

## Chapter II

### Theoretical Foundation

This chapter presents the theories that become the framework of the research. It covers the discussion of tourism, kinds of tourism, definition of tourist, kinds of tourist, definition of tourist attraction, definition of funeral homes, and history of San Diego Hills Memorial Park and Funeral Homes.

#### 2.1 Definition of Tourism

Tourism is closely associated with tourists, because the tourists is one important factor in the tourism sector. Besides that, tourism must have services that include facilities, transportations, accomodation and of course must have the appeal to attract visitors.

“Tourism is defined as the interrelated system that includes tourists and the associated services that are provided and utilised (facilities, attractions, transportations, and accommodation) to aid in their movement”. (Fennel, 1999:4)

*“ pariwisata adalah berbagai macam kegiatan wisata yang didukung oleh berbagai Fasilitas serta layanan yang di sediakan oleh masyarakat, pengusaha ,pemerintah, dan pemerintah daerah.”(UU No 10, 2009)*

("Tourism is the various types of tourism activities are supported by various types of facilities and services provided by communities, entrepreneur, governments, and local governments."(Constitution No. 10, 2009))

## 2.2 Kinds of Tourism

Based on the reason or purpose of the trip types of tourism can be classified as follows (Yoeti, 1996: 122):

### a) Business Tourism

*Yaitu jenis pariwisata dimana pengunjungnya datang untuk tujuan dinas, usaha dagang atau yang berhubungan dengan pekerjaannya, kongres, seminar, convention, simposium, musyawarah kerja.*

(That is the type of tourism where visitors come for official purposes, trade or related to his job, congresses, seminars, convention, symposium, working deliberation.)

### b) Vacational Tourism

*Yaitu jenis pariwisata di mana orang-orang yang melakukan perjalanan wisata terdiri dari orang-orang yang sedang berlibur, cuti, atau pakansi.*

(That is the type of tourism in which people who travel consists of people who are on vacation, leave, or holiday.)

### c) Educational Tourism

*Yaitu jenis pariwisata di mana pengunjung atau orang melakukan perjalanan untuk tujuan studi atau mempelajari sesuatu bidang ilmu pengetahuan. Termasuk ke dalamnya adalah dharmawisata (study tour).*

*Dalam bidang bahasa istilah "polly glotisch", yaitu tujuan untuk meningkatkan kemampuan berbahasa asing, seseorang memerlukan*

*tinggal untuk sementara waktu di negara yang bahasanya sedang dipelajari (agar dapat menghayatinya).*

(That is the type of tourism in which visitors or people traveling for the purpose of study or study something science. Included in it is dharmawisata (study tour). In the field of language the term "polly glotisch", which aim to improve foreign language skills, someone needs to stay temporarily in a country whose language is being studied (in order to comprehend fully))

### **2.3 Definition of Tourist**

The word "tourist" refers to person. In general, a tourist is a subset or part of a "traveler" or "visitor". To be called tourist, one has to be a traveller or visitor. A visitor is a traveller, not all travellers are visitors. Travellers has a comprehensive concept, which may refer to a person who has deverse roles in the community doing regular actities in his workplace, school, and others as everyday activities. People in this category will be irrelevantly as tourist.(Yeoti,1996:30)

Tourists can also be called people who left their homes to travel to the other place for the purpose of tour and enjoy the journey.

*"Wisatawan (tourist) adalah setiap orang yang bepergian dari tempat tinggalnya untuk berkunjung ke tempat lain dengan menikmati perjalanan dan kunjungannya itu."(Instruksi Presiden No 9,1969)*

("Tourists is any person who travels from his residence to visit other places to enjoy the trip and visit it." (Presidential Instruction No. 9.1969))

## **2.4 Kinds of Tourist**

Cohen (1972) classifies tourists based on the level of familiarization of area to be visited, and organizing level of its tour travel, based on this Cohen classifies tourist into four types

1. Drifter : A tourist who wants to visit an unknown place, the travel is in small number
2. Explorer : A tourist who travels by arranging their own travel, not wanting to follow the beaten tracks but looking for uncommon things (of the beaten track). This kind of tourist is willing to utilize local standard and the level of interaction and the level of interaction with the local people is high too.
3. Individual mass tourist : A tourist who lets the arrangement of their travel done by the travel agent, and visit already known places.
4. Organized-mass tourist : A tourist who only wants to visit already well-known tourist destination places, with facilities similar to those of their residential place, and their traveler is always guided by a tour guide. This type of tourist is confined in the so-called environmental bubble.

## **2.5 Definition of Tourist Attraction**

Tourist attraction is an important part of tourism. Tourist attraction should be the center of attention of visitors in order to have a desire to visit the tourist attractions. The tourist attraction is very important to have the uniqueness, beauty, natural resources, and culture.

Based on UU No 10 (2009)

*“Daya tarik wisata adalah segala sesuatu yang memiliki keunikan, keindahan, dan nilai yang berupa keanekaragaman kekayaan alam, budaya, dan hasil buatan manusia yang menjadi sasaran atau tujuan kunjungan wisatawan.”*

("Tourist attraction is anything that has a uniqueness, beauty, and value in the form of natural diversity, cultural and man-made results of the target or destination tourist visits.")

## **2.6 Definition of Funeral Homes**

Funeral homes is a place where people who have died.

*“Makam adalah tempat untuk menguburkan jenazah.”(dasar hukum perda Malang No 5,2003)*

"The tomb is a place to bury people who have died." (Basic law regulations Malang No. 5.2003)

## **2.8 History of San Diego Hills**

San Diego Hills Memorial Parks and Funeral Homes is owned by PT Lippo Karawaci Tbk. The basic idea of the shape of the San Diego Hills funeral following the burial types found in California (the Forest Lawn). Following the views of all religions that encourage and remember those who have died to be done in the right way according to the rules, appropriate and relevant, the details of the services and facilities in San Diego Hills is designed to respect the procedures to be buried proper to each religious

tradition in Indonesia. San Diego Hills funeral is divided into 3 main sections, Universal Garden, Garden of Prosperity and Joy, and Five Pillars Garden.

## Chapter III

### Research Methodology

This chapter presents the research method used in the present research. It covers the research design, procedures of data collection, and the technique of analyzing data.

#### **3.1 Research Design**

This research uses qualitative method because this research based on the book and the reference, on the other hand this research executed depends on the data and information which got in field. Beside that, the purpose of the descriptive research is to describe the fact, characteristic, and the relationship of the researcher element factually, and accurately. In this research also do not need a count because only need the data to be described.

“Qualitative research is descriptive. The data collected is in the form of words of pictures rather than number.”(Bogdan and Biklen,1982)

#### **3.2 Respondent**

The writer choose a public relations staff as a respondent in this research, because according to sales staff ever encountered by the writer on May 31, 2016, the public relations staff really know about San Diego Hills Memorial Park and Funeral Homes Karawang. Then, the writer decided to interview a public relation staff at San Diego Hills in order to get more data and information.

### **3.3 Procedures of Data Collection**

In techniques of data collection that used by writer in this research are library research, and field research.

#### **❖ Library Research**

The writer uses library research because she want get all about references from the books in library, and website which has correlation with this research. This method has a function to get the theoretically information in order that the research has strong base as result of scientist. The data that is collected in this method is secondary data.

#### **❖ Field Research**

The writer uses field research because she want get all about the data and information from the observation place directly. The data that is collected in this method is primary data.

##### **1) Observation**

The instrument that used by the writer are handphone, camera and notebook. The writer used camera for take the picture for documentation. When the writer wants to make observations, the author will go to where the research was accompanied by her parents. The distance from writer's house to San Diego Hills Memorial Park and Funeral Homes can be achieved with less than 30 minutes by car. The writer will make observations for three



times and the writer have made some observations for the first time on May 31, 2016.

The activities to be conducted by the writer at the time of observation are:

- The writer tries to look and observe all parts of the cemetery and luxurious facilities at San Diego Hills Memorial Park and Funeral Homes in Karawang, Al Azhar Memorial Garden, and Mangga Besar I funeral homes.
- The writer will conduct interviews a public relation Manager in San Diego Hills to find the necessary data in this research.
- The writer will also take pictures for documentation and evidence in this research.

## 2) **Interview**

The writer uses interview because she want to get more the data and some information with ask questions all about San Diego Hills funeral homes to the public relation Manager as a respondent. The instrument that used by the writer are the questions list, handphone, and notebook. The writer used handphone for record when interviewed and after that the writer copied all of the interview result to the chapter IV in this research.

When the writer have an interview with a public relation staff ,this is various of the questions :

1. Why this funeral homes is called San Diego Hills Memorial Park and Funeral Homes?
2. What is the attraction between San Diego hills funeral homes and other funeral homes?
3. Why San Diego Hills could be called as a tourist attraction?
4. How long has the San Diego Hills funeral homes established?
5. What is the main purpose of the San Diego Hills was founded?
6. How to promote San Diego Hills to the public?
7. What are the facilities in San Diego Hills funeral homes?
8. What is the purpose of the luxurious facilities that exist in the San Diego hills?
9. How many types of burial in San Diego Hills funeral homes?
10. What is the San Diego Hills funeral homes can be visited by anyone, whether they have a grave or not?
11. Italian Restaurant is one of facilities in San Diego Hills funeral homes, is there any kind of food except italian food?
12. What is the main purpose created a lake in San Diego Hills?
13. According to you, is there any common with the concept of this funeral homes than the others?

14. In San Diego there is a building that has a capacity of 250 people, is this building that can be used as building for weddings?
15. Who is the founder of San Diego Hills Memorial Park and Funeral Homes?
16. Would you like to explain about the difference between Heavenly dome and Forest Chapel?
17. What is the San Diego Hills owned by PT Lippo Karawaci Tbk?
18. What are all of the facilities such as a swimming pool and a restaurant can be open to the public who do not have a funeral homes plots?
19. Is there any a ban for people who just want to enjoy the beauty of this memorial park?

### **3.4 The Technique of Analyzing Data**

The writer has used a several steps on the technique of analyzing the data.

- 1) Firstly, the writer reads the data such as the result of interview between writer and a public relation manager in San Diego Hills funeral homes and she also reads the data about information that has correlation with San Diego Hills on the books and the website.
- 2) Secondly, the writer tries to analyze the data. It means that the writer tries to compare between research problem and the result of interview from the a public relation manager in San Diego Hills. After that she tries to add the

information about San Diego Hills that she has been collected from observation and San Diego Hills website in her research.

- 3) Thirdly, the writer tries to analyze and studies all about information of San Diego Hills funeral homes in order to suitable with her research and also can be answer all of this research question based on the fact accurately and appropriately.

## Chapter IV

### Data Analysis and Findings

#### 4.1 Data Analysis

In this chapter the writer will analyze the data about this research. The data is collected from observation and interview. After the writer make an interview and observation in the field and finally she got the data for her research.

❖ Name of Respondent : **Mr. Ir.H. Bambang Sulisty** as a public relations manager in the San Diego Hills Memorial Park and Funeral Homes .

❖ Observation places :

- 1) San Diego Hills Memorial Park and Funeral Homes Karawang
- 2) Al Azhar Memorial Garden
- 3) *TPU Mangga Besar I Desa Walahar* (Mangga Besar I funeral homes)

❖ The writer have received the data from observations and interviews. And finally she can answer the research questions in this research.

1. Why does San Diego Hills Memorial Park and Funeral Homes became a tourist attraction?

- San Diego Hills Memorial Park and Funeral Homes

San Diego Hills Memorial Park and Funeral Homes is a unique burial because it has a variety of luxurious amenities. At the time of my observation, the writer saw a variety of amenities such as:

1) Heavenly dome (a building Similar with a mosque)

Marriage is the time when two people pledge allegiance to each other can be done in Heavenly Dome. Heavenly Dome is a multipurpose building which has a capacity for 250 people

2) Forest chapel (a building Similar with the church)

Forest chapel is a multipurpose building which has a capacity for 250 people.

3) Assembly Hall

Gathering or other business meetings can be held in the Assembly Hall with a capacity of up to 100 people.

4) Marketing gallery

The visitors can consult with Family Service Counselor in Marketing Gallery with a comfortable and quiet atmosphere.

5) La Rosa Florist and Gift Shop

There are a variety of flower bouquet in La Rosa Florist and Gift Shop.

6) La Collina Restaurant

La Collina Restaurant or Italian restaurant. According to Mr. Bambang as a public relations officer at San Diego Hills, at the Italian restaurant not only served Italian food,

Indonesian food can also be in order and the restaurant also accept any kind catering for any event.

7) Swimming pool

The visitors can enjoy the beautiful swimming pool in San Diego Hills.

8) Lake Angeles

Lake Angeles is a large lake of 8 hectares in the cemetery of San Diego Hills Memorial Park which has a refreshing natural atmosphere.

With their various of facilities in a tomb, the writer think that this is the reason why San Diego Hills Memorial Park and Funeral Homes looks like a tourist attraction. A place can be called a tourist attraction because it has has a unique, natural beauty, and made by humans.

Based on UU No 10 (2009)

*“Daya tarik wisata adalah segala sesuatu yang memiliki keunikan, keindahan, dan nilai yang berupa keanekaragaman kekayaan alam, budaya, dan hasil buatan manusia yang menjadi sasaran atau tujuan kunjungan wisatawan.”*

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("Tourism is the various types of tourism activities are supported by various types of facilities and services provided by communities, entrepreneur, governments, and local governments. "(Constitution No. 10, 2009)).

**Unique** : San Diego Hills can be regarded as a unique place because, luxurious facilities which can be used as a tourist attraction located in the neighborhood of San Diego Hills Memorial Park and funeral homes and the place is known as the burial place.

**Beauty:** San Diego Hills area has a wonderful concept like a park, green grass and a lake in San Diego Hills have been made to add to the beauty of the place.

**The facilities and services at tourist places provided by the public, entrepreneur, the government, or local government :**

San Diego Hills Memorial Park and funeral homes was founded by an entrepreneur Lippo Group. Pt San Diego Hills is one of the companies of Lippo Group.



**As a tourist destinations :** There are various facilities in San Diego Hills like a tourist destinations such as an Italian restaurant, swimming pool, a convention buildings, and a beautiful lake.

According to Mr. Bambang Sulisty, The purpose of the luxury facilities that exist at the funeral homes for the convenience of visitors and to change people's opinion about a funeral homes because it usually the situation in a tomb certainly looks creepy, many beggars, dirty and disorganized. Therefore, San Diego Hills created with the concept of the beautiful, unique and makes visitors so interested to buy cemetery plots or enjoy the amenities.

In the essence, San Diego Hills is a purely a funeral homes, but in addition, San Diego also offers various of facilities like a tourist attraction that can be visited by visitors. The visitors who has the purpose to implement the meeting, a wedding, visiting restaurants, etc.

2. What are the difference between San Diego Hills Memorial Park and Funeral Homes and Mangga Besar I funeral homes?

- San Diego Hills Memorial Park and Funeral Homes

San Diego Hills is a public funeral homes, therefore any kind of religion can buy cemetery plots in the San Diego Hills. Although this cemetery can be access for the public, but the burial place of every religion are kept separate because the area of San Diego Hills memorial park and funeral homes are divided into 3 parts, Universal garden (Christian religion), Garden of Prosperity and Joy

(Chinese community), and Five pillars Garden (for Muslim). San Diego Hills have many luxurious facilities such as Heavenly dome (a room similar with a mosque), Forest chapel (a building similar with the church), sale office, marketing gallery, La Rosa Frorist and Gift Shop, Restaurant, Swimming pool, and a large parking area.

- Mangga Besar I funeral homes (TPU)

Mangga Besar I funeral homes (TPU) is a public funeral homes but the situation in that funeral homes is very creepy, the tomb is not neat and very dirty as neglect. I was afraid to walk around it. The street around the funeral homes was very narrow and muddy.

- Azhar Memorial Garden

Al Azhar Memorial Garden is The First Sharia Memorial Garden in Indonesia. The facilities in Al Azhar are Parking area and access road environments, Walkway, Lounge, and Service funeral home.

The result of data observation and interview, the writer can conclude the data through the table below

<b>Situation and Conditions</b>	<b>TPU (Public Cemetery)</b>	<b>San Diego Hills</b>	<b>Al azhar Memorial Garden</b>
<b>Vision</b>	Without Concept	With Concept	With Concept

<b>Pleasure</b>	Scary situation	Without disruption, comfortable	Without disruption, comfortable
<b>Additional costs</b>	Annual fee, renewal fee	There is no annual fee or renewal fee, because the payment is only one time and the payment is made at the beginning of registration	There is no annual fee or renewal fee, because the payment is only one time and the payment is made at the beginning of registration
<b>Road for vehicles</b>	Nothing	Asphalt	Asphalt
<b>Facility</b>	Nothing	There are heavenly dome (a room similar with a mosque), forest chapel (a building similar with the church), sale office, marketing	Parking area and access road environments, Walkway, Lounge, and Service funeral home

		gallery, La Rosa frorist and gift shop, restaurant, swimming pool, and a large parking area.	
<b>Parks and Grass</b>	Nothing	Beautiful , wide and protected	Beautiful , wide and protected

## 4.2 Findings

### ➤ The Result of Data Obsevation, Interview and a data on the website

#### 1) The Result of Data Obsevation and Interview at San Diego Hills Memorial Park and Funeral Homes

On May 31<sup>st</sup> 2016, I visited San Diego Hills Memorial Park and funeral homes to file a request for an interview and observation about my research. San Diego Hills memorial park and funeral homes located in west Karawang, Toll Exit, KM.46, Karawang, West Java 41 315, Indonesia.

I accompanied with my parents left home at 9:30 and about 30 minutes we arrived at the gates San Diego Hills Memorial Park and funeral homes. Then my father took a ticket that is at the gates of the funeral homes. About 400 meters I

saw several buildings constructed adjacent to other buildings. I've seen that building or facilities on San Diego Hills website. There are Heavenly dome (a room similar with a mosque), Forest chapel (a building similar with the church), sale office, marketing gallery, La Rosa Frorist and Gift Shop, Restaurant, Swimming pool, and a large parking area.

After observing the facilities, I looked around the funeral homes and sometimes I took a picture for a proof of my research., San Diego Hills is a beautiful cemetery with green grass, clean, and around the area looks like a beautiful garden. There are many vehicles are parked, and almost all visitors of the tomb using a car. San Diego Hills Memorial Park and funeral homes have access to extensive road and the road is passable by large vehicles such as a bus. Because it has a large area, so if you want to visit this area we should be in a vehicle. We would be very unlikely if we walk in the San Diego Hills memorial park and funeral homes area were very spacious. San Diego Hills that stands on 500 hectares of land has a beautiful lake which has an area of 8 hectares. The lake was named lake angeles.

San Diego Hills is a public cemetery, so that , any kind of religion can buy cemetery plots in the San Diego Hills. Although this cemetery can be access for the public, but the burial place of every religion are kept separate because the area of San Diego Hills Memorial Park and funeral homes are divided into 3 parts,

### 1. Universal Garden

Universal Garden reserved for those who have the Christian religion.

### 2. Garden of Prosperity and Joy

Garden of Prosperity and Joy destined for the Chinese community, which include places of worship or prayer. Garden of Prosperity and Joy or Bai Fu Le Yuan in San Diego Hills made its appearance with the symbols of the history, culture, and the Chinese people's confidence, a leading designer and landscaper in Shanghai, Mr. Xue Cui Sen. Area funeral has been designed according to the calculation of the best location and harmony with the natural surroundings by the rules of feng shui.

### 3. Five Pillars Garden

For Muslims provided Five Pillars Garden. Five Pillars Garden has Adopting of the concept of the 5 pillars of Islam (*Syahadat, Sholat, Puasa, Zakat, dan Haji*). San Diego Hills make a Muslim cemetery with Islamic philosophy.

Five Pillars Garden consists of five areas:

- i. Unity Garden (*Rukun Islam: Shahadat*)
- ii. Prayer Garden (*Rukun Islam 2: Sholat*)
- iii. Fasting Garden (*Rukun Islam 3: Puasa*).
- iv. Benefaction Garden (*Rukun Islam 4: Zakat*).
- v. Pilgrimage Garden (*Rukun Islam 5: Haji*).

After I finished doing observations around the funeral homes, I went to the sales office. when I was in my sale office room, I saw that in front of the reception desk there is a room called marketing gallery, the room was close to the reception desk, but looked very comfortable and equipped with tables and chairs and there are also visitors who were talking there. After that, I spoke to the front desk staff about my purpose, she answered my questions very friendly and she said that I have to make an appointment to a public relations manager. Because only a public relations manager can provide data about the San Diego Hills. At that time, I was also given a telephone number from front desk staff in San Diego Hills memorial park and funeral homes. After that, I decided to go home and upon arrival's gate, my father gives entrance ticket and pay Rp.5000.

On June 15<sup>th</sup> 2016, I began to call the front desk at San Diego Hills memorial park and funeral homes. After that, the receptionist staff give me the telephone number of a public relations manager. The next day, I started to call the public relations manager of the San Diego Hills memorial park and funeral homes named Mr. Ir.H. Bambang Sulisty. I explained that I asked permission to have an interview with him concerning my research on San Diego Hills memorial park and funeral homes. Then he told me to send a message about my purpose and he also said that he can not arbitrarily give information without the permission from the directors at the San Diego Hills memorial park and funeral homes. Mr Bambang also said it will give the news to me if the directors has approved my request.

On June 16<sup>th</sup> 2016, I sent back a message to Mr. Bambang, there was no response from him. On the next day, Mr. Bambang has not given a respond for me. I decided to contact him to ask for a decision on my request. Mr Bambang said that the directors of San Diego Hills memorial park and funeral homes were in Singapore, so Mr Bambang can not call him, then he told me to call back to him on Monday, on the 20th of June, 2016.

On Monday, I called Mr Bambang but my call was not answered by him. I thought it was weird because normally he always answered my phone. On the next day, I could not call him because my phone was broken and will be fixed.

On June 23<sup>rd</sup> 2016, I tried to contact Mr Bambang, but still no answer. I almost gave up. Then, on Saturday the 25th of June I decided to go to Bandung to consult with my Advisor. On Monday, I consulted with Advisor, then the next day I return to Karawang. During the week before Eid I try to send a message to Mr Bambang. But there are no results.

After Eid, precisely on the 12th of July 2016I visited San Diego Hills with my mother by riding motorcycle .Before that, I also visited San Diego Hills for observation research on May 31 of 2016, with my mother and father by car. But, the security guard did not ask about my intention to visit San Diego Hills.

When I rode a motorcycle, the security guard ask about my purpose for visiting the funeral homes. I explained that I wanted to meet with the public relations manager. Finally, I allowed into the San Diego Hills area. At that



moment, I went to sales office room and I met with receptionist staff of San Diego Hills Memorial park and funeral homes. I said that I wanted to meet with Mr Bambang. But unfortunately Mr Bambang still on leave until Sunday 17th July 2016. I felt confused, Then there were a security named Mr. Rizal came to me and asked about my problem. I told him my problem regarding my difficulties when I contacted Mr Bambang. Mr Rizal contacted Mr Bambang and than Mr Bambang send a message to me about the reason why he did not give a respond to me. After that, Mr Rizal said that he would help me. I entrust my research regarding the submission of a letter submitted to the Operational GM named Oscar Emanuel Indradjaja, SH. Mr Rizal promised to let me know if my letter is already approved. At that time, I also did a second observation.

On July 19<sup>th</sup> 2016, I asked Mr Rizal via mobilephone, then he told me that it would be sending to me a message of my approval letter in the afternoon. However, until the evening, there are no incoming messages on my phone. On the next day. At 15.53 p.m., Mr Rizal contacted me and told me that I should come to San Diego Hills tomorrow at 10:00 a.m.

On July 21<sup>st</sup> 2016, I accompanied my parents went to San Diego Hills memorial park and funeral homes. I left home at 09.00 am and then I arrived at 9:40. When I reached the gate of sandiego region, we take a ticket. After that I met Mr. Rizal at the security post and he drove me to the room of marketing gallery to meet with Mr Bambang. At that time, Mr Bambang was talking with a

guest and I finally sat down for wait about 15 minutes, finally I have an interview with him face to face.

San Diego Hills Memorial Parks and Funeral Homes is an area of luxurious funeral homes in Karawang, West Java, Indonesia. Funeral homes offers complete facilities and quality services: funeral exclusive, lakes, chapels, mosques, an Italian restaurant, a jogging track, swimming pool, florist and gift shop, a lush meadow for outdoor activities, multipurpose hall with a capacity of up to 250 person.

### **Type of Tomb**

#### **Single Burial Tomb**

Type Single Burial is the tomb of land for one person. Forms of land flat on the ground and there is no barrier between the tomb Especially for those who mostly Christian. While in the area of Muslim and Buddhist, there is a little space / space into the separator between the land unit.

#### **Semi Private Tomb of San Diego Hills**

Type semi-private is for 2 people, this type become one of the favorite choices in san diego hills. To type a semi private land bordered by plants called Shrub, this type exist in several areas San Diego Hills in the area including Muslim, Christian and Buddhist.

### **Private Estate**

Type private tomb Estate San Diego Hills very limited unit, the area was limited. Type of tomb is very unique and more Exclusif because it is in a great position with a beautiful view, and the design is more private and exclusive. The capacity of the tomb can be charged from 4 to 8 people. The land from the tomb of this type to be limited by walls as high as 45 cm.

### **Peak Estate**

Type of real peak is the most special type of land, or the most exclusive. because buyers or costumers can design their own "custom design", but the costumer should consult with the developers of San Diego Hills. For example you can add accessories such as a statue with religious nuance.

In San Diego Hills Memorial Park and Funeral Homes can also do a wedding in a multipurpose building and do travel a way to enjoy the facilities such as swimming pool, which is one facility located in San Diego Hills. After the visitors feel satisfied for a swim, they can also directly enjoy a meal at the Italian restaurant called La Collina Restaurant.

According to Mr. Bambang Sulisty, San Diego Hills Memorial Park and funeral homes built in 2005. The purpose of the luxury facilities that exist at the funeral homes for the convenience of visitors and to change people's opinion

about a funeral homes because it usually the situation in a tomb certainly looks creepy, many beggars, dirty and disorganized.

Mr Bambang told me that according to the director of San Diego, the name of the cemetery "San Diego" is inspired by the San Diego city in Southern California, located in the southwestern corner of the continental United States. Based on the personal experience of the founder of San Diego Hills Memorial Parks and Funeral Homes (Mr. Mochtar Riady), San Diego is a beautiful city, streets are wide, clean with the number of cars that are not too much. So he wanted to create a beautiful cemetery, clean, orderly but such a beautiful town like San Diego city.

San Diego Hills can be visited by anyone, but if someone visited there just to do a picnic in the area of the tomb, then it was not allowed, because although grave in the garden design but visitors can not just make the tomb as a tourist spot. The reason why there is such a ban, the manager of San Diego afraid if there are people who visit just to play around the grave, it would bother people who were praying at the tomb. Even so, visitors can visit the facilities that exist around the tomb as a swimming pool, Italian restaurant. According to Mr. Bambang as a public relations officer at San Diego Hills, at the Italian restaurant not only served Italian food, Indonesian food can also be in order and the restaurant also accept catering for any event.

After I finished an interview with Mr Bambang, I took pictures with him as a proof of my research. After I've finished taking photos, I said goodbye to Mr Bambang and say thank you for the help. Besides, Mr Bambang said that if I had graduated, please let him know.

San Diego is the cemetery that is different from the general cemetery usually because it has luxury amenities in the cemetery, a place with a unique concept, beautiful and owned by an entrepreneur . San Diego Hills Memorial Park and funeral homes look like as a place for tourism and can be called as a tourist attraction.

Based on UU No 10 (2009)

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### *Perbandingan TPU dengan San Diego Hills*

<i>Situasi &amp; kondisi</i>	<i>TPU</i>	<i>San Diego Hills</i>
<i>Visi</i>	<i>Tidak Memiliki Konsep</i>	<i>Memiliki Konsep</i>
<i>Kenyamanan</i>	<i>Banyak Pengemis, pembersih makam, pedagang asongan dll.</i>	<i>Tidak ada gangguan, nyaman dan tenang</i>
<i>Biaya lain-lain</i>	<i>Iuran perawatan rumput per-bulan, Biaya perpanjangan (Terlambat bayar Makam bisa hilang)</i>	<i>Tidak ada</i>
<i>Fasilitas</i>	<i>Kurang terawat / Tidak ada</i>	<i>Lengkap dan Modern</i>
<i>Taman dan Rerumputan</i>	<i>Liar, tidak teratur, tidak terurus.</i>	<i>Indah, luas dan terpelihara</i>
<i>Estetika</i>	<i>Tidak ada</i>	<i>Jelas dan teratur</i>
<i>Jaminan Kepemilikan</i>	<i>Tidak ada jaminan</i>	<i>Selamanya dan Bersertifikat</i>
<i>Keamanan Makam</i>	<i>Orang lain bebas datang</i>	<i>Sangat baik, keamanan 24jam.</i>
<i>Jalan kendaraan</i>	<i>Becek &amp; banyak yang rusak</i>	<i>Aspal / beton, tidak ada lubang</i>
<i>Persepsi Umum</i>	<i>Seram, Angker, Menakutkan</i>	<i>Damai dan Indah</i>

Source : <http://marketing-sandiegohills.com/kelebihan-san-diego-hills.html>

**The comparison between *TPU* and San Diego Hills**

<b>Situation and Conditions</b>	<b>TPU</b>	<b>San Diego Hills</b>
<b>Vision</b>	Without Concept	with concept
<b>Pleasure</b>	Many beggars, the tomb cleaner, seller	Without disruption, comfortable and quiet
Additional costs	Dues every month for lawn care, renewal fees, late pay-tomb Spot can be lost	Nothing
<b>Facility</b>	nothing	Complete and Modern
<b>Parks and Grass</b>	wild, irregular, not neglected.	Beautiful , wide and protected
<b>Aesthetics</b>	Nothing	Clear and regular
<b>Ownership Warranty</b>	There is no guarantee	Forever and Certified
<b>Safety grave</b>	People are free to come to the grave anytime	Very good, 24 hour

<b>Road for vehicles</b>	Muddy and many roads that have been damaged	Asphalt / concrete, no holes
<b>Public perception</b>	Sinister, Awful, Scary	Tranquil and cool

San Diego Hills Memorial Parks and Funeral Homes belongs to Lippo Group in Karawang, West Java has luxury facilities, security guaranteed and has a price a little expensive. Therefore, there are those who do not support the construction of the San Diego Hills. So there is more doubtful about the letter of permission from the construction of the San Diego Hills.

***Metrotvnews.com, Jakarta***

*Pemakaman San Diego Hill milik Lippo Group di Karawang, Jawa Barat diusulkan ditutup. Kawasan pemakaman mewah itu diduga tidak memiliki izin dari Pemerintah Pusat dan tidak memenuhi unsur keadilan.*

*Menteri Dalam Negeri, Tjahjo Kumolo mengatakan, hingga saat ini pihaknya tidak memiliki surat izin pembangunan pemakaman San Diego Hill. "Kalau dilihat dari Undang-Undang, seharusnya pembangunan yang bersifat eksklusif harus meminta izin dari Pemerintah Pusat. Saya belum pernah lihat izinnya," kata Tjahyo Kumolo saat memimpin rapat dengan jajaran Kesatuan Bangsa dan Politik (Kesbangpol) Provinsi Seluruh Indonesia, di Kementerian Dalam Negeri, Jakarta (6/02/2015).*

*Dia mengungkapkan, pemakaman yang hanya diperuntukkan bagi kalangan elit tidak adil. Karena semua manusia berhak dikuburkan di Tempat Pemakaman Umum (TPU) manapun. "Bupati Karawang seharusnya tidak mengeluarkan izin pembukaan pemakaman eksklusif tanpa seizin Pemerintah Pusat. Pemakaman hanya untuk kalangan elit itu tidak fair," ujarnya*



**Metrotvnews.com, Jakarta**

San Diego Hill is the property belongs to the Lippo Group in Karawang, West Java, the proposed closed. Region luxury cemetery was allegedly did not have permission from the central government and there is no element of justice.

The Minister in the country, Tjahjo Kumolo said, until right now the parties of San Diego Hills does not have a construction permit about San Diego Hills. "When we viewed from the constitution, exclusive development must request a permit from the Central Government. I've never seen her permission," said Tjahyo Kumolo while chairing a meeting with the ranks of National Unity and Politics (Kesbangpol) Province throughout Indonesia, The Minister in the country, Jakarta (6/02/2015).

He said the cemetery that is only for the elite person.,that is not fair. Because all of the human beings are entitled to be buried in the public cemetery (TPU) anywhere. "Karawang Regent should not issue a license to open an exclusive cemetery without the permission of the Central Government. Cemeteries only for the elite it is not fair, "he said

**JAKARTA** - Pemakaman mewah San Diego Hills ternyata tak memiliki izin dari pemerintah. Selama ini, pemerintah hanya memberi izin resort untuk Grup Lippo selaku pemilik. Namun, Grup Lippo ternyata menjadikannya sebagai area peristirahatan terakhir.

"Izin lahan seluas 350 hektar itu adalah untuk resort, bukan untuk kuburan. Kami sudah sampaikan peringatan tersebut kepada Grup Lippo," kata Menteri Agraria Dan Tata Ruang/Kepala Badan Pertanahan Nasional Ferry Mursyidan Baldan saat diskusi RUU Pertanahan di pressroom DPR, Senayan Jakarta, Senin (18/8).

*Selain izin, San Diego Hills juga menyalahi persyaratan pemakaman umum. "Dalam aturannya, pemakaman sifatnya harus terbuka. San Diego Hills kan tertutup," tambah Ferry.*

*Karena itu, Ferry mengaku sudah memberikan peringatan tegas pada Grup Lippo. Ferry menambahkan, Grup Lippo sudah berjanji akan memberi ruang bagi warga miskin asal Tangerang.*

*"Lalu saya bilang, emang orang miskin di Tangerang meninggal dan dibawa ke San Diego Hills, sanggup bayar ambulance, kan tidak juga? Jadi selesaikan saja masalah penyalahgunaan lahan itu," tegas Ferry. (fas/jpnn)*

JAKARTA – A luxurious San Diego Hills funeral homes does not have permission from the government. During this time, the government only gave permission for the resort to the owner of the Lippo Group. However, the Lippo Group turned out to make it as a final resting area.

"Permit area of 350 hectares, it is for the resort and not for the grave. We have conveyed the warning to the Lippo Group," said Minister of Agrarian and Spatial Planning / Head of National Land Agency Ferry Mursyidan Baldan during discussions Land Bill in the pressroom DPR, Senayan Jakarta, Monday (18/8).

In addition to a permit, San Diego Hills also violates the requirements of a public cemetery. "In the rules, the funeral should be open in nature. San Diego Hills right closed," added Ferry.

Therefore, Ferry admitted that give a clear warning to the Lippo Group. Ferry added, the Lippo Group had promised to give room for the poor from Tangerang.

"Then I said, weve poor people in Tangerang died and was taken to the San Diego

Hills, what they are able to pay the ambulance?.So resolve any problem of abuse of the land," said Ferry. (Fas / JPNN)

San Diego Hills give a respond about the issues that have been circulating, the San Diego Hills have been clarified regarding the construction permit San Diego Hills Memorial Parks and Funeral Homes in Karawang.

### **PRESS RELEASE**

#### **SAN DIEGO HILLS MEMORIAL PARK MEMPUNYAI IJIN PENGEMBANGAN DAN PENGELOLAAN PEMAKAMAN DARI BADAN PENANAMAN MODAL DAN PELAYANAN TERPADU PEMERINTAH KABUPATEN KARAWANG**

*(Klarifikasi dan bantahan terhadap berita yang menyebutkan bahwa San Diego Hills memakai ijin resort untuk mengembangkan kawasan pemakaman)*

*(Jakarta, 24 Agustus 2015) — Dengan ini PT Lippo Karawaci Tbk (LPKR) melakukan bantahan dan pelurusan berita bahwa San Diago Hill memanfaatkan Izin resort untuk mengembangkan kawasan pemakaman.*

*Yang benar adalah PT Lippo Karawaci Tbk melalui salah satu unit usahanya, Lippo Homes, memang mengembangkan kawasan yang berada di Karawang Barat itu untuk pemakaman berdasarkan Surat Ijin Usaha (SIUP) yang diperoleh dari Badan Penanaman Modal dan Pelayanan Terpadu Pemerintah Kabupaten Karawang Nomor: 503/11551/0323/PM/XI/BPMT/2013/P.1. Ijin yang tersebut adalah untuk Pengembangan Kawasan Perumahan dan Indsutri (Real & Industrial Estate), Memorial Park and Funeral Homes atau Taman Pemakaman Umum. Hal itu juga diperkuat dengan Surat Keputusan Mentari Hukum dan HAM Republik Indonesia Nomor: W7-00987HT.01.01-TH.2006 tentang Pengesahan Akta Pendirian Perseroan Terbatas. PT San Diego Hills Memorial Park.*

*Adapun San Diego Hills sendiri adalah pemakaman yang terbuka untuk umum, tidak tertutup seperti berita yang ada. Memang, landscape San Diego Hill adalah dipagar keliling dan mempunyai pintu gerbang yang modern dan indah. Namun ini dimaksudkan untuk menjaga keamanan dan kekhusukan pengunjung, serta keasrian pohon-pohon yang dirancang untuk mengurangi panas, indah dan semilir. Selain itu juga memberikan jaminan keamanan dan kenyamanan bagi pengunjung makam.*

*Fasilitas lengkap telah tersedia di San Diego Hills, mulai dari beberapa mushala yang tersebar di area makam, restoran Italia, toko bunga, kolam renang dan danau seluas 8 hektar untuk para pengunjung dan pembeli unit makam sehingga menjadikan taman pemakaman tersebut tidak terkesan kumuh, menakutkan, dan bebas dari pemalakan liar.*

## PRESS RELEASE

SAN DIEGO HILLS MEMORIAL PARK HAVE PERMISSION FOR THE DEVELOPMENT AND MANAGEMENT OF CEMETERY BOARD OF INVESTMENT AND INTEGRATED SERVICES DISTRICT OF GOVERNMENT KARAWANG

(Clarification and contradiction about the news that San Diego Hills used a resort permission to develop the cemetery)

(Jakarta, August 24, 2015) - PT Lippo Karawaci Tbk (LPKR) does contradiction about the news that San Diego Hills utilizes Permit resort to develop the cemetery.

The truth is PT Lippo Karawaci Tbk through one of its business units, Lippo Homes is developing a region located in Karawang Barat it for burial by Business License (License) obtained from the Board of Investment and Integrated Services Karachi District Government No. 503 / 11551/0323 / PM / XI / BPMT / 2013 / P.1. The license is for the Housing and Area Development indsutri (Real & Industrial Estate), Memorial Park and Funeral Homes or Cemetery park. It was also strengthened by the Ministor decision of the law and Human Rights of the

Republic of Indonesia Number: W7-00987HT.01.01-TH.2006 on Ratification Deed of Establishment of a Limited Liability Company. PT San Diego Hills Memorial Park.

The San Diego Hills cemetery is open to the public, was not covered as news. Indeed, San Diego landscape around the Hill is fenced and has a gate that is modern and beautiful. But this is meant to maintain the security and seriousness of visitors, as well as the beauty of the trees are designed to reduce heat, beautiful and breezy. It also provides security and comfort for visitors tomb. facilities already available at the San Diego Hills, there are several prayer rooms are scattered in the tomb area, an Italian restaurant, a florist, a pool and a lake of 8 hectares for the visitors and shoppers unit tomb so as to make the cemetery does not appear dirty, scary, and free from bullying illegal.

## **2) The Result of Data Obsevation at Al Azhar Memorial Garden**

In this research, I have some observations and interview a respondent in San Diego Hills Memorial Park and funeral homes. In addition, I would like to complete the data in this study by observing other funeral homes such as Al Azhar Memorial Garden and *Pemakaman Mangga Besar I Desa Walahar* in order to do a comparison of the San Diego Hills Memorial Park and funeral homes with another funeral homes.

On July 23<sup>rd</sup> 2016, I visited Al Azhar memorial Garden accompanied by my mother and father. The burial site is on Highway Peruri KM.53-54, Karawang,

West Java 41 361, Indonesia. Al-Azhar Memorial Garden is a business unit of Islam boarding school Institute Al-Azhar, which is engaged in the funeral service of Islam. Al-Azhar Memorial Garden was built to serve a community that wants to be buried based on Islamic Sharia law as well as a means of socialization cemetery in Islam. Al Azhar Memorial Garden is The First Sharia Memorial Garden in Indonesia. Then I was curious and wanted to see firsthand how the appearance of the cemetery and then I want to compare it with the San Diego Hills memorial park and funeral homes. When we got there, there was a security guard at the front luxurious gate of Al Azhar memorial Garden and the guard asked about our purposes, then after we gave the explanation for him, the guard invited us entry into the Islamic funeral homes.

When I was seeing and observing the cemetery, there is also a bus with a lot of people visit there with the intention of praying and I saw them take some photos in front of the tomb and surrounding the tombs. Al Azhar memorial Garden looks very comfortable, and neat like a garden, there are walkways's clean. There are also those people who are cleaning the grave area. facilities in Al Azhar memorial Garden are Mosque with the design of the Middle East (still planned) Parking area and the access roads, Walkway, lounges and a playground, Rest Area KM. 52, Service funeral home.

Al Azhar funeral which has an area of approximately 25 hectares, yet there are many plots were filled, but according to one of the guards there, there were already about 400 units of plots tomb that has been purchased.

In addition, there is also a land that is not neat, still in the form of an empty field. After I was satisfied to see around the tomb, then I entered the sale office to request a brochure, when I saw the brochure, there is a picture of features at Al Azhar mosque Memorial Garden in the form of a beautiful design from the middle east. I asked the security guard about the location of the mosque, but he said that the mosque was not yet built, and will be built in the future (still planned).

**PERBEDAAN TAMAN PEMAKAMAN UMUM DENGAN AAMG**

<b>SITUASI &amp; KONDISI</b>	<b>TPU (Public Cemetery)</b>	<b>AI AZHAR MEMORIAL GARDEN</b>
<i>Visi</i>	<i>Tidak Memiliki Konsep</i>	<i>Memiliki Konsep</i>
<i>Kenyamanan</i>	<i>Banyak Pengemis, pembersih makam, pedagang asongan dll.</i>	<i>Tidak ada gangguan, nyaman dan tenang</i>
<i>Biaya Perawatan</i>	<i>Iuran Tahunan, Biaya perpanjangan, Terlambat bayar Makam bisa hilang</i>	<i>Tidak ada</i>
<i>Fasilitas</i>	<i>Tidak ada</i>	<i>Lengkap dan Modern</i>
<i>Taman dan Rumput</i>	<i>Liar, tidak teratur, tidak terurus.</i>	<i>Indah, luas dan terpelihara</i>
<i>Estetika</i>	<i>Tidak ada</i>	<i>Jelas dan teratur</i>
<i>Jaminan Kepemilikan</i>	<i>Tidak ada jaminan</i>	<i>Selamanya dan Bersertifikat</i>
<i>Lingkungan dan Keamanan Makam</i>	<i>Makam terkadang rusak atau banjir Jalan menuju kompleks makam macet</i>	<i>Sangat baik, 24 jam. Pagar Parit, Benteng. Parkir Luas</i>
<i>Persepsi Umum</i>	<i>Seram, Angker, Menakutkan</i>	<i>Damai dan Sejuk.</i>

*MarketingwebsiteAlazharmemorialgarden*

**The differences between TPU and AAMG**

<b>Situation and Conditions</b>	<b>TPU (Public Cemetery)</b>	<b>AI AZHAR MEMORIAL GARDEN</b>
<b>Vision</b>	Without Concept	with concept
<b>Pleasure</b>	Many Beggars, the tomb cleaner, seller	Without disruption, comfortable and quiet
<b>Maintenance costs</b>	Annual fee, renewal fee, late pay-tomb Spot can be lost	Nothing
<b>Facility</b>	nothing	Complete and Modern
<b>Parks and Grass</b>	wild, irregular, not neglected.	Beautiful , wide and protected
<b>Aesthetics</b>	Nothing	Clear and regular
<b>Ownership Warranty</b>	There is no guarantee	Forever and Certified
<b>Environment and safety grave</b>	Sometimes tombs were damaged or flooded, The road to the tomb involved in a jam	Very well, 24 hours. Parit fence, Fortress. Parking area
<b>Public perception</b>	Sinister, Awful, Scary	Tranquil and cool

**3) The Result of Data Observation at *Pemakaman Mangga Besar I Desa Walahar***

In this research, I'm not only make observations in luxurious funeral homes such as Al Azhar Memorial Garden and San Diego Hills Memorial Park and funeral homes, but I also observing a regular cemetery



like *Pemakaman Mangga Besar I Desa Walahar*. The reason why the writer conducted observations in three places is that I could see the difference between a cemetery that has a concept and no concept.

On Sunday, July 24 2016, I went to visit one of the public funeral homes near from my home. I went to *Pemakaman Mangga Besar I Desa Walahar* by motorcycles. About 7 minute I got there. There was very creepy situation, the tomb is not neat and very dirty as neglect. I was afraid to walk around it. The situation of funeral homes in my village was very different from the others funeral homes that I've visited before, such as the San Diego Hills Memorial Park and funeral homes and Al Azhar Memorial garden. *Pemakaman Mangga Besar I Desa Walahar* (Mangga Besar I funeral homes) is a tomb that was dirty, unkempt, no guard, deserted, and the tomb also had no concept ,therefore the tomb became disorganized. In addition, the access road was very narrow and muddy. The vehicles will be difficult when come into the funeral homes area. When I look at the situation around the tomb, I saw garbage strewn and there is no officer who cleans the grave area.

## Chapter V

# Conclusion and Suggestion

### 5.1 Conclusions

After the writer analyzed the data, she can write a conclusion of all the data generated from this study. San Diego Hills is a public cemetery, any kind of religion can buy cemetery plots in the San Diego Hills. San Diego Hills Memorial Parks and Funeral Homes is an area of luxurious funeral homes in Karawang, West Java, Indonesia. Funeral homes offers complete facilities and quality services: funeral exclusive, lakes, chapels, mosques, an Italian restaurant, a jogging track, swimming pool, florist and gift shop, a lush meadow for outdoor activities, multipurpose hall with a capacity of up to 250 person.

Luxurious facilities in San Diego Hills Memorial Park and funeral homes intended for the convenience of visitors and to change people's opinion about a funeral homes Because it is usually the situation in a tomb certainly looks creepy, many beggars, dirty and disorganized. Therefore, San Diego Hills founded with the concept of luxury, beautiful, and could attract the attention of visitors.

San Diego Hills is a cemetery in Karawang. Besides that, San Diego Hills can also be made in place of weddings, meetings, culinary, and the place looks like a tourist attraction. But even so, the San Diego Hills Memorial Park and funeral homes are built purely as a common burial place for the entire community in Indonesia.

The difference between San Diego Hills Memorial Park and Funeral Homes, Mangga Besar I funeral homes (TPU), and Mangga Besar I funeral homes (TPU) are San Diego Hills is a public funeral homes, therefore any kind of religion can buy cemetery plots in the San Diego Hills. Although this cemetery can be access for the public, but the burial place of every religion are kept separate because the area of San Diego Hills memorial park and funeral homes are divided into 3 parts, Unuveral garden (Christian religion), Garden of Prosperity and Joy (Chinese community), and Five pillars Garden (for Muslim). San Diego Hills have many luxurious fasilities such as Heavenly dome (a room similar with a mosque), Forest chapel (a building similar with the church), sale office, marketing gallery, La Rosa Frorist and Gift Shop, Restaurant, Swimming pool, and a large parking area.

Mangga Besar I funeral homes (TPU) is a public funeral homes but the situation in that funeral homes is very creepy, the tomb is not neat and very dirty as neglect.I was afraid to walk around it. The street around the funeral homes was very narrow and muddy.

Al Azhar Memorial Garden is The First Sharia Memorial Garden in Indonesia. The fasilities in Al Azhar are Parking area and access road environments, Walkway, Lounge, and Service funeral home.

San Diego Hills Memorial Park and Funeral Homes and Al Azhar Memorial Garden is a cemetery that has a beautiful concept, the concept of the park with green grass, the tombs are arranged according to the rules, neglected,

and security is maintained. As for the difference, San Diego Hills Memorial Park and Funeral Homes is a cemetery for all religions and facilities like tourist attraction while Al Azhar Memorial Garden is a special cemetery for the religion of Islam. Mangga Besar I cemetery is a cemetery located in a village, the cemetery has no concept so impressed never taken care of because it is very dirty, a lot of garbage, deserted, and without guards.

## **5.2 Suggestions**

In Completing this research paper ,the writer hopes the readers and the next researcher who are interest with this object can be better in completing all about data which has correlation with San Diego Hills Memorial Park and funeral homes. The writer take some suggetions for the next researchers who interested in doing some research :

- The writer suggests that this research paper will hopefully became an encouragement to the readers in conducting other reaserchers to be better than this one
- For the next researchers should increase more knowledge and information all about San Diego Hill Memorial Park and funeral homes
- Communication between respondent and the writer should also be futher improved, more aware, and avoid miscommunication.