words, the tourism potency is the variety of resources that are owned by one place and can be developed into a tourist attraction that is used for economic interest with regard to

other aspects. From definitions above, the writer concludes that tourism potency is the hidden resources that can develop and make a place more interesting.

2.2 Tourism

Tourism is *a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home* (Ugurlu, 2010). In addition, Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services (Walton, 2018).

Based on the explanation above, so tourism is a social, cultural and economic phenomenon which entails the movement of people to places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

2.3 Component of Tourism

According to Yoeti (1997), “*Keberhasilan destinasi pariwisata hingga pencapaian industri pariwisata bergantung pada 3A, yaitu atraksi, akses, dan fasilitas*”. It means three basic components of tourism which are also known as 3A’s of tourism. The first one is attraction, it is considered as the most important basic component of tourism. Attraction means any things that create a desire in any person to travels in a specific to visits destination or places. In others, attraction is those elements, which determines the choice of tourist to visit one destination rather than other. The second is accessibility, Accessibility means reachability to the place of a destination through various means of transportation. A tourist can reach the area where the attraction is located by the means of transportation. So, transportation should be regular, comfortable, economic and safe. Access is a subject of transport infrastructure and transport technology

become important in the form of costs of travel and the time consumed in reaching the destination, therefore, accessibility can be specified in terms of the extent of comfort or hassle with which visitors can reach the destination of their liking. And the last is amenities, Amenities mean those elements which are extra facilities as service added with attraction and accessibility to create tourism. The facilities provided to the tourism complement the attraction these include different facilities and service provided by the government, travel agencies, hotel etc.

Moreover, Mohiani (2018) states that the components of tourism are 5A's , there are:

1) *Atraksi ...* , 2) *Akses ...* , 3) *Akomodasi ...* , 4) *Amenitas ...* , 5) *Aktivitas ...*

It means that the first is attraction. It includes all those factors which attract a tourist. It could be a place, nature, lakes, beach, monuments, etc. The second is accessibility. It is how to access or reach to that place of attraction. The third is accommodation. It is about place to stay or accomodate while travelling for rest or overnight stays. The next is amenities. It is all the other services which we require while travelling for good and comfortable living while travel such as food, drinking water, sanitary, etc. The last is activities. It includes activities which a place or attraction holds such as nature walks, history and architecture, boating, views, health, etc.

Furthermore, according to Dusman (2016) the components of tourism can be broadly divided into six key areas, there are:

1. Travel Agent

A travel agent provides information to the people on various travel destinations, advises of available holiday packages to suit tastes, budget and chart travel plan. Travel agent would generally sell the travel associated products like currency exchange, car rentals, insurance etc.

2. Tour Operators

Tour operators offer holiday packages which comprise of

1. Travel like by rail, road or air.

2. Accommodation like hotels, resorts, apartments, guesthouses

3. Travel services like airport pick and drop, sightseeing, excursions etc.

These tour operators may be the wholesale operators who operate tours only through retail travel agencies or they may be direct sell operators who market their product directly to the public.

3. Accommodation

This component consists of those who provide accommodation to the people in the form of hotels, resorts, apartments, camps, guest houses etc. The accommodation may be marketed individually or through the tour operators in the form of package. Direct marketing may require huge costs on advertisement and selling through a tour operator guarantees the occupancy rate throughout a holiday season. These service providers also take care of the catering needs of the people by providing them huge cafeterias, various fast food outlets in house or in the form of a Galleria.

4. Various Kinds of Transport

Transport providers are those operating any major form of transport. They could be airlines, cruise lines, car rentals, and rail companies. A tourist's choice of transport would depend on the travel budget, destination, time, purpose of the tour, and convenience to the point of destination.

5. Information and Guiding

The tourist information and guidance providers include a number of service providers such as those offering insurance, recreational, communication, and banking services; government agencies; tour guides; industry associations; packaging agents; ticketing agents; and holiday sellers.

6. Tourist Attractions

The principle of attraction is to establish the need for the attraction in a particular location to invite more footfalls. It may be a huge theme park, a museum, a gallery, a heritage building, an educational center etc. Many countries see the need to have one or more visitor attraction in the area to widen their appeal and attract huge potential tourist.

2.4 Tourism Attraction

Attractions are located within the destination and they form the basis of the tourism product at the destination. A destination without potential or real tourism attractions cannot be developed into a tourism destination.

There are various forms of attractions but not all of them can be used for tourism, therefore those used for tourism purposes must be classified as tourism attractions. Tourism attractions form part of the basic tourism resources and are one of the major reasons why tourists visit a destination. According to Setiyadi (2014), "*Atraksi wisata adalah satu hasil karya manusia yang dipersembahkan sebagai bagian untuk menarik minat para wisatawan dan memiliki tujuan demi memberikan kesan kesenangan karena masih berisi penghiburan*". It means tourism attractions are one of man-made that is offered as part of attracting tourists and has the aim of giving the impression of pleasure because it still contains comfort. When there are natural attractions (both beaches, mountains, canyons, etc.) that are indeed God's gift, tourist attractions are objects that are more likely to explore human abilities, namely by empowering themselves in local cultural creations and innovations. Even so, in reality the existence of "tourism destination" cannot be separated from natural factors as well as local cultural factors, where their existence is demanded to be able to give a deep impression to tourists.

According to Gunn (1988) tourism attractions are composed of various components including tourism activities, local scenery, service and entertainment.

Inskeep (1991) stated, "*Atraksi wisata dibagi menjadi 3 kategori yaitu daya tarik alam, daya tarik budaya, daya tarik unik*". It means tourism attractions can be divided into 3 categories. First, nature attraction consists of the environment and natural resources. Natural resources include wildlife, viewpoints, national parks and outstanding natural phenomena such as the Niagara Falls or The Grand Canyon. Second, culture attraction consists of entertainments and human activities. Last, unique attraction.

According to Hestanto (2008):

“Atraksi wisata dibagi menjadi 2 kategori. Pertama adalah objek wisata bawaan yang merupakan benda-benda yang dimiliki oleh suatu tujuan wisata karena objek tersebut sudah ada sejak adanya objek wisata tersebut. Kedua adalah kegiatan atraksi yang dibuat oleh manusia”.

It means tourism attraction is divided into 2 categories, namely the first site attractions which are things owned by a tourist destination since the object already exists since existence of the tourist attraction. The second Event attractions, is an attraction made by humans.

Tourists are motivated to visit a particular destination by the information that they receive and their own motivation ‘Push’ them to visit a destination where their needs and wants can be satisfied (Leiper, 1990). Smith (1996) stated that the ‘push’ factors are the socio-economic factors of the tourist as well as their motivation to travel and the ‘pull’ factors are the information received and the resources which are provided at the destination.

2.5 Dance

Dance is a performing art form consisting of purposefully selected sequences of human movement. This movement has aesthetic and symbolic value, and is acknowledged as dance by performers and observers within a particular culture. Dance can be categorized and described by its choreography, by its repertoire of movements, or by its historical period or place of origin.

According to Mackrell (2019), dance is the movement of the body in a rhythmic way, usually to music and within a given space, for the purpose of expressing an idea or emotion, releasing energy, or simply taking delight in the movement itself. Dance is a powerful impulse, but the art of dance is that impulse channeled by skillful performers into something that becomes intensely expressive and that may delight spectators who feel no wish to dance themselves.

Dance is generally, though not exclusively, performed with the accompaniment of music and may or may not be performed in time to such music. Some dance (such as tap dance) may provide its own audible accompaniment in place of (or in addition to) music. Many early forms of music and dance were created for each other and are frequently performed together. Notable examples of traditional dance/music couplings include the jig, waltz, tango, disco, and salsa. Some musical genres have a parallel dance form such as baroque music and baroque dance; other varieties of dance and music may share nomenclature but developed separately, such as classical music and classical ballet.

According to Hayati (2018):

“Dance is divided into 20 types; there are ballet, bharatnatyam, kathak, break dance, lion dance, tap dance, kabuki, salsa, waltz, belly dancing, swing, aerial dance, tango, fandango, cancan, latin dance, Persian dance, Azerbaijani dance, disco dance, and folk dance”.

It means classification of dance is based on the meaning, function and characteristic from the dance.

1. Ballet

Ballet is referred to as the backbone of different types dance forms. It is an interesting form of dance. The person performing ballet looks very elegant at all postures. The techniques to do ballet were developed many years ago. To become a perfect ballet dancer must be highly disciplined and trained and must have qualities of dedication and hard work. Proper dedication is required to glide effortlessly across the stage. One thing that all ballet dancers have in common is the love for beauty, grace and discipline. This type of dance style can be learnt by both man and woman.

2. Bharatnatyam

Bharatnatyam is an Indian classical dance form having its origin in India. This dance form was first seen in the temples of Tamil Nadu, one of the states of India.

It is a dance form practiced by both males and females. It is known among all for its tenderness of graceful expressions and possess and beauty of the dance steps. Dancers wear anklets while performing which consists of numerous copper bells attached. Dancers must excel in the art of perfect ringing of bells in the anklets and must also have proper control over it. Bharatnatyam is one of the well-known types of dance in India.

3. Kathak

Types of Indian dance, Kathak is one which originated in the north Indian land. Among the many dance name list, Kathak is one beautiful form of art. Nomadic bards of ancient Northern India are known to lay down the foundation of this dance form. They were known as storyteller or Kathakars. The performers usually wear the famous Lehenga Choli costume while dancing. Even the copper bells used in Bharatnatyam are used in this dance form.

4. Break Dance

Break dance also known as a street dance was originated by Puerto Rican Youths and African Americans. This dance form consists of four major movements – power moves, down rock, top rock and freezes. This is a modern kind of dance that involves abstract body steps that may or may not convey anything. It is usually practiced by the youth.

5. Lion Dance

The lion dance is the traditional dance form of Chinese culture. In this form of dance, the performers wear lion costumes and mimic the moves and styles of a lion. This type of dance is amazing to look at and is completely different from another dance form because people usually cannot see the person behind the costume in this form.

6. Tap Dance

This dance form, one needs to tap the shoes on the wooden floor. The shoes are made up of a metallic sole on the heel and the toe facilitating the tapping sound. The two well-known tap dance types are Broadway tap and Rhythmic tap. Tap dancing is also done in Cappella style in which performers need to perform on music created from tapping.

7. Kabuki

The classical Japanese dance drama is known as kabuki. This is known for its stylization of performance and the elaborate and highly complicated make up worn by the performers. Kabuki involves a lot of practice and handling the costume along with the dance steps needs experience. It was one of the major theatrical performances in Japan for about four centuries.

8. Salsa

It will come in other types of western dance which almost everyone knows and is performed all around the world. Salsa was originated in New York due to the strong influences from Latin America. Arms are used by the lead dancers to communicate with the followers. In these types of dances, the major expressive movements are done by the lower part of the body that is the hips, the body and legs.

The upper body remains at its level. Salsa can be performed in different styles which can be identified on the basis of foot patterns, turns and figures, on the basis of timing, body rolls, dance influence, attitude and the way the partners hold each other while dancing.

9. Waltz

The ballroom couple dance performed in closed positions is known as Waltz. This dance form had originated in the country of England during 1816. Several Victorian novels have the mentioning and a perfect description of this dance form. While dancing, the man is required to clasp his arms around his female partner's waist. This type of modern dance requires performers to execute delicate and fluid moves and dance to slow melodic music.

10. Belly Dancing

One of the unique forms of dance is belly dancing and it comes under types of modern dance. It is characterized by sharp and rolling movements of the abdomen and the hips. This dance form has different types of dance moves depending upon the region and country it is being performed. Movements of hips and the torso communicate the maximum. Shakira, famous Latin American superstar was the one to popularize this form during the 2000s.

11. Swing

Swing, as the name sounds is very interesting dance form. It is a group of dances developed with a swing style danced to the tunes of jazz music during the 1920s – 1950s. Swing is a blanket word to different dances such as Jitterbugs, Boogie Woogie and Lindy hops. This type of dance form is fun and the performers wear stylish dresses, yet very comfortable.

12. Aerial Dance

This dance form is not easy to perform and requires a proper training. It was first performed in the USA during the 1970s. The name clearly indicates that in this form the performer is required to perform in the air. The dancer hangs from any apparatus which is attached to the ceiling and performs steps in the mid-air. It provides a lot of space to develop a new idea and dance moves.

13. Tango

It is a partner dance originated along the river Plate during the 1890s the partners in tango follow each other chest to chest with either an open embrace or a closed embrace with a constant touch from the thigh area. Tango is a kind of ballroom dance and began in the working class port in Uruguay, Argentina and Rio de la Plata.

14. Fandango

Fandango is the primary dance of Portugal. It involves singing as well as dancing. Dancers tap their feet and quickly keep on changing positions. This dance form is accompanied by castanets, guitars and even sometimes hand clapping.

15. Cancan

Cancan is a very high energy and physically demanding hall dance. It is usually performed by women in a chorus wearing beautiful costumes which are long skirts with black stockings. The main feature of this form is lifting of the long frilly skirt high accompanied by high kicking.

16. Latin Dance

Latin dance involves two partners and resembles a ballroom dance. It originated in Latin America. The social Latin dance in International dance

includes the rumba, samba etc. The history of Latin dance dates back to the fifteenth century when indigenous dances were first recorded by Europeans. Their dance form is deeply rooted in history and is a must watch entertainer.

17. Persian Dance

Persian dance or is also known as Iranian dance refers to the type of dance form, indigenous to Iran. Genres of dance in Iran usually vary depending on the area, culture, and language of the local people. They also range from sophisticated reconstructions of refined court dances to energetic folk dances. The dance style is rhythmic and pleasing to watch.

18. Azerbaijani Dance

There are a number of Azerbaijani dances that are practiced and used by the Azerbaijani people of Azerbaijan and the Irani's of Azerbaijan. Their dance is engaging and they differ from other dances and are famous for its quick temp. They are entertaining to watch and are a national interest.

19. Disco Dance

Disco dance is a type of dance style that is musical style dating to early 1970s. It began from USA urban night-life scene, where it had been restricted to house parties. From there on, it began making regular mainstream appearances and gathered popularity. Its popularity was achieved sometime during the mid-1970s to the early 1980s.

20. Folk Dance

Folk dance is also called Traditional dance or Traditional dance creations, is a typical form of dance that is usually extensively performed based on the culture or man-made. It talks of the folklore, culture or the village plight. It is a traditional type of dance pertaining to one set of people or community. The costumes are interesting and usually depict the traditional dress of the community.

2.6 Tenun Songket Dance

Tenun Songket dance is a typical South Sumatra dance inspired by the tradition of weaving songket the people of Palembang. As is known, Palembang Songket Cloth is a legacy of the Sriwijaya Kingdom which is now one of the best

types of textiles in the world. Palembang songket fabric is widely used by women in traditional wedding ceremonies, both by the bride, dancer and guests. In addition, songket is also used in official events to welcome guests (officials) from Palembang or outside. The use of songket is limited to certain events or activities because songket is a type of clothing that is of high value, highly valued by the people of Palembang.

In ancient times (the Sriwijaya Kingdom) Palembang songket woven cloth was not only traded in the surrounding area (on Sumatra Island only), but also abroad, such as: China, Siam, India and Arabia. However, during the Dutch and Japanese occupations, songket weaving experienced a setback. In fact, during the physical revolution (1945-1950) the songket weaving craft in Palembang was stopped because of the absence of raw materials. However, in the early 1960s Palembang songket weaving progressed rapidly because the government provided and brought in raw materials and helped with its marketing.

The work of woven fabric in Palembang is generally carried out on a "sideline" basis by teenage girls who are approaching the household and mothers while waiting for prayer time. In general, making songket is done by women.

In general, Tenun Songket dance is a creation dance danced by five dancers. The amount is not a standard rule in dance, so the number of dancers can be added and reduced according to the size of the stage used.

According to Yolanda (2018), costume of Tenun Songket dance uses a modified Palembang Kurung shirt. Although it has been modified, the main characteristic as a typical Palembang traditional dress is not lost. This can be seen from the gold color that dominates the color of clothing, as well as the use of songket cloth at the bottom. While the dancer's head is decorated with a flower crown, that is *kembang goyang*.

The Tenun Songket dance movement is dominated by hand movements. The hand movements depict Palembang girls who are delighted in the tradition of weaving making songket.

While from the music of Tenun Songket dance, this dance is accompanied by music from a combination of musical instruments such as drums and percussion. Not forgetting the addition of accordions as a distinctive feature of Sumatran Malay music. The tempo of music is made to change according to dance moves.

This dance from Palembang is also rich in meaning in it. The meaning of this dance raises the importance of maintaining the tradition of songket in the Palembang community. Moreover, this tradition has long existed in the culture of Palembang society. Songket is also a symbol that ties the brotherhood of fellow Palembang people with the people of the archipelago and the world.