

Chapter II

***Saung Angklung Udjo* as a Traditional Tourist Destination**

2.1 Effort in Promoting Tourism

In the Indonesian Dictionary, by Indrawan WS (2005) said the effort as an effort or activity that directs energy, thoughts to achieve a goal. Effort are also interpreted by The Drafting Team of the Ministry of National Education as an effort, idea, morals, endeavor to achieve a purpose, solve problem looking for a way out. Effort are also be interpreted as the part played by people or part of the main tasks that must be carried out. From that understanding can be underlined that the effort is something that is done in achieving a particular goal.

Effort is a dynamic aspect in a position (status). If someone does his rights and obligations accordance to their position, then they carries out an effort (Soekamto, 2002). Efforts are explained as a business (condition) of a way, also can be referred to as an activity carried out systematically, planned and directed to keep some things from spreading or arising. Therefore, an effort is a series of behaviors with a social position that given both formally and informally.

As for one form of effort is through promotion. Promotion is a form of effort that can provide product information or service with the aim of attracting potential customer to use the product being promoted. As is the promotion of producer or distributor expect an increase in sales figures. According to Buchari Alma (2006) Promotion is a type of communication that provides an explanation and convincing

prospective consumer about goods and services with the aim of getting attention, educating, reminding and convincing potential customer.

Tourism Promotion according to Hasan (2015) is a special variable of marketing in attracting potential tourists to a specific location and receiving a variety of activities that are planned in the tourism. In promotion business interpreted to inform, persuade, and remind the tourist directly or not about the product or brand that are on sale to prospective tourists about the products offered by notifying places where people can see or make purchases at the right time and place. As for the steps in promoting are as follows:

1. Advertising
2. Sales promotion
3. Personal Selling
4. Public Relation
5. Word of Mouth Marketing (WoMM)
6. Direct Marketing

In this research the writer emphasized how the efforts in promoting the tourist object carried out by *Saung Angklung Udjo* in attracting foreign tourists to visit. *Saung Angklung Udjo* is a tourism destination located in Bandung, West Java. Their effort in attracting foreign tourists to visit are to achieve a certain goals. According to Sunaryo (2013) tourism promotion activities are in principle a communication activity, which is carried out by a tourism organizing organization (destination) which seeks to influence the audience or tourist market which is the focus or target of the sale of its tourist products.

2.2 Tourism

Tourism according to Kodhyat (1998) is a trip made from a place to another place and is temporary, carried out individually or in group, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimension. Tourism itself is an important economic sector in Indonesia. Natural wealth and cultural is an important component in tourism Indonesia. As well as the case with other sector, tourism also affect the economy in an area or a tourist destination country.

Many countries depend on the tourism industry as a source of tax and income for companies that sell service to tourist. The tourism sector is an alternative income for regional income and foreign exchange for the country even for developed countries though. Therefore the development of the tourism industry is one of the strategies used by Governmental and Non-Governmental Organizations to promote certain regions as tourist areas to increase trade through the sale of goods and services to foreign tourists. According to Salah Wahab (2003: 5) tourism is one of the new type of industries that are able to produce rapid economic growth in providing employment, living standard and stimulating other productivity sector.

Meanwhile, according to Pitana in (2009) state that the definition of tourism that is contained contains several principal elements, that is:

1. A trip by a person or group of people from one place to another.
2. There is an element of temporary living in a place that is not where he lives.

3. The main purpose or movement of people is not to look for work or livelihood in the place to be addressed.

Based on the description of the experts above, it can be concluded that tourism is an activity carried out by individuals or groups consciously and temporarily, as an effort to find balance and happiness with the environment in social, cultural, natural and scientific dimension In Constitution Number 90 of 1990 concerning Tourism explained that Tourism is a travel activity or part of the activity which is carried out voluntarily and is temporary to enjoy tourist object and attractiveness. While tourism is everything related to tourism, including the exploitation of tourist object and attractiveness and related business in the field.

2.3 Types of Tourism

In the development of tourism there are several thing that need to be reviewed as a potential that need to be developed in a tourist destination. This potential affect the tourist who will carry out an activity to several tourist objects that will be visited. Beside that, there are some people who travel with activities in the form of business affair to a certain area. As for the various types of tourism are based on travel motives according to Ismayanti (2010), that is:

1. Sports Tourism

This tour combine sport activities with tourist activities. Activities in this tour can be in the form of active sport activities that require tourist to do body movement directly. Other activities can be in the form of passive

sports activities, where tourists do not only to do body movement, but only become connoisseurs and sport lover.

2. Culinary Tour

This tour is not only to fill and pamper the stomach with a variety of foods typical of the tourist destination, but an interesting experience as a destination. The experience of eating and cooking from a variety of foods typical of each region makes the experience gained even more special.

3. Religious Tourism

This tour is carried out for activities that are religious and divine.

4. Agro Tourism

This tour to take advantage of agro business as a tourist attraction with the aim of expanding knowledge, experience, and recreation. Where agro businesses that are commonly can be used in the form of agriculture, animal husbandry, plantation, forestry, and fisheries.

5. Cave Tourism

Cave tourism is an activity to explore the cave and enjoy the view in the cave.

6. Shopping tour

This tour makes shopping as its main attractiveness.

7. Ecological Tourism

This type of tour is a form of tourism that attract tourist to care about the natural and social ecology.

While according to Yoeti (1996:120-124) in terms of the economy, giving the classification of the type of tourism that is considered important, because in that way we will be able to determine how much foreign exchange income received from a kind of tourism that is developed in a place. Kinds of tourism that known such as:

1. Based on Location

a. Local Tourism

Local tourism is a place which has a small space and is limited only in certain places.

b. Regional Tourism

Regional tourism is the activities of tourism business which is developed in a place area and has a bigger space than local tourism.

c. National

National tourism has a meaning which is the activities of tourism which is developed in a region of the country. This meaning has synonym 5 with “Domestic Tourism”, where the people do a journey in their country.

d. Regional-International

Regional-International Tourism is the activities of tourism which is developed in a limited international region, but passed by more than two countries in the region.

e. International Tourism

International Tourism is similar to World Tourism Business. It mean that tourism business which is developed in the whole country in the

world. It include “Regional-International Tourism” and “National Tourism”.

2. Based on the Balance of Payments

a. In Going Tourism

In Going Tourism is the activity of tourism business which is marked by the arrival of the foreign tourists to one state. It can take a foreign exchange for state visited by tourist. It is supporting the position of balance of the state.

b. Out-Going Tourism

Out-Going Tourism is the activity of tourism which is marked by the influence of out-going foreign tourists to another country.

3. Based on Reason or Purpose of the Tour

a. Business Tourism

Business Tourism is one kind of tourism in which the tourist comes to work, trade, convention, seminar, and other.

b. Vocational Tourism

Vocational Tourism is a kind of tourism where people do the journey for vacation, recreation, or holiday.

c. Educational Tourism

Educational tourism is a kind of tourism where the people do or visitor do the journey for the purpose of study or learn something in

the field of education. Included in the 15 inside is *Dharmawisata* (study tour).

4. Based on the Visit Time

a. Seasonal Tourism

Seasonal tourism is one kind of tourism which depends on the season, such as Summer or Winter.

b. Occasional Tourism

Occasional Tourism is one kind of tourism in which the tourist do journey connected with occasion or event.

5. Based on the Object

a. Cultural Tourism

Cultural Tourism is a kind of tourism in which the motivation of people to do the journey is caused by the fascination of cultural art in that area.

b. Commercial Tourism

Commercial Tourism is also called trade tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and the others.

c. Recuperational Tourism

Recuperational Tourism is usually referred to as Health Tourism. The purpose of this journey is to cure a disease.

d. Sport Tourism

Sport Tourism is a journey where people aim at seeing or witnessing the sport fair in an area, such as Olympiad.

e. Political Tourism

Political Tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social Tourism

Social Tourism is a kind of journey, representing one kind of tourism which do not emphasize to get an advantage, like study tour.

g. Religion Tourism

Religion Tourism is a kind of tourism where the purpose of this journey is to witness the religious activities, such as visits to Hajj and Umrah for Muslims or Balinese Hindu religious ceremonies in Sekenan.

Based on the description of the experts above, it can be concluded that there are various types of tourism. Various types of tourism can develop in the future, as changing desire and interest of tourist. This thing certainly can open a tourism business that must consider the desires and need of interest by tourist. The more creative and many ideas that have, then more form and type of tourism can be created for the progress of the tourism industry (Pratiwi, 2015).

2.4 Tourism Industry

Understanding the tourism industry according to Ismayanti (2010: 19) is a collection of tourism businesses that are interrelated in producing goods and services to fulfillment needed of tourist in the organization of tourism. In general the word of industry for the community is identical to the factory building that carries out the production process using machinery and various technologies. Basically, the tourism industry is not an independent industry, but is an industry that uses skills, craft work, uses tools in processing agricultural products, and distribution as a basis for producing services or products that are different from one another. The difference is not only in the services produced, but also in the size of the company, the location of domicile, the form of the organization that manages and the method or method of marketing (Muhammad Tahwin, 2003).

Meanwhile, according to Yoeti (1996: 154) the tourism industry is a group or group of companies related to tourism, which together produce product and services needed by tourist and visitor in their travel somewhere. In other word, the Tourism Industry can be referred as a company that moves or sell goods and service needed by visitor or tourist in doing a trip. As a complex industry, the tourism industry is different from other industries. According to Spillane (1987: 87-88) there are some special nature regarding the tourism industry, that is:

- Tourism products have the characteristic that it cannot be moved. People can not bring tourism products on a subscription, but the subscription itself must visit, experience and come to enjoy the tourism product.

- In tourism production and consumption occur at the same time. Without a subscription using these services, no production will occur.
- As a service, tourism has various form. Therefore, in the section of tourism there are no objective standard measure, as other tangible product such as length, width, content, capacity, and so on like in a car.
- Subscriptions cannot taste the product before and cannot even know or test the product beforehand. Only brochures and pictures can be seen.
- In terms of business, tourism product are businesses that carry a large risk. The tourism industry requires a large investment, while demand is very sensitive to changes in the economic situation, politics, community attitudes or tourist pleasure and so on.

Based on the description of the experts above, it can be concluded that the presence of the tourism industry can convince people that tourism has a positive impact on the economy. The tourism industry does not stand alone and is more intangible, therefore the tourism industry is referred to as the industry without a chimney (Yoeti, 2008). The Tourism Industry as a set of business sectors that produce a variety of services and goods needed by tourists to travel.

2.5 Tourist

In general, tourists are people who carry out tourism activities. Without tourists there will be no tourism destination. Tourists are the main element in tourism. Tourists are also people who make a visit to a tourism destination, they are usually referred to as visitors with a variety of own purposes. According to the World Tourism Organization, a tourist or tourism is a person who travels at least 80 km (50 miles) from his home for recreation purposes.

According to Pendit (2002), tourists are people who traveling for fun, for personal needs, for health purposes, etc. Traveling with the intention of attending meeting, conference, deliberation, or in relation as representatives of various bodies or organization (science, administration, diplomatic, sports, religion, etc.). While According to P.W. Ogilvie in Yoeti (1996), Tourists are all people who fulfill two conditions; First, that they left their residence for a period of less than one year. Second, they go away for a while, they spend money at the place they are visiting and do not aim to make a living in that place. In other word, tourists are people who travel for 24 hour or more with personal destination such as vacation, business, and spending time without coercion or thought burden.

Based on the description of the experts above, it can be concluded that tourists are people who carry out tourism activities. Tourists play an important role in the sustainability of tourism destination. Without tourists, there will be no tourism activities and tourism destination.

2.6 Types of Tourist

In tourism activities there are two types of tourists, that is; foreign tourists and Domestic Tourist. Foreign tourists are tourist who come from abroad and aim for a vacation to another country. While Domestic Tourist are tourist who travel to other place, but are still in the territory of their own country. According to Yoeti (1996: 143-145) limit difference in types of tourist, are:

1. Foreign Tourists

Tourists who travel to a country that is not their home country. Foreign tourists are also called *Wisatawan Mancanegara* or *Wisman*.

2. Domestic Foreign Tourists

Foreign tourists who live in a country, to do travel in the territory of the country where they live. For example, Indonesian embassy staff who get annual leave do not return to their home countries, but doing a tour at the place where they is on duty.

3. Domestic Tourists

Domestic tourists are tourists who travel within the boundaries of his own country without crossing border. For example Indonesian citizen who travel to Bali. This tourists is abbreviated *Wisnus*.

4. Indigenous Foreign Tourists

A certain citizen who, because of his duties or position abroad, return to their home country and travel and his own territory. For example, an American citizen who served as a consultant at a foreign company in Indonesia, when on vacation their returned to America and toured there. This type of tourist is the opposite of Domestic Foreign Tourists.

5. Transit Tourist

Transit tourist is a tourist who is traveling to a certain country, boarding an airplane or ship or train, which is forced to stop at a port or airport or station not of their own volition.

6. Business Tourist

People who travel for business purposes not tourism but travel will do it after the main goal is complete. So travel is a secondary destination, after the primary destination is business done.

Based on the expert description above, it can be concluded that there are several types of tourists. The types of tourist are categorized based on the activities carried out by the tourist themselves.

2.7 Tourist Destination

In a tourist activity, tourist have various kind of motivation and specific goal. The purpose of conducting a tour is very dependent on the personal self of the tourist related to age, experience, education, emotion, physical and psychological condition. According to Yoeti (2008: 113) there are 4 destinations for a person to travel, that is:

a. Physical

Tourist aim to restore the physical state that is tired of working all the time, so they need to rest and relax, after returning from their tour they will be excited and excited again.

b. Cultural

Tourists aim to see cultural progress in a nation. Both the culture of the past and what has now been achieved, beside wanting to see the custom and habit of life.

c. Personal

Tourist who carry out these activities because there is a desire to visit relatives who have not met for a long time.

d. Status and Prestige

Tourist aim to improve the status and prestige of the family, showing they have abilities rather than others.

Based on the expert description above, the purpose of tourists to carry out tourism activities is based on certain kind of motivation and specific purpose. The purpose of tourist in carry out traveling depend on the personal self of tourist related to age, experience, education, emotions, physical and psychological condition. Therefore, the purpose of doing tourism is needed by every tourist.

2.8 Overview of *Saung Angklung Udjo*

Saung Angklung Udjo is a complete cultural and educational tourism destination, because *Saung Angklung Udjo* has a performance arena, a bamboo handicraft center and a workshop for bamboo musical instrument. Beside that, the presence of *Saung Angklung Udjo* in Bandung has become more meaningful because of its concern to preserve and develop Sundanese culture, especially

Angklung to the community through education facilities and training. *Angklung* is a multitoneal (double-pitched) musical instrument that has traditionally developed in the Sundanese community in West Java. This instrument is made of bamboo, sounded with a shake (the sound is caused by the collision of the bamboo pipe body) so that it produces vibrate sounds in 2, 3, 4 to 4 tones in each size, both large and small. According to Rigg (1862) in the Sundanese Language Dictionary, *Angklung* is a musical instrument made of bamboo pipes, cut at the ends, resembling pipes in organs, and tied together in a frame, vibrating to produce sound.

2.8.1 Saung Angklung Udjo History

Saung Angklung Udjo was founded in 1966 by Udjo Ngalagena (Alm) who was familiar with the nickname of *Mang Udjo*. *Saung Angklung Udjo* is an art Gallery that is useful as a performance venue, educational laboratory and as a cultural attraction typical of the area of West Java. Udjo Ngalagena (Alm) is an architect and initiator who has the idea. *Saung Angklung Udjo* seeks to realize its ambition and hopes of Abah Udjo or Pak Daeng (Alm) whose work is nicknamed it the Legend of *Angklung*, that is *Angklung* as a proud arts and cultural identity:

“Saya mendapatkan pesan dari Bapak Angklung Dunia, Daeng Soetigna (Alm), untuk meneruskan misinya memperkenalkan ANGKLUNG ke semua orang di seluruh dunia agar dikenal dimana - mana dengan sebuah gagasan bahwa melalui penampilan kesenian musik ANGKLUNG, akan dapat membantu mendorong terciptanya kedamaian dunia, yang kita cintai dan kita tinggali ini”

Mang Udjo got a message from Mr. Daeng Soetigna to introduce *Angklung* to the whole world.

From his deepening of *Angklung* musical knowledge, the philosophy of Mr. Daeng *Angklung* musical instrument, usually known as 5M, that is: Easy, Cheap, Educate, Interesting and Bulk, added Udjo Ngalagena (Alm) with Festive. Realized or not, this is what underlie Udjo Ngalagena (Alm) to concoct an ideal concept of “*Kaulinan Urang Lembur*” become an attractive show without leaving an important element of educative itself. So it is not surprising that foreign tourists who come to Bandung feel incomplete if they have not layover at *Saung Angklung Udjo*.

Since the art Gallery *Saung Angklung Udjo* was introduced to the public, amount of visitor coming from the year has increased, both locally and abroad. When a limited performance venue is felt no longer possible. Finally in 1995 was built a *Pendopo - Paseban* that could accommodate an audience with a capacity of approximately 500 people. Besides routine performances every day in the morning, afternoon, evening, and even at night. *Saung Angklung Udjo* has repeatedly held special shows performed at various invitations to appear in the country and abroad which are carried out with a high enough intensity.

What *Saung Angklung Udjo* did next to their visitor was not limited to selling the performing Arts. Various traditional bamboo musical instrument product such as *Angklung*, *Arumba*, *Calung*, and other are made and sold to enthusiast of traditional musical instrument typical of West Java.

Given the limited land and economic stimulant of the local community around *Saung Angklung Udjo*. Therefore, since 1997, *Saung Angklung Udjo* made a policy that the production and manufacture of *Angklung* or souvenir could not only be done by *Saung Angklung Udjo* but also by resident around. *Saung Angklung Udjo* only carries out promoting and sale by using a partnership pattern, that is:

1. Give orders for making bamboo musical instrument and supporting material.
2. Provision of raw material.
3. Education and training to improve the quality of both sound and artistic product, eradicating pest that attack bamboo and other.

In addition, in an effort to popularize bamboo musical instrument, especially *Angklung*, as an educative musical instrument and while building the character of the culprit, *Saung Angklung Udjo* actively organize various training on how to use *Angklung* and other bamboo musical instrument. This thing explain that *Saung Angklung Udjo* is not only a place to watch bamboo music performances but also as a place to serve the demand for bamboo musical instrument product as well as training and education of various bamboo musical instrument.

2.8.2 *Saung Angklung Udjo* Profile

a. Vision

“Menjadi kawasan budaya sunda khususnya budaya bambu yang mendunia untuk mewujudkan wisata unggulan di Indonesia.”

Becoming a Sundanese culture area, especially bamboo culture that worldwide to realize superior tourism in Indonesia.

b. Mission

“Melestarikan dan mengembangkan budaya sunda dengan basis filosofi Mang Udjo, yaitu gotong royong antar warga dan pelestarian lingkungan untuk kesejahteraan masyarakat.”

Preserve and develop Sundanese culture based on the philosophy of Mang Udjo, namely mutual cooperation between residents and environmental preservation for community welfare.

c. The Logo

The logo becomes an important ornament in strengthening the identity of a company, especially *Saung Angklung Udjo*. In its development, *Saung Angklung Udjo* has changed the logo almost 6



time.

Source: angklung-udjo.co.id

Picture 4.1
The logo of Saung Angklung Udjo

d. Schedule

Monday - Friday	Group/Reservation	10:00	13:00	Reguler	15:30	18:30
Saturday - Sunday	Reguler/Walk-In	10:00	13:00	Walk-In	15:30	18:30

Morning	10:00 – 11:30
Noon	13:00 – 14:30
Afternoon	15:30 – 17:00
Night	18:30 – 20:00

e. Ticket Price

Weekday	
Domestic	
Children (4-11 years)	Rp 50.000
Adult	Rp 70.000
Tourist	
Children (4-11 years)	Rp 70.000
Adult	Rp 110.000

Weekend	
Domestic	
Children (4-11 years)	Rp 55.000
Adult	Rp 75.000
Tourist	
Children (4-11 years)	Rp 80.000
Adult	Rp 120.000

f. Location

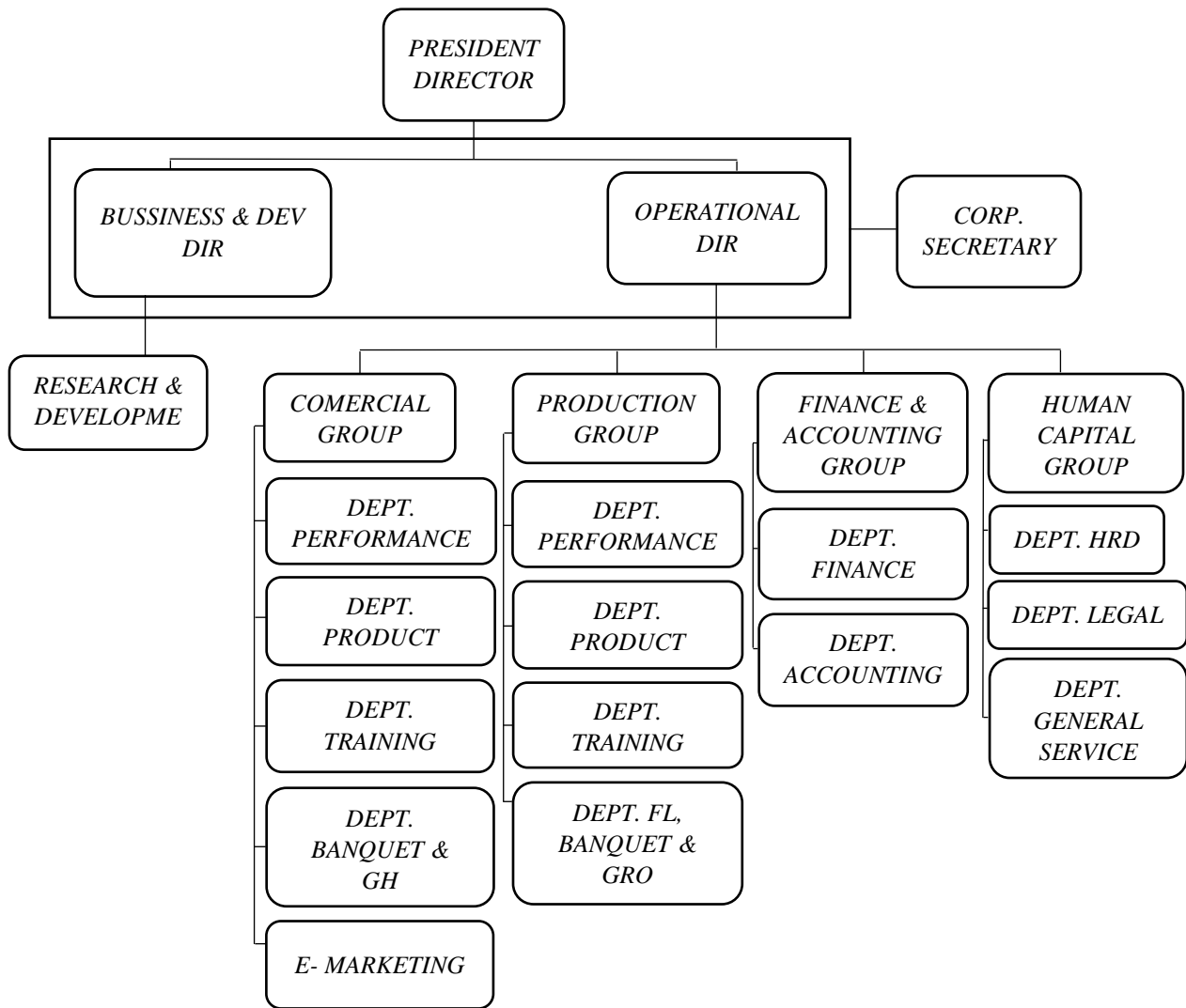
Jln. Padasuka 118, Bandung 40192 Jawa Barat.



Source: angklung-udjo.co.id

2.8.3 Saung Angklung Udjo staffing structure

In a development in a company can not be separated from the organizational structure in it. *Saung Angklung Udjo* has an organizational structure chart. These charts consist of the President Director, Business & Development Director, Operational Director. The Corporate Secretary Division of *Saung Angklung Udjo* is under the auspices of the Operational Director.



Source: Data Internal Saung Angklung Udjo

2.8.4 Job Description

Based on data obtained from the Human Resource Department (HRD), *Saung Angklung Udjo* is led by a President Director in charge of leading the company. Under the President Director there is a Business and Development Director and Operational Director who plays an important role in carrying out all the technical and orders that come from the President Director. A Business and Development Director plays a role in the company research and development department, while an Operational Director plays a role in overseeing the performance of *Saung Angklung Udjo* employees. *Saung Angklung Udjo* has two unit unit, that is the Business Unit and the Support Unit which have their respective duties, that is:

- **Business Unit**

- 1. E- Marketing**

E-Marketing is responsible for marketing, booking and selling all products and services for *Saung Angklung Udjo*.

- 2. Department Performance**

The Performance Department is responsible for the performance, creativity, packaging and innovation of art and culture that will be displayed in a performance. This section is also responsible for recruiting new members and setting the schedule for the players for the upcoming performances.

3. Production Group

The Production Group is responsible for the production and processing of *Angklung* and oversees the availability of *Angklung* main raw material, Bamboo. In addition, they also work together with *Angklung* craftsmen around Padasuka area to produce *Angklung*.

- **Supporting Unit**

1. Finance and Accounting Group

This section is responsible for managing the company's overall finances.

2. Human Capital Group

This section is responsible for the activities and employment of *Saung Angklung Udjo*.