

## CHAPTER II

### LITERATURE REVIEW

This chapter presents the theoretical foundation and previous research of this study. The theoretical foundation of this research includes previous research, tourism, tourists, situ cileunca tourist object, marketing strategy and also semantic.

#### 2.1 Previous Research of the Study

Previous researches that writer found about tourism management are related to writer's topic. Here are some previous researches that writer can provide are

- 1) Farid Kharisma. (2012). *Manajemen Pengembangan Pariwisata Kabupaten Semarang di Dinas Pemuda, Olahraga, Kebudayaan dan Pariwisata Kabupaten Semarang*. This research paper explains for increasing the potential of Semarang regency tourism competitiveness in regional or national level. The factors that Semarang regency tourism potential don't increase that much because of the lack of management from the *Dinas Pemuda, Olahraga, Kebudayaan dan Pariwisata* such as organizing the employee not from the tourism background, budget planning, as well as the workload that charged to the employee is still disproportionate due to the large number of workload but not supported by the number of personel. So, it would be better if *Dinas Pemuda, Olahraga, Kebudayaan dan Pariwisata* ask the province government through budget proposal for tourism development, give the employees training about tourism and scholarship for the outstanding employees also seek proposals for fulfillment of Human Resources through the Regional

Employment Agency (BKD). 2) Nurlisa. (2019). *Manajemen Pariwisata Berbasis Masyarakat Pada Objek Wisata Dante Pine Kabupaten Enrekang*.

This research paper explains that community-based tourism management at Dante Pine Tourism Object implemented quite well but not fully optimal because there are several things that need to be fixed. This can be seen from these aspects (1) Planning, (2) Organizing, (3) Mobilization and (4) Supervising. The supporting factors in the implementation of this program are (A) Potential nature as a tourist attraction (B) The role of society. Also there are inhibiting factors in the program such as (A) Responsibilities in supervising tourism area management activities carried out independently by the management and have not involved related agencies, (B) Arrangement and development support facilities the management of this tourist area to pay more attention because it is not yet well managed. 3) Widya Denny Nugraha. (2014). *Manajemen Pengelolaan Dampo Awang Beach Taman Rekreasi Pantai Kartini Kabupaten Rembang Tahun 2014*. This research paper explains the management process that implemented in this place such as Planning, Organizing, Leading and Controlling. For running that four management process influenced by Internal Factor and External Factor. For internal factors are tourist attraction potential, employee professionalism, marketing, and facilities also for the external factor is tourist/visitors. The management at Dampo Awang Beach has been going well but there are still obstacles such as lack of employee professionalism, lack of cleanliness levels, and partial condition of facilities and infrastructure that still not worth it.

## **2.2 Tourism**

Tourism is an activity that performed by individual or a group to moving out their places for a while. Tourism not just like going to across the world to find something new experiences and memories, but traveling around your own country or your own region it can be called a Tourism as well. Sastri (2020:5), stated that Tourism should be interpreted as a journey that has been done many times or in circles from one place to another. Also tourism is a multidimensional, multifaceted activity which touches many lives and many different economic activities.

As we know that Tourism can be divided into a different types and purposes depending on what will people do with their activities. There are a group of people or a person who do traveling with so many purposes like travel to another country or another foreign region to know about their culture, nature, religion, or anything else that can be known. According to UN-WTO (in Pitana and Diarta, 2009: 18-19) there are three basic elements in the sense of Tourism holistically:

### **A. Inbound Tourism**

Non-resident tourist who travel or enter specific nations fall under this category of tourism. For example, a group or individuals traveled to Jakarta to see a concert that held by Djakarta Warehouse Project.

### **B. Outbound Tourism**

When a local travels abroad, it is considered this sort of tourism. For example, the writer is traveling to South Korea from Indonesia to visit some of its tourist attractions.

## **C. Domestic Tourism**

Residents who travel across their own nation are engaging in this form of this tourism. For example, the writer visited Ciwidey's tourist attractions.

From the explanation above, we know what tourism is generally. Every activity of tourism usually based on the desire of the tourist itself to refresh their body and soul from bustle of life. Beside being the refreshment of body and soul, tourism also have many types, kinds and purposes while the tourist do traveling.

### **2.3 Tourist**

Tourist is a person or a group that doing tourism activity such as medical treatment, religious visits, or even study trips. Tourist usually travel from their place to visit another places just to enjoy the journey of their activity. According to Spillane (2003:9) tourist is a person who travel from their place to visit other places by enjoying their journey of their visit. Another definition of Tourist from UU RI No. 9 tahun 1990 in Yoeti (2007:9) define that tourist is a person that doing tourism activity. According to Sugiama (2011:12) that tourist is a person who travels for the purpose of resting/vacation, doing business, or for other trips such as medical treatment, religious visits and for study trips.

#### **2.3.1 Types of Tourist**

The activity of tourist can be various based on their types and purposes. Herindiyah (2019) stated there are three types of tourist according to the nature of the trip and the scope in which the tourist trip is carried out, such as:

A. Foreign Tourist

A foreigner who goes on a tourist trip, who comes to another country, which is not the country where he usually lives (usually seen from his citizenship status, travel documents, and the type of money spent).

B. Domestic Tourist

A citizen of a country who travels within the borders of his own country without crossing the borders of his own country.

C. Indigieous Tourist

Citizens of a certain country, because of their duties or positions abroad, return to their country of origin and undertake tourist trips in the territory of their own country.

From the definitions above, we know what the definition of tourists in general and their kind of activities. Almost the same as a visitor, but the purpose of a visitor's activities is just to visit and have no specific purpose.

## 2.4 Situ Cileunca Tourist Destination



Picture 2.4 Situ Cileunca Tourist Destination

Bandung regency has lots of places to relax your mind and let go of fatigue and stress. There are so many areas that have beautiful places in Bandungregency, but the most famous region that Bandung regency has are Ciwideyand Pangalengan. In Ciwidey there are places like Situ Patenggang (artificial lake), Rancabali Tea Garden, Kawah Putih (white crater), etc. In Pangalenganalso have a lot of tourist attraction like Sunrise Point Cukul, Taman LangitPangalengan (Pangalengan Sky Park), Rahong Pine Forest, Situ Cileunca, etc.

According to Zulkarnain (2023) An artificial lake called Situ Cileunca is used to generate hydroelectric electricity (PLTA). Situ Cileunca is located in the West Java Province of Indonesia in the Warnasari Village, Pangalengan District, Bandung Regency. Situ Cileunca was previously part of a dense forest owned by Willem Hermanus Hoogland, the proprietor of Borderij N.V. Almanac, before it was developed for hydroelectric power.

This popular tourist destination is actually an artificial lake with 17- meter depth and 1,400 Ha surface area. The area where the place is located is 1,550 meters above sea level. The Dutch government constructed Situ Cileunca between 1919 and 1926. Arya and Mahesti were two significant indigenous personalities who worked on Situ Cileunca's construction throughout its seven-year construction period. Bandung City and Situ Cileunca Pangalengan are separated by around28 kilometers, or about 2 hours and 30 minutes, by car. Situ Cileunca typicallyhas temperatures between 18 and 28 °C.

## **2.5 Tourism Marketing Strategy**

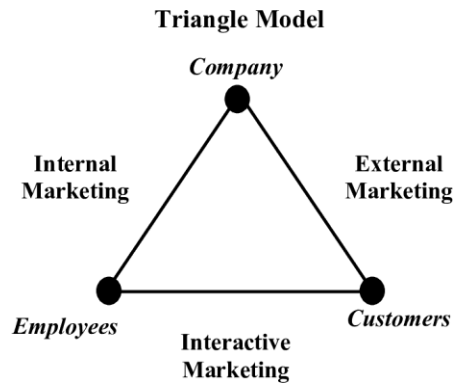
The development of information and communication in the cyber world (social media) feels very instant, thus having the impact of very rapid and communicative development of communication. By using a smartphone in the palm of your hand, all forms of the latest information and communication throughout the world can be accessed. inseparable from social media, the world of marketing is now venturing into the digital world with various strategies. According to Rangkuti (2014:3), he argues that strategy is a tool for to achieve goals in its development, and the concept of strategy to continue to grow.

Jauch & Glueck (in Akdon, 2012:13) mentions: that strategy is a unified, comprehensive and integrated plan linking organizational strategic advantages with challenges environment and designed to ensure that the main objectives organization can be achieved through proper implementation by the organization. Developers or even the managements of a tourist destination have so many plans and strategies to achieve their goals. Strategy is a step that the developers or the managements take to achieve their goals.

According to Muljadi (2010:87) Tourism marketing strategy is an effort to identify the needs and desires of tourists and offer tourism products that are in accordance with their wishes.

### 2.5.1 Types of Marketing

According to Kotler (2006:89) there are three types of Marketing called The Service Marketing Triangle.



Picture 2.5 Service Marketing Triangle Kotler

1. External Marketing, describe the normal work of the company for preparation, pricing, distribution, and facilitate consumer service.
2. Internal Marketing, describe the effort of the company to train and motivate employees to properly serve customers.
3. Interactive Marketing, represents the expertise of employees in consumer service. This is important because consumers of services assess quality not only by technical quality, but also by functional quality.

### 2.5.2 Social Media Marketing

Social media known as a place to communicate with another person around the globe through mobile phone application. Thamrin et.al (2019) The development of information and communication in the cyber world (social media) feels very instant, thus having the impact of very rapid and communicative development of communication. By using a smartphone in the palm of your hand, all forms of the latest information and communication throughout the world can be accessed.



Social media also have a function as entertainment facility and a space to express the ideas, thoughts and creativity. As we know that in this digital era we can not be separated with Social Media. Everyday every individual use social media to communicate with each other, share many things or update the newest information through social media. Same as Tourism sectors on these days that use social media as the promotion of their product such as tourist attraction, culinary, etc.

The trending place that tourist would to visit usually from TikTok, Instagram, and Facebook. The tourist usually made a short video like mini vlog on their trip to their destination and then share it on Instagram, Facebook also TikTok. This social media really helps the management and the tourist object for being spotted through online world.

According to Novila (2018) Social Media Marketing is a marketing technique with social media tools to promote the product or services specifically. Representation of a good content can make the tourist attracted to the product and services that being presented. Also in this era businessman could do experiment and adapt to the market condition with Social Media Marketing tactics to gain the goal of the company, Rangkuti (2002).

### **2.5.3 Instagram**

Being an Entrepreneur or Business Owner these days should be utilize the function of technology especially social media. Most of people use social media as their place to express their feelings and thoughts or even share their experiences through photos or videos. Instagram is one of the most users in social media, according to Kurnia (2018:10) Instagram is one of social media that is often used in Indonesia, total its active users reach 53 million people of all ages. Also Adhita (2018:3) said that only with business account in Instagram, online companies can make a profit and turnover that is extraordinarily large and which should be noted profit or turnover of that size does not need much time.

For a company that running tourist attraction such as Situ Cileunca it's worked to attract the tourist from other region or even other province to come to Situ Cileunca. So many Instagram users share their photos or videos that can make other users want to come to Situ Cileunca because their photos or videos looks good.

### **2.5.4 TikTok**

Same as Instagram, TikTok one of the most easiest way to use social media. The user interface of TikTok is just about scrolling the timeline and TikTok contents just like short videos and pictures slideshow around less than 1 minute to 3 minutes. The presence of TikTok on this social media competition that loved by youngsters these days gave the positive impact on business people who run their business on social media.

Guarda (2020:38) stated that TikTok simplified the creation and sharing videos. All that users need to do is to record everything they want in their daily routines and publish them instantly. In addition, this short video content is played as soon as the user opens the apps and the videos start playing one by one. Due to the addictive nature of the content type, it is very easy for watching random videos for hours.

Because of that easy-to-use social media platform, so many TikTok users share their experience through a *mini vlog* went to tourist attraction that is happening now with beautiful edit so that other users want to go there too with their version. For example they came to Situ Cileunca because it has beautiful nature view and have so many attraction that can tourist experienced.

### **2.5.5 Facebook**

Facebook is an old-school social media that evolved into modern social media as we know these days. From the platform that just used to talk with someone new or some old friends from the past and post some photos and videos, but now Facebook is more flexible than ever. You can play games, livestreaming, and even running business.

As Smith and Treadaway (2010:27) stated the one-size-fits-all social network provides the user with one-stop shopping for all of their online community, entertainment, communication, and social media needs. These websites not only let you connect with friends, they let you upload photos from status updates from a social network, your family's vacation and videos of your daughter's second birthday party. They let you update your "status" so the world knows that you woke up feeling grumpy or that you

are thankful for a new day. They let you join groups associated with your political affiliation, hobbies, or career. In short, these websites want to be your everything online.

Which means that Facebook now is not just a platform for say hi to your friends, post some weird statuses, photos or videos, but Facebook now is “you can do anything you want to do” platform. Running your own business with using Facebook as the marketing trick should work these days. For example running tourist attraction business. Many Facebook users share their experience through photos and videos of they are going somewhere that have beautiful nature view or even trying the attraction.

## **2.6 Semantic**

Linguistic is very related with words, meaning, and the other elements. Linguistic study is not always about phonology, syntax and morphology. Palmer (1976:30) stated that reference deals with the relationship between the linguistic elements, words, sentences, etc., and non-linguistic word of experience. Sense relates to the complex system of relationships that hold between the linguistic elements themselves (mostly the words); it is considered only with intra-linguistic relations.

This study of linguistic is called Semantics. Semantics word is from Greek *semanticos* is the branch of linguistics that studies the meaning that contained in a language, code, or other type of representation. In other words, semantics is the study of meaning. The word semantic first time used by the France filologist named Michel Breal in 1883.

According to Chaer (1994:2) the word semantic semantic word can interpreted as the science of meaning or about meaning, namely one of the three levels of language analysis: phonology, grammar, and semantics.

Linguistic semantics is the study of meaning used to understand human expressions through language. Other forms of semantics include programming language semantics, formal logic, and semiotics. Semantics is different from syntax, the study of the combinatorics of language units (without reference to its meaning), and pragmatics, the study of the relationship between language symbols, meaning, and language user. In international scientific vocabulary semantic also called as *semasiology*.

J.W.M Verhaar (1981:9) stated that semantics means meaning theory or theory of meaning, which is branch of sistematic language that investigate meaning. Language meaning from semantics refers to the study of how meaning is conveyed through words, phrases, sentences and other linguistic units. Semantics is a subfield of linguistics that focuses on understanding the meaning of language and how it is interpreted by the speakers or listeners.

We are all inevitably interested in meaning. We wonder about the meaning of new words. We may be uncertain about what messages we receive from what we read or hear, and may feel uncertain about communicating our messages to others. We enjoy jokes, and their humor is often based on the double meaning of words or the ambiguity of sentences. Commercial organizations invest a great deal of effort and money in naming their products, creating slogans, and creating meaningful messages for their audiences.

According to Leech (1981:9) there are seven types of meanings:

1. Conceptual or Denotative Meaning

Conceptual meaning plays a very large role in linguistic communication because it "represents a complex and sophisticated organization that can be compared and associated with similar organizations at the syntactic and phonological levels of the language". (Leech 1981:9).

2. Connotative Meaning

Connotative Meaning is the communicative value an expression has by virtue of what it *refers to*, over and above its purely conceptual content." (Leech 1981:12).

3. Social Meaning

Social meaning is that which a piece of language conveys about the social circumstances of its use. (Leech 1981:14). This type of meaning usually found at our daily activities because it have the same words and pronunciations but have different meanings. These are so closely related to the different social groups that are part of these situations that David Crystal and Derek Davy created a classifications of social style variations.

- a. Dialect (The language of a geographical region or social class)
- b. Time (The language of 18<sup>th</sup> century)
- c. Province (Language of law, science, advertising, etc.)
- d. Status (Polite, colloquial, slang, etc.)
- e. Modality (Language of memoranda, lectures, jokes, etc.)
- f. Singularity (The style of Dickens, Hemingway, etc.)

#### 4. Affective Meaning

This type of meaning is related to the social meaning. According to Leech affective meaning deals with the way a language can reflect personal feelings of the speaker that may include attitude to a listener or something he is talking about. (1981). Furthermore, affective meaning can be expressed directly and indirectly depending on the context.

#### 5. Reflected Meaning

According to Leech (1981:15) this type of meaning can be explained as the one appearing situations of multiple conceptual meanings, when one sense of a word influences our response to another sense. For example when two people talking about the computer, one of the person said that this device can run game applications so we can play all day long, while the other one said this device can run editing applications and write notes or articles. In this case the two people are talking about computer.

#### 6. Collocative Meaning

Collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment. (Leech 1981:17). For example of this type of meaning Leech use illustration with word pretty and handsome which are those two words could be imply a lot of objects.

#### 7. Thematic Meaning

Leech (1981:19) stated that what is communicated by the way in which the message is organized in terms of order and emphasis.

As we know that Semantics is a study of human language. According to Chaer (2013:2) the word semantics agreed as a term that being used in linguistics that studies the relationship between linguistic signs and the things that marked with. Chaer (2013) also quoted from Ferdinand de Saussure about the linguistic signs which consists “(1) the interpreting component, which is in the form of the sound forms of language and (2) component that is interpreted or the meaning of the first component.

Chaer (2011:384-385) stated that information is not a meaning, because the meaning concerns the whole problem in-speech (intra-lingual), while the information only concerns in out-speech (extra-lingual). Meaning concerns all components of the concept that contained in a word.

From the explanations above we could see that Semantics studies especially the study of meaning is important in our lives. The communication would not go as well if did not have meaning on it. Every sign, every languages and everything that we do has meaning so it can be understood by people.



