

## **CHAPTER II**

### **LITERATURE REVEIEW**

This chapter discusses about tourism, cultural tourism, culture acculturation, promotion, booklet and characteristics of good booklet.

#### **2.1 Tourism**

According to Singh (2011), tourism is considered to include any leisure activity related to the temporary movement of people to destination outside of their residence. While Tatari (2006) defines tourism as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.

In brief tourism is an recreational activity or leisure activity doing in a short term temporary moment that arising relationship among tourists and community around.

#### **2.2 Types of Tourism**

According to Jalim (2018), tourism is a way to learn and experience new culture and it can be classified into several types. They are cultural tourism, nature tourism, religious tourism, medical pilgrimmage and adventure tourism.

To sum up, there are five types of tourism, They are cultural tourism, nature tourism, religious tourism, medical pilgrimmage and adventure tourism. Cultural tourism is the subset of tourism concerned with a traveler's engagement with a country or region's culture, most importantly it focuses with the lifestyle of the people

##### **2.2.1 Cultural Tourism**

Cutural tourism is a sub categories of tourism. It refers to the journey of people to spesific destination that ofer cultural attractions. Including historical sites, artistic buldings, cultural events and shows. With the aim of acquiring new

knowledge and experience that meet the intellectual needs and the individual growth of the tourists. Without any support of the tourists the cultural tourism could not run smoothly. According to Mckercher (2002), cultural tourists is someone who is visits, or intend to visit cultural tourism attractionsites or attend a performance or festival and participate in a wide range of other activities at any time during their trip.

According to (Hinsberg, Baerug, & Ambrozaitis, 2003), the phenomenon of cultural tourism that happened in a country also contribute and bring potential benefits for various reasons. First, it has positive and economic social impact. Second, it helps building image. And the last, it support culture and renew tourism

### **2.3 Culture Acculturation**

According to Berry (2005), acculturation comprehends those phenomena which result when groups of individuals having different cultures come into continuous contact, with a long term process. While Lakey (2003) defined acculturation as an interactive and continuous process that evolves in and through the communication of an immigrant with the new socialculture environment.

In brief, acculturation is a result of contact between two or more cultural groups and their individual members in the new socialculture environment with a long term process but still retaining their own culture.

These cultural changes comes about through a long-term process, sometimes taking a year, generations, and sometimes centuries. It can be range from the adoption of ideas, beliefs, an ideology, culture and so on.

*“Akulturasi adalah ketika dua kebudayaan saling bertemu dan saling mempengaruhi tanpa meninggalkan budaya asli, serta dapat dijumpai di berbagai bidang mulai dari bangunan, seni musik, busana, seni tari serta bahasa” (Zacky, 2018).*

It means acculturation can reflect in every aspects that surround human life. The first is architectural building, the most common example of acculturation can be seen in building or monument such as mosques, temple , grave and other, a combination

takes place between Indonesian architectural culture and the style of Islamic culture usually find in a grave yard. The second point is Music, qasidah is one of the Indonesian music that created by the combination of Indonesia and Arabic culture, using musical instruments such as drums or gambus with Arabic-language and Islamic poems. The third is fashion, this can be seen in regional garments that are influenced by foreign cultures such as Arabic, China and India. It can be seen in the use of Islamic-style clothes such as caps and sarongs in Islamic tradition. Dance is the next point which influenced by the Chinese culture, Betawi traditional dance is so thick with the Chinese customs. The interaction of the Betawi and Chinese tribes made this acculturation process is possible, they are Coklek Dance, Lenong and Gambang Kromong. The last point is language, the use of language is also influenced by foreign cultures in ancient times. This can be seen in various inscriptions or inscribed stones from the Hindu-Buddhist kingdom which use Sanskrit.

#### **2.4 Promotion**

According to Kenton (2019), promotion refer to activities between buyer and seller, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product or use the service. It also helps to improve the public image of a company. While Ward (2019), stated promotion is communicating with the public in an attempt to influence them toward buying your products or services.

In brief promotion is way to communicate the product to people, the idea is to make people aware and induce to buy the product or use the service. Promotion serves an important role in keeping people informed about the events, destinations and innovations around the globe. Without promotion, it is impossible to successfully bring a new product to the world.

## **2.5 Media of Promotion**

Promotion uses every possible media to get the message through. Generally there are two kinds of media promotion than can be used in doing the promotion, namely printed media and electronic media.

Accoring to Lad (2018), printed media is a form of advertising that uses phsically printed media, it uses ink printing on paper to show us images and text to dessiminate information to the general public through newspaper, magazine, flyers and booklet. Booklet give an opportunity to the writers to spread their knowledge about a particulatr subject to the whole world. It incude literature, history, abstracts and many more.

While Xie (2015) said electronic media as one that can be shared on any electronic device for the audience viewing. There is a wide range of electronic media that broadcast a variety of different things like television, radio and internet

To sum up, there are four kinds of printed advertisement, they are newspaper, magazine, flyers and booklet. While for the electronic media, there are television, radio and internet.

## **2.6 Booklet**

Booklet is part of media promotion, it is a small bound book that has a paper cover and a limited number of pages that giving information about something. According to Bear (2019), booklet come in many sizes and shapes but are generally smaller than books at approximately 4 to 48 pages, with soft covers and simple saddle-stiched binding.

Booklet can be used as a small story books, instructional manuals, recipe book and also for media to promote a destination. According to Jud (2016), in using booklet as a media promotion may bring several advantages, they are targeted media, cost effectiveness, visibility and safety.

The first is targeted media, with print advertising you can target readers based on their common interest, profession, region, or a variety of other factor and reach people who are already invested in learning about your subject. The second advantages is visibility, when using printed media as the media promotion, there are less advertisement vying for a reader's attention. This means your advertisement will have more impact since it may not have to compete with many other advertisement in electronic media.

## **2.7 Characteristics of Good Booklet**

Marketing through a booklet is effective in many ways such as when it comes to networking they can be handed out after talking to potential clients or customers, they are cheap to distribute and you can specifically target your ideal market. And with a paperless a good booklet can bring your idea to the world.

According to Slaughter (2017), booklet play a vital part of getting your story out, a good booklet should have three characteristics. They are inform, persuade and good appearance. The first characteristic is inform, a well written booklet serve the reader an information, so when the reader finish reading the booklet, they will know what the booklet is all about. Second, a good booklet should convince the reader to do something that the writer's desire. The last characteristic is good appearance, when a company hand an unattractive booklet to a society, people will automatically get an idea of the business, and they may think the company do not put an effort in. So, it is important to make an interesting booklet to attract their attention