

CHAPTER II

LITERATURE REVIEW

In this chapter the writer explains about the key theories and studies relevant to this final report, namely writing, tourism, tourism promotion, booklet, and Sekanak Village.

2.1 Definition of Writing

Hamp and Lyon (1990) stated that writing is a personal act in which writers take ideas or prompts and transform them into “self-initiated topic”. This theory explains that writing begins from the writer’s ideas then the idea changed into written form by a process. While Gebhard (1996:221) stated that writing is more than making appropriate word choice, or using appropriate grammar, mechanic and organization of ideas into a coherent and cohesive form. Moreover, writing also includes a focus on the audience and purpose. In addition, Harmer (2006) stated that writing encourages students to focus on using accurate language.

Based on the explanation above about the definition of writing, the writer can conclude that writing is an activity that can deliver the idea or ideas through the written form to the readers with appropriate grammar, and accurate language.

2.1.1 The Writing Process

The writing process is the activity from the start to finish that results in a product. Oshima and Hogue (2007) state that the writing process has three main stages. They are prewriting, Organizing, and writing and revising drafts.

1. Prewriting is a way to get ideas. In this step, you choose a topic and collect ideas to explain the topic.
2. Organizing, this step in the writing process is to organize the ideas into a simple outline.
3. Writing, this step is to write a rough draft, using your outline as a guide. Write your rough draft as quickly as you can without stopping to think about grammar, spelling, or punctuation. Just get your ideas down on

paper. You will probably see many errors in your rough draft. This is perfectly usual and acceptable-after all. this is just a rough draft. You will fix the errors later.

4. **Polishing: Revising and Editing**, In this step, you polish what you have written. This step is also called revising and editing. Polishing is most successful if you do it in two steps. First, attack the big issues of content and organization (revising). Then work on the smaller issues of grammar, punctuation, and mechanics (editing).

2.1.2 The Components of Writing

According to Byrne in Roza (2011: 23), there are five components of writing that must be considered in writing. They are as follows:

1. **Organizing Idea**

Ideas are the most important factors in writing because nobody can write meaningfully if he/she does not have anything in mind yet.

2. **Grammar**

The grammar of language is a description of the way that the language behaves. Without having knowledge of grammar the writer cannot make his/her language communicative to a great variety of readers from different situations.

3. **Vocabulary**

Vocabulary is important in writing because by having many vocabularies a writer can make readers explore more deeply in what he/she is telling about. Having a good vocabulary which is known as idiom gives literary or cultural values to any composition.

4. **Mechanics**

- 1) **Punctuation**

Punctuation has an important role in helping reader to establish intonation. In other words, punctuation is a command for the reader to

raise his/her voice or drop his/her speech and because he/she is going to stop. Punctuation can also help readers to understand the state of mind of the writer.

2) Capitalization

The capitalization rules are as follows:

- a. Capitalize the first word of sentence, example: I live at Jakarta.
- b. Capitalize the pronoun I, example: If you angry, I will angry too.
- c. Capitalize the titles of composition. In the title, the first and the more important words are capitalized except short preposition and short coordinating conjunction, example: Name of specific organization (business, clubs, schools)
- d. Capitalize all of proper noun.
- e. Capitalize of detail: Allah, Good etc.
- f. Capitalize of people and their title: Dr. Raise, Mc. Donald, etc.
- g. Capitalize of specific places: Musi River, Mount Kerinci, etc.
- h. Capitalize of day, month, and special day: Monday, February, Idul Fitri day
- i. Capitalize of specific group of people (nationality, races, ethnic groups), language, and religion: Australian, Indonesian, Moslem, English, etc.
- j. Capitalize of geographic areas: The South East, The North, etc.
- k. Capitalize of specific structure such as buildings and bridges: Ampera Bridge.

5. Content

Content is how the writer develops his/her idea related with the topic.

In addition, Wilbers (2017) said that there are five components of a effective writing. There are as follows:

1. Central Idea

This element of good writing involves focusing on a clear, manageable idea, argument, or thesis around which to organize your material. It includes selecting subordinate ideas that support and reinforce your central idea.

2. Organization

This element of writing has to do with coherent arrangement of material. It involves keeping the reader oriented to the central and subordinate ideas. Good organization is logical and sequential. It guides the reader between divisions of the material.

3. Supporting Material

Explanations, examples, statistics, and quotations make the ideas and information presented meaningful and memorable for the reader. In exposition, the role of supporting material is to clarify; in argument, to persuade.

4. Expression, Word Choice and Point View

Language is clear, specific, accurate, and appropriate to the audience, purpose, and material. Variety in sentence structure and length creates emphasis.

5. Spelling, Grammar and Punctuation

This element of good writing counts only when it is wrong. Fair or not, the reader will notice the spelling, grammar, or punctuation only when there are some mistakes.

Based on the explanation above, the writer can conclude that in writing a text there are some components that must be considered to make the result of the writing more effective. The main components that important in writing are the main idea of writing and the syntax of writing. If the writer has a good idea and syntax, the reader also will get the main point of the content of the writing. So, the result of the writing will have a good components.

2.2 Definition of Tourism

James J. Spillane (1982: 20) stated that tourism is an activity to travel in order to get pleasure, find satisfaction, knowing something, improve health, enjoy sports or a rest, to fulfill the task, pilgrimages, and others. While, Hunziker and Kraft (1942) defined tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity. According to Mathieson and Wall (1982), tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. Meanwhile, Yoeti (1992:8) said that tourism is a combination of symptoms and the relationship arising from the interaction of tourists, business, host governments and host communities in the process of attracting and serving the tourists and other visitors.

Based on the definition of tourism according to experts, the writer can conclude that tourism is the kind of movement activity to travel to the destination which is supported the facilities by the government the that can give the own satisfaction.

2.2.1 Types of Tourism

Spillane (1987: 29-31) stated that tourism is divided into several types based on the motives. The types are:

1. Recreation Tourism

This tourism is done to use the days off to rest, recover physical fitness and spiritual, and refresh yourself from fatigue and exhaustion.

2. Cultural Tourism

This tourism is characterized by a series of motivations, such as the desire to study in the centers of teaching and research, studying the cultural, institutional, a different way of life, visiting historical monuments, relics of

the past, art centers and religious, musical arts festival, theater, folk dance and others.

3. Pleasure Tourism

This tourism is done by people who leave their homes for vacation, fresh air, fulfilling the will of curiosity, relax nervous tension, see something new, enjoy the beauty of nature, know the local folktale, get peace.

4. Sport Tourism

This tourism is divided into two categories:

- 1) Big sports events, namely the major sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.
- 2) Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and the practice itself as mountain climbing, horse riding sports, hunting, fishing, and others.

5. Business Tourism

This tourism is a professional form of travel or trip because something to do with the job or position, which does not give it to someone to choose the destination and time of travel.

6. Convention Tourism

This tourism is much in demand by countries because when held a convention or meeting will be many participants to stay within a certain period in the country that organizes the convention. Countries often hold this convention will establish structures that support the holding of the convention tourism.

Moreover, Yoeti (1992) classified the kinds of tourism based on to the object to visit. Tourism is divided into seven, they are:

1. Cultural Tourism

Cultural tourism is kind of tourism, which motivates people for doing travel caused by performance of art in the country or region.

2. Recuperation Tourism

It is called as recuperation tourism because it is the effort to heal the disease which is not only done by checking up to the doctor and taking medicine but also another treatment is visiting the place which can help the people to relieve their disease problem.

3. Commercial Tourism

It game is also called as commercial tourism, because the travel is related to the process of national or international trading , promotion, and launching a product.

4. Sport Tourism

Sport tourism is tourism where people who travel with purpose to watch or see the take game in main country beside that sometime choose tourism to perform or participate in some sport activities.

5. Political Tourism

It is kind of tourism, which purpose to see an event that concern with state activity. For example: Indonesia Independence Day.

6. Social Tourism

Social tourism is only seen the shape of its implementation and do not form to take advantage from it. For example : Study Tour and Picnic.

7. Religion Tourism

Religion tourism is tourism where the main purpose is to see or to watch religion ceremony.

In conclusion, there are some kinds of tourism that can be divided into the motives and the object of that tourism itself and each kind of tourism can develop the tourism destination in a city or country.

2.2.2 Tourism Destination

Hu and Ritchie (1993) described that a tourism destination is therefore a combination of destination attributes, mostly tourist facilities and services. The tourism destination is a geographical area, which contains landscape and cultural characteristics and which is in the position to offer a tourism product,

which means a broad wave of facilities in transport – accommodation – food and at least one outstanding activity or experience (Framke,2001). One of the most influential definitions of a tourism destination is the one given by Goeldner and Ritchie (2003, p. 466) in their world-wide recognized textbook, which states that “tourism destination is a particular geographic region within which the visitor enjoys various types of travel experiences”. Meanwhile, WTO (2002) which confirmed that the tourism destination are “the fundamental units of analysis in tourism”.

Based on the opinion above, it can be said that in order to be called tourism destinations. The city or Region should have a good components and characteristics to attract the tourist to visit that area.

2.2.3 Tourism Promotion

Promotion is one of the most important marketing elements used in marketing a tourism destination. According to Mill and Morrison (2009), Promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination. Moreover, Baldemoro (2013) stated that Tourism promotion means stimulating sales through the dissemination of information. Research has proven that tourism promotion is an important element to have a positive image about the destination and the decision making process of tourists.

Hence, tourism promotion is the kind of persuasive communication to inform potential tourists about the existence of tourism destination, to persuade or convince them that those tourism destination has emerged with want satisfying capabilities.

2.3 Definition of Booklet

Satmoko’s theory (Septiwiharti, 205,p.28) said that booklet is a small book that has 14.8 x 21 cm which has at least 5 pages but no more 48 pages excluding the cover. This is line with the statement from Simamora (2009) who said that

booklet is a publication medium that consists of several sheets and pages, but not as thick as a book.

Some say that the term comes from the book booklets and leaflets, booklet media means is a blend of leaflets with a book or a book formats (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, Puspitawarna (2010) says that pamphlet or booklet as quoted from the writings of "print box" is not periodical publication which may consist of one to some 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 volumes.

Based on the opinion from the experts, the writer can conclude that the definition of booklet is the kind of small book that has minimum 5 pages which contains some explanation about something and pictures.

2.3.1 Elements of Booklet

According Sitepu (2012:160) there are most important physical things in the booklet, there are:

1. The cover and content of the book.

Cover must be made from paper that is thicker than the paper for the contents of the book, the function of this cover is to protect the contents of the book. Cover consists of front cover and back cover, back cover is only for special kinds of book that has more than 100 pages inside the book bind with the glue or using needle-sewing. If the contents of the book less than 100 pages do not use the back cover. To be more attractive, the cover of the book is designed attractively by giving illustration in accordance with the contents of the book and using the name of the subject.

2. The front (preliminaries).

Contains the title page, blank page, main title page, the table of contents and forewords, and each page number in the front of the textbook using small Roman numerals.

3. The text section.

Contains the material to be submitted, consisting of chapter titles, and subtitles, each section and a new chapter is created on the next page and given a page number beginning with the number 1.

4. The back of the book.

Consists of a bibliography, glossary and index, but the use of glossaries and indexes in books only if the book uses many terms or phrases that have special meaning and are often used in the book.

Moreover, Arsyad (2006) said that there are 6 elements of booklet that should be considered by people when designing the booklet.

1. Consistency

The format and the space in the booklet should have a consistency. If the space between each line is too near, it makes the result of the booklet will ambiguous enough and it makes the readers hard to understand that booklet.

2. Format

The format in booklet use one coloumn display because booklet use the long paragraph. Each different content in booklet must be separated and labeled to make it easy to read and understand.

3. Organization

Booklet must be arranged systematically and separated using boxes to make the readers easy to read that booklet and understand the information that provide in the booklet.

4. Attractiveness

The topic in the booklet must be designed with a good way to attract the readers to read that booklet.

5. Size of the Font

Choosing the suitable font in the booklet can attract the people to read all the information in that booklet.

6. Blank space

Blank space can be space between the title, borders, columns, paragraph beginnings, lines, and paragraphs. To improve display and the readability, people can adjust the space between lines and paragraphs.

Based on the explanation above, the writer can conclude that to make a booklet there are some elements that must be considered in order to make a booklet easy to understand and be clear. If those elements are not fulfilled in making a booklet, it can cause some problems, for example the readers will not understand with the topic of that booklet or the cover of that booklet is not interesting.

2.3.2 How to Write a Good Booklet

French (2013,p.12-19) stated that there are several steps to write a good booklet:

1. Choosing a good title

Choosing a good title is the most important thing to help define and focus on the content of a booklet. It is better for people who want to make a booklet to choose the specific title to make the reader can understand the booklet easier.

2. Using a logic structure and concrete format

In process of preparing a booklet, the writer must follow the rules and guidelines in making a booklet to create an interesting booklet.

3. Adopting the appropriate writing method

Arranging the booklet is not only about writing. The writing of booklet has a larger reader scale so it must be done carefully. The content of a booklet is arranged in a systematic way such as arranging the title, subject matter, and table of contents.

4. Using a good cover

Many people judge the book by its cover. A good cover can interest the people to read the booklet. The cover of a booklet also has other functions, for example as the main promotion media that can influence the people to read that booklet.

The most important thing to make a booklet is not to use too many rambling sentences (Tatawerna, 2012). Expand to show interesting pictures with clear information. Layout design is also not too standard. Make it attractive and interesting because a booklet is usually kept by people longer than brochures and others. Even people save the booklet to get information later, so people can get the information from the booklet easier.

Based on the explanation from experts about how to write a good booklet, the writer can make the conclusion. In making a good booklet, the first thing that must be considered is the title of the booklet because the title is the main expectation of the readers about the topic. The second is the content of a booklet that includes the writing method, the structure and the format of the booklet. A good booklet also is not a booklet that contains a lot of rambling sentences to make it easy to understand.

2.3.3 The Advantages and Disadvantages of Booklet

According to Kemm, John and Close (1995) who described that booklets have two advantages. First, they can be learned at anytime because of the size of the book. Second, a booklet relatively contains a lot of information compared to posters. It means by reading the booklet the readers can get more details information. While, Ewles (1994) states that booklets have some advantages as described below:

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

f. The cost of making booklet are relatively cheap

However, booklet also has disadvantages. According to Gustaning (2014) there are four disadvantages of booklets. First, this medium takes a long time for printing based on orders and tools 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.

Based on the opinion above, it can be said there are some advantages and the disadvantages of booklet as a printing media. The advantages of booklet are booklet is the kind of practice media promotion that provides the detail information where each information is easy to understand and some pictures. Booklet also has the advantage as the small media promotion that make this media can be used everywhere. Besides the advantages, the booklet also has some disadvantages. As the media promotion that has a small size, booklet is easy to lose. Booklet also can be useless media for low literacy because booklet is not produce sound effects and motion effects.

2.4 Sekanak Village

Sekanak Village is one of the oldest villages in Palembang. The name of 'Sekanak' itself is from the name of small brook of Musi River. Ikhsan (2019) as the Palembang City History Observers said that Sekanak is an area that familiar with people in Palembang and an area that closes to several old buildings. The location of this village is strategic because there is the small brook of Musi River that used as the center of economical transaction in the past. In royal times, the area around Sekanak Village was often crossed by traders from Asia. Therefore, this area has been long known as a center of economic transactions and also a tourist destination in Palembang. This village used to be the last line of defense when the Palembang Sultanate faced the Dutch attack. This village was once the residence of the nobles. Their houses are still to be found in the Sekanak area. In fact, the buildings were over 100 years old.

Now, Sekanak Village has been beautified by the government. The buildings and roads along this village has touched by colors to attract the tourist that come to this village and make this village as the interesting place to take some pictures. This location has become excellent among photography lovers. The presence of old buildings around this village is fun for those who like the atmosphere of the colonial era.

Based on the explanation about Sekanak Village, the writer can conclude that Sekanak Village is the heritage village in Palembang. This village keeps the old buildings from the nobles to preserve the atmosphere as the oldest village. Sekanak village has a small brook. Now, hat brook has touched by the beautiful colors to make it more colorfull and attract some tourists.



Picture 2. 1 Sekanak Village

Source : <https://situsbudaya.id/sejarah-kampung-sekanak-palembang/>