

Chapter II

Literature Review

In this chapter, the writer would like to describe and enhance the definition of tourism, the definition of social media, the definition of tourists, the definition of entertainment, the purpose of promotion, and introduce what is NuArt Sculpture Park itself. This chapter will focus on a literature review, studies that are sourced from various expert opinions, and the writer's understanding.

2.1 Tourism

Tourism is a travel activity carried out individually or in groups for recreation or vacation. Tourism is a phenomenon where a person or a group of people have plans to travel from one place to another.

According to Pundit (1999), the word “travel” means going on a journey to a particular place, usually using some means of transportation. The function can be explained as follows. First, going from place to place or visiting various places and countries for business or pleasure. Second, taking the journey around or within a particular area. Third, going or covering a particular distance to move at a particular speed or in a particular way. Fourth, going from place to place as a salesperson is part of a business. Fifth, retaining its quality or freshness while being transported; transmitting, or communicating; observing to scan an object or scan in the process of observing the film.

Thus, it can be concluded that tourism or travel has a broad meaning. In this sense, tourism is not only about the movement of people from one place to another, but also has business and even activities for economic, social, cultural, political, religious, health, and other interests.

In Indonesia, tourism is commonly known as “Pariwisata”. The sole meaning itself is not too different from the definition of tourism in general. However, related to the use of different languages, in Indonesian, *pariwisata* has two meaning components according to the Indonesian Dictionary, *Pari* means whole, many times, and complete. While *Wisata* means traveling from one place to another. Tourism is one of the phenomena that happened because of the movement of the few from one place to another to conduct a touristy activity.

2.1.1 Types of Tourism

Basically, Indonesia has various types of tourist attractions that are certainly often visited and are also often in demand by tourists. These tourist attractions include beaches, parks, seas, forests, mountains, shopping centers or malls, historical places, museums, culinary centers, lakes, reservoirs, lakes, swimming pools, squares, hot springs, zoos, water waterfalls, flower and fruit gardens, and so on. The following is information about other types of tourist attractions. According to Suwena, Widyatmaja (2017), they reveal some of the common types of tourism, they are consisting of:

a. Marine Tour

Maritime tourism is also known as maritime tourism or water tourism. This tour relates to sports carried out in the water, such as on beaches, lakes, and bays. Activities that are usually carried out while doing marine tourism are fishing and surfing, sailing, rowing racing competitions, snorkeling, diving, and shooting underwater.

In diving, we can see how beautiful the scenery is under the sea. The archipelago also has marine parks where we can enjoy its beauty. The potential for Indonesian marine tourism is found in the Thousand Islands, Raja Ampat, Lake Toba, Mentawai, Bali Island, the Maluku Islands sea, and so on. Meanwhile, maritime countries that have marine tourism potentials, such as Fiji, Hawaii, and Tahiti.

b. Culture Tour

Cultural tourism aims to add insight and a person's view of life. In cultural tourism, especially abroad, we can see the way of life of the people in the country, and learn about their customs, arts, and culture. Cultural tourism is also useful for introducing the culture of one's own country to the international arena and vice versa (providing information/sharing information about the culture and customs of a country that has just visited our country). In other words, doing art and culture exchange. For example, music, dance, and drama.

c. Agritourism / Agricultural Tour

Agricultural tourism is a tourist trip to agricultural sites, to see plant nurseries in the fields and, plantations. Usually done in the context of study or can also just take a walk to enjoy the green plants and fresh air. Eyes will be refreshed with views of colorful fresh vegetables, looking at various vegetable seeds, and adventuring in cool plantations.

d. Hunting Tour

Hunting tourism can be done in countries that have forest areas that can be used as hunting grounds. Surely not hunting indiscriminately, instead, they follow government regulations regarding the boundaries of the hunting area and what types of animals are allowed to be hunted. For Indonesia itself, the government has opened hunting tours in the East Java region, precisely in Baluran. Animals that can be hunted are wild boars and bulls. While abroad, we can do hunting tours in various areas on the African continent. Animals that can be hunted are giraffes, elephants, lions, and others. For India, the animals that can be hunted are tigers and rhinos.

e. Pilgrimage Tour

This type of tourism is related to the history, customs, and beliefs held by the local community. Most are done by groups rather than individuals. The goal is to go to holy places, visit people who are considered powerful or holy/tombs of great people, funerals of famous figures, sacred hills and mountains full of legends, and so on. Many are associated with the intentions of the tourists, for example, wanting to ask for blessings and guidance from the divine and some even ask for wealth. For example, a Muslim who visits the holy land or the graves of the saints, a Catholic makes a pilgrimage to the Vatican, and Buddhists to visit Nepal, Tibet, or India.

f. Nature Reserve Tour

This tour, also known as conservation tourism, is carried out by visiting protected parks, nature reserves, and areas whose sustainability is protected by law.

Most nature lovers do this tour. For those who like to take pictures, it is very suitable to do this kind of tour.

There are many unique and beautiful plants and animals that can be used as photo objects. The environment is fresh, beautiful, and very supportive for relaxation. So, the mind is fresher and more relaxed. Tourist attractions in nature reserves, for example, are nature reserves on the island of Bali, namely the Eka Karya Botanical Gardens and the West Bali National Park.

g. Convention Tour

Convention tourism is closely related to politics. An example is a building where deliberations, trials, and meetings are held nationally or internationally. For example, the international congress center in Berlin, the Senayan Building in Jakarta, the Philippines has the Philippine International Convention Center

2.1.2 Forms of Tourism

According to Mangembulude (2014), “There are so many forms of tourism that existed which reviewed from a certain angle, there are:

1. In Terms of Numbers, tourism is divided into:

- a. Individual Tour, which is a journey carried out by one person or a husband and wife.
- b. Family Group Tour / Family Tour, which is a tour carried out by a group of families who still take kinship with each other.

- c. Group Tour / Tourism Group, which is a trip that is carried out together and led by someone who is responsible for the safety and needs of all its members.

2. In Terms of Arrangements, tourism is divided into:

- a. Pre-arranged Tour (Tourism Plan), which is a tour that has been arranged far in advance, both transportation, accommodation, and the objects to be visited.
- b. Package Tour, a tourism product that is a travel composition that is compiled and sold in order to provide convenience and practicality in traveling.
- c. Coach Tour (Guided Tour), which is an excursion package sold by a travel agency led by a tour guide and is a tour that is held regularly, within a predetermined period, and with a certain travel route.
- d. Special Arranged Tour (Special Tour), which is a tour that is specially arranged to meet the request of a subscriber or more in accordance with his interests.
- e. Optional Tour (Supplementary Tour), which is an additional tour outside the arrangements that have been prepared and agreed on for its implementation, which is carried out at the request of the customer.

3. In Terms of Purposes and Objectives, tourism is divided into

- a. Holiday Tour, a tourist trip organized and followed by its members to vacation, have fun, and entertain themselves.
- b. Familiarization Tour (Introduction Tour), which is a trip that is intended to get to know more fields or areas that are related to their work.

- c. Education Tour (Tourism Education), which is a tour that is intended to provide an overview, comparative study, or knowledge of the field of work visited.
- d. Scientific Tour (Tourism of Knowledge), which is a tour whose main purpose is to gain knowledge or investigation a field of science.
- e. Pilgrimage Tour (Religious Tourism), a tour to perform religious worship.
- f. Special Mission Tour (Tourism Special Visit), namely a tour with a special purpose, such as trade missions, art missions, and others.
- g. Special Program Tour (Special Program Tour), which is a tour to fill a special vacancy
- h. Hunting Tour (Tourism Hunting), which is a tourist visit which is intended to organize animal hunting permitted by local authorities, for entertainment purposes only.

4. In Terms of its Implementation, tourism is divided into:

- a. Excursion (Excursion), which is a short-distance tourist trip that takes less than 24 hours to visit one or more tourist attractions.
- b. Safari Tour (Safari Tour), which is a tour that is specially organized with special equipment or equipment as well.
- c. Cruise Tour (Sailing Tour), which is a tourist trip that uses a cruise ship to visit marine tourism objects and attractions on land but uses a cruise ship as a base of departure.
- d. Youth Tour (Tourism for Youth), which is a tourist visit whose implementation is specifically intended for teenagers according to the age group determined by the law of each country.

- e. Marine Tour (Maritime Tourism), a visit to a tourist attraction, especially to see the beauty of the ocean.

2.2 Promotion

Promotion according to Lupiyoadi (2013), *“Promosi adalah salah satu cara dalam bauran pemasaran yang sangat penting dilaksanakan oleh perusahaan dalam memasarkan produk yang berfungsi sebagai alat komunikasi antara perusahaan dan konsumen untuk mempengaruhi konsumen dalam kegiatan pembelian atau penggunaan jasa sesuai keinginan dan kebutuhan.”*

Basically, as Lupiyoadi has stated, promotion is one of the important ways for a business sector to reach a certain goal of success. As Lupiyoadi also stated that mix promotional is also one of the most important key factors to sell their products to the customer.

2.2.1 The Purpose of Promotion

According to Tjiptono (2015), *promotion is an element of marketing that focuses on informing, persuading, and reminding consumers of the company's brands and products. Promotion is an activity to improve a business sector in a better direction.*

Promotions are commonly conducted to increase income and accommodate consumers who are interested in the things we sell. In this case, people who love sculpture art will go to a place that provides things that go hand in hand like NuArt Sculpture Park.

Fundamentally, promotion is conducted to spread information and get attention, to invent/interest, to emerge a certain desire, and also to generate a certain action so then the customers will purchase the goods or services that were offered. According to Tjiptono (2015), the purpose of promotion is to inform, influence, and

persuade, also to remind the consumers about the goods or services that were being offered. This can be described as follows:

- a. Informing, informing can be in the form of providing information about the products or services offered, introducing how to use a product, conveying price changes to consumers, explaining the workings of a product, informing the services provided by the company, building a company image, and so on.
- b. Influencing and persuading, persuading consumers to buy products or services, switching brands offered by other companies, changing customer perceptions of products or services, encouraging customers to use products or services right away, encouraging consumers to accept salesperson visits, and so on.
- c. Reminding, reminding consumers that the product or service is needed in the near future, reminding consumers of places that offer the company's products or services, making consumers remember the products or services offered, and keeping consumers always remembering the product or service.

Therefore, the objectives of promotion in tourism are as follows:

- a. Disseminate tourist attraction information to tourists.
- b. Increase the number of visits so as to increase the income of the tourist attraction itself.
- c. To differentiate and favor tourist objects owned by an area with attractions in other areas.

- d. Shaping the image of the product or service in the eyes of tourists.

2.2.2 Types of Promotion

As to begin with, according to Kotler (2013), “Promotion essentially exists to help business sectors to gain their certain goal and also to make their brand known to the public”.

The promotion is based on principalities, consistencies, and disciplines. Therefore, to make promotion well maintained and work for the business sectors, they had to have an amount of knowledge and experience.

Traditionally, promotions were conducted through people-to-people and they usually spread through the community through word of mouth. And as time goes by, business sectors find their way to promote their business through print media such as billboards, pamphlets, and brochures. There are reasons why people tend to get interested in print media promotion that is based on eye-pleasing designs and interesting offers that the business sectors had to offer. Traditional promotion typically places its materials in places where the customer is more likely to see, interact, or hear directly. And examples of traditional promotion are conducted through pamphlets, billboards, brochures, etc.

Now that time has evolved, modernism has been one of the pivotal mementos for business people to change their promotional strategies. Business sectors tend to refresh their way of promoting their business, especially in the tourism sector. Through modern media such as social media, this business sector needs to be more creative in terms of making content for their promoting page, thus the business sector, especially for those who work in the marketing field, needs to

find the relevant platform in terms of promoting their respective business. Not stopping there, this business sector also needs to identify its target audiences, so then the amount of effort did not go in vain. Most of the things that business people do in this modern promotion are to use the social media platforms that are already available, the rest just need to be creative and determine the appropriate target audience.

It is undeniable that modern promotion cannot be separated from the existence of traditional promotion. Both are sustainable for the continuation of a successful promotion. However, what needs to be considered again is paying attention to the condition of the surrounding environment where there are already many customers who care about the environment so print media is no longer a priority. Therefore, this modern promotion was created to become a supporting media for business people to continue to promote in an efficient space.

Thus, promotion methods that rely on traditional and modern values are created, namely, mixed promotion. According to Lupiyoadi (2013: 178 – 182), he stated that there are some types of the mix promotion, including:

1. Advertising

Advertising is one of the forms of impersonal communication used by a certain company in promoting their product either goods or services, to evoke awareness toward the existence of the offered goods or services, offering the prospective customers to purchase or to use the goods and the services, and to differentiate each product that has been offered by the respective company to the other company. The purposes of advertising such as:

- a. Informative Advertising, where pieces of information will be given in addition to explaining certain goods or services that have been offered.
- b. Persuasive Advertising, where the company's target is to selectively construct certain goods or services demand or to selectively develop certain brands.
- c. Reminder Advertising, advertising will be very important to keep the customer remembering the name of the goods or services that have been offered by the company.
- d. Reinforcement Advertising, advertising will try to convince the customer that they have made the right choice to invest in a company's goods or services.

2. Personal Selling

Through personal selling, salespeople can directly adapt sales offerings to the needs and behavior of each consumer. In addition, sales personnel can find out customer reactions to sales offers. When compared to advertising media, messages conveyed through personal selling can be addressed directly to actual customers.

Personal selling has a very important role for the following reasons:

- a. Personal interaction between the company and the customer is essentially important.
- b. Products or services are provided by people or human resources, not by machines.
- c. People are part of the product or service.

3. Sales Promotion

Sales promotion are all activities intended to increase the flow of goods or services from the producer to its final sale. Point-of-sale promotions consist of brochures, information sheets, and so on. Sales promotions can be given to:

- a. Consumers, in the form of free offers, samples, product demos, coupons, gifts, and so on.
- b. Intermediaries, in the form of free offers, advertising fees, cooperation advertisements, awards, and others.
- c. Sales Force, in the form of bonuses, awards, promotional contests, and prizes for the best salespeople.

4. Public Relations

Public relation is another important marketing strategy, where companies not only relate to customers, suppliers, and dealers but also must relate to the larger interests of the company. In tourism, promotion is an effort to create awareness, an activity to persuade and influence tourists to make a visit that is offered. Tourism promotion referred to an activity based on a regular plan or program aimed at the domestic or foreign community with the intent and purpose of evoking the public's views to have an awareness of the usefulness of tourism so that tourism in this country gets support.

5. Information by Word of Mouth

The role of people or customers is very important in promoting goods or services. In other words, the customer will convey the product or service he bought

to other customers so that the information conveyed has a very large influence on the marketing of the product or service compared to other promotional activities.

6. Direct Promotion

There are six areas that constitute direct promotion, namely:

- a. Direct Mail
- b. Order by post (Mail Order)
- c. Immediate Response
- d. Direct Selling
- e. Telemarketing
- f. Digital ordering (Digital Market)

The promotion comes in various ways, whether it's using traditional promotion such as print media (newspaper, brochures, pamphlets, etc.) or electronic media (internet, website, social media, etc.). In this research, the writer will focus on the online promotion strategy through Instagram as a marketplace for people to virtually assess how attractive is NuArt as a tourist destination.

2.3 Digital Advertisement

The existence of technology certainly provides various options for the business sectors to communicate with the market and customers. With a large number of internet users all around the world, the opportunity for a company to be widely known becomes very large. One of the ways is through digital media advertisement.

According to Heidrick and Struggles (2009), *digital advertising uses technological developments and the digital world to carry out promotions or advertisements that are not heralded directly but have a very influential effect. Sites such as Facebook, YouTube, Instagram, or other types of social media that are often used to do digital advertising.*

The use of digital media for advertising or promotion is quite dependent on the impact and results that have been attempted by business activists, especially in the tourism sector. Therefore, the business sector needs to target and create schemes as well as understand the social media platforms used, so that the desired results can be met. With this, the writer relies on promotional research through Instagram as a media source for promotion

2.3.1 Social Media / Instagram

According to Wamuyu (2020), *Social media sites and apps have also become the new home where families, friends, influencers, brands, and bloggers converge multiple times daily to share updates and communicate.*

It means that social media has taken a toll on how people communicate daily and decide whatever their heart desires. Social media provides tons of ideas and options for its users to find the things they want, including the choice of traveling. One of the media is Instagram.

According to <https://blog.hubspot.com/marketing/how-to-use-instagram>, *Instagram is a social media platform that emphasizes photo and video sharing via its mobile app. You can take, edit, and publish visual content for your followers to interact with thorough likes, comments, and shares.*

In addition to its usefulness as a medium for sharing photos and videos, Instagram has now developed into a business medium for various business people. Now people can easily promote their businesses through photos and videos.

Instagram also has many supporting features to support good promotional activities including:

- a. **Instagram Feed**, Instagram feed is used to be the main profile page for sharing content like photos and videos. The content aims to attract users to like and view interesting content.
- b. **Photo and Video Upload**, Instagram allows its users to upload photos and videos as much as they wanted. The users can upload their desired content through their phone camera or by uploading from the phone gallery.
- c. **Geotagging**, this feature allows its users to tag the location of the uploaded photo or video that was taken.
- d. **Hashtag (#)**, Hashtags are useful and meant for grouping photos on Instagram so that they can be found more easily by people. With the right Instagram hashtags, the photos will appear in the search results of the right people, in this case, potential customers
- e. **Instagram Story**, this feature allows users to upload images or videos that will not last forever, it only has 24 hours until the image or video is automatically deleted
- f. **Instagram Live**, through Instagram's live broadcast feature, users can interact with other users easily. Where users can provide their responses through the comment column in the live broadcast feature.
- g. **Instagram Direct Message**, the Instagram DM feature allows users to share many things through direct messages, we can send photo and video files to other users.

- h. **Instagram Reels**, Instagram Reels is the latest feature that was just launched by Instagram last June. This feature can be used as an opportunity for business sectors as a tool of promotion. Reels can encourage engagement with potential customers. Users can create content that attracts attention so that potential customers who see it will be interested and decide to buy your product.
- i. **Instagram Ads**, this feature is presented to assist business people in promoting or marketing their products and services on Instagram. Being one of the best advertising platforms, of course, Instagram Ads offers a number of interesting features that will help businesses. With Instagram Ads, advertisers are given the freedom to manage their own ads. Advertisers can also choose their ad format, be it photos or videos, just adjust it to their needs. Just like on other advertising platforms, users can organize and manage the ad campaigns they create so that they can be more flexible.
- j. **Instagram Insight**, Instagram Insight is one of the features on Instagram that provides a variety of information related to the content you post. You can find out the number of interactions on each content. In addition, you can also know your audience's personal data. This feature can be very useful, especially for business people in determining the target customers you will reach through marketing on Instagram.

2.3.2 Instagram as Promotion Media

Promotion is one of the actions provided by business sectors to attract potential customers with amusement and enjoyment. Just how Instagram works for

this matter. Although the main purpose of the presence of Instagram is to share moments, now Instagram has been developed to become a business field for everyone. Nowadays, many tourism business sectors create Instagram accounts to promote their destinations as attractively as possible. Lately, the source of entertainment for local and long-distance tourists is looking for places that of course have not been visited in an area that is being visited.

According to Tuten (2008: 19) *Social media marketing merupakan bentuk periklanan secara online yang menggunakan konteks kultural dari komunitas sosial meliputi jejaring sosial, dunia virtual, situs berita sosial, dan situs berbagi pendapat social untuk menemui tujuan komunikasi.*

It was stated that social media marketing is one of the forms of online advertising that use for the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion-sharing sites to meet communication purposes. In this matter, Instagram clicked on all of those purposes in terms of informing and also advertising business to potential customers.

2.4 NuArt Sculpture Park

This art gallery has been established on November 11, 2000. It is located at Jl. Setra Duta Raya No. L-6, Ciwaruga, Kec. Parongpong, West Bandung Regency, West Java. This art venue was founded by a world-class artist named Nyoman Nuarta. He is a graduate of ITB in 1979 who was born in Bali and lives in the city of Bandung. This tourist spot was originally built as a private museum containing Nyoman Nuarta's works and many other collections. Besides being known as a sculptor, he is also known to use brass and copper as the basic materials for making his sculptures. His expertise is recognized internationally. In the past, Nyoman

Nuarta participated in the statue of the Indonesian proclaimer in 1979 and won the competition. One of the most phenomenal designs he has ever made is the Garuda Wisnu Kencana Statue in Bali. NuArt Sculpture Park mainly exhibits Nyoman Nuarta's sculpture works which span from the beginning of his career to the latest masterpieces. This 3-hectare park is specially designed to nurture the development of Indonesian art, design, and culture. Nyoman Nuarta's works are scattered throughout the NuArt Sculpture Park area, totaling 105-110 works. At least 45-50 of them are in the museum area.

Below is the organizational structure diagram chart of NuArt Sculpture Park:



Diagram 2.5.1: NuArt Sculpture Park Organizational Structure Scheme

From the organizational structure, each division certainly has its own duty and responsibilities for the continuity of the scope of work. And in this goal, the writer focuses on the division that is specifically responsible for the promotion and the division that holds NuArt Sculpture Park's official Instagram account. The one who responsible for the promotional scheme in NuArt Sculpture Park is

Commercial Manager, assisted with NuArt Sculpture Park Graphic Team with Instagram promotional utilities. In order to maintain the confidentiality and exclusivity of the organizational structure, the organizational structure available in this report is an overview of the existing structure at NuArt Sculpture Park given by the management.