

# Chapter I

## Introduction

### 1.1 Background of the Problem

Indonesia is a nation that has diversity, both in terms of custom, language, ethnicity, culture, and religion. Indonesia itself is a country which is rich in natural resources. Natural resources in Indonesia can be managed properly and made as the potential for people welfare. One field that can be developed is tourism. As time goes by, tourism in Indonesia is currently growing rapidly.

Tourism is a trip carried out for recreation or vacation. Tourism or *Pariwisata* comes from two word, "*Pari*" and "*Wisata*". *Pari* can be interpreted as many, many times, circling or complete. While *Wisata* can be interpreted as a trip or traveling. Tourism itself is an important economic sector in Indonesia. Natural wealth and culture are important component of tourism in Indonesia.

Many countries depend on the tourism industry as a source of taxes and income for companies that sell service to tourist. The tourism sector is an alternative income for regional income and for the country's foreign exchange. Therefore the development of the tourism industry is one of the strategies used by Governmental and Non-Governmental Organization to promote certain region as tourist areas to increase trade through the sale of goods and service to foreign tourists. This is because tourism is a sector that is considered profitable and potential to be developed as an asset that is used as a source that produce for the Nation and State.

There are many types of tourism in Indonesia such as Marine, Culture, Culinary, Religious, Shopping, Nature Reserve, Education, and Convention. One of the tourism cities in Indonesia is Bandung. In Bandung itself, the development of Tourism is currently experiencing an increase. Several tourist areas are scattered in this city. One of the tour in Bandung that is undergoing improvement is Cultural Tourism.

One of the famous cultural tourism in Bandung is *Saung Angklung Udjo*. *Saung Angklung Udjo* was founded on the dedication of one of the community leader named Mang Udjo to the arts of West Java, namely "*Angklung*". The concept that is carried out is in the form of performance or staging art, as well as the art of music or dance typical of West Java. Not only performing arts, *Saung Angklung Udjo* also provides *Angklung* and puppet show crafts.

*Saung Angklung Udjo* as an art Gallery is not only limited to the entertainment business, but there are also many types of *Angklung* with various size to other typical souvenir of West Java. By selling an entertainment business or service and goods can attract interest or reason for tourist to come visit. Not only that *Saung Angklung Udjo* always organize training and education on various kind of bamboo musical instrument for their tourist. Therefore tourist can easily play *Angklung*.

It is not easy for a tourism industry to survive without any form of effort or promotional strategie that have been carefully prepared. Therefore, effort is something that is done in achieving a certain goal. An effort was carried out by *Saung Angklung Udjo* as the Tourism Industry in attracting foreign tourists to visit.

Every effort carried out by *Saung Angklung Udjo* can increase the desire of foreign tourists to visit.

There are several factor that can affect visit and satisfaction for tourist. These factor can be in the form of product quality, service, servicescape and its own attractiveness. An attractiveness can be a main factor for foreign tourists visiting. Therefore *Saung Angklung Udjo* becomes one of the traditional musical instrument of West Java that is *Angklung* as an attractiveness.

*Saung Angklung Udjo* was chosen as the object of research by the writer based on the success of the brand in marketing its product and service that are traditional in the midst of the current globalization which leads to a more sophisticated dimension of modern life. *Saung Angklung Udjo* effort in attracting foreign tourists to visit is very important in promoting traditional culture into the international realm. Promotion strategies and roles that have been carried out by *Saung Angklung Udjo* become very interesting to be researched by the writer.

## **1.2 Identification of Problems**

Based on the background of the problems above, effort as a way to achieve certain goals. There are several ways or role of *Saung Angklung Udjo* in an effort to attract foreign tourists to visit. As for the effort that can be done by *Saung Angklung Udjo* through promotion. As a Cultural Tourism engaged in the Industry sector, visitor satisfaction can be influenced by sales of the entertainment business (services), product quality, physical facilities provided and its own attractiveness as a identity.

Therefore, the problem exist in the background above is about the role of *Saung Angklung Udjo* in attracting foreign tourists to visit. As for the other problem is the reason foreign tourists come to visit and the opinion of foreign tourists about *Saung Angklung Udjo*. The research about the role of *Saung Angklung Udjo* in attracting foreign tourists visiting can be used to increase the understanding and knowledge of the public or visitor to the place of tourism when visiting.

### **1.3 Limitation of Problem**

In this research, there are three factor that are the center of attention. First, what are the effort of *Saung Angklung Udjo* in attracting foreign tourists to visit. Second, the reason for foreign tourists visiting *Saung Angklung Udjo*. Third, the foreign tourists opinion about *Saung Angklung Udjo*.

In order for research to reach the target and in accordance with the expected goal, the writer need to formulate the problem. In general, the problem in question in this research is the effort carried out by *Saung Angklung Udjo* in attracting foreign tourists, the reason for foreign tourists visiting and the foreign tourists opinion about *Saung Angklung Udjo*. The writer limit the research on "The Role of *Saung Angklung Udjo* as a Traditional Tourism Destination to Attract foreign Tourists" this limitation is based on several reason. In this research, the writer focused on finding out about the effort carried out by *Saung Angklung Udjo* in attracting foreign tourists to visit. The writer will find out about the effort which is conducted by *Saung Angklung Udjo* in attracting foreign tourists to visit.

#### **1.4 Research Questions**

Based on the background of the research, the writer identified the existence of several problem found in The Role of *Saung Angklung Udjo* as a Traditional Tourism Destination in attracting soreign tourists. To detail the problem above, the writer make several sub-problem that are displayed in the form of question, are:

1. What are the effort of *Saung Angklung Udjo* in attracting foreign tourists to visit?
2. What are the reason for foreign tourists to visit *Saung Angklung Udjo*?
3. What are the foreign tourists opinion about *Saung Angklung Udjo*?

#### **1.5 Objectives of the Research**

The objectives of this research are:

1. To find out about the effort were conducted by *Saung Angklung Udjo* in attracting foreign tourists to visit.
2. To find out the reason foreign tourists come to visit *Saung Angklung Udjo*.
3. To find out foreign tourists opinion about *Saung Angklung Udjo* when doing a visit.

## **1.6 Significance of the Research**

This research is expected to provide benefit and advantage for tourist who have visited and tourist who will visit *Saung Angklung Udjo*, especially foreign tourists.

### **1. Generally**

This research can be useful to increase knowledge in doing tourism in a place, especially tourist attractions of culture in order to be able to add insight or knowledgeable. This research is also expected to provide input to the management of *Saung Angklung Udjo*, as well as other parties related to the tourism sector in an effort to find out the satisfaction of visitor at *Saung Angklung Udjo*.

### **2. Tourist**

- a. Tourist become more knowledgeable about the effort of a tourist place in attracting tourists and how to improve the quality of their services.
- b. Can sort and choose the destination of a trip to a place, before making a tour individually or in group.

### **3. Readers**

- a. This research is become reference for readers in terms of tourism, especially *Saung Angklung Udjo* as an object.
- b. This research can provide information needed by the readers.