CHAPTER 2
LITERATURE REVIEW

As mentioned in Chapter 1, the object of this Project is a one-stop tourist destination, Malang City and Batu City, the target market to which the authors wish to convey information about the object is families, and the intended medium to communicate the information is a Travel Guide Book. In order to carry out the Project and create the Prototype, the authors need to be more familiar with the object, the idea of tourism and tourist destinations, and the theories behind marketing strategy.

2.1. Description of the Object

This section will describe Malang City and Batu City in detail, including its geography, climate, history, culture, economy, and finally, some of the attractions available.

2.1.1. Geography

Malang City and Batu City are located in the Malang Regency, in the province of East Java, one of the most beautiful provinces Indonesia. East Java is located between Central Java and Bali provinces. The northern part of East Java borders on Java Sea and the Indian Ocean is located south of it. (Representative Office of the Government of East Java Province, 2012).
Malang City itself is located at “an altitude between 440-667 meters above sea level and it lies in the middle region of Malang regency situated astronomically 112.06°- 112.07°esat longitude and 7.06°- 8.02° south altitude” (Dinas Komunikasi Dan Informatika Pemerintah Kota Malang, 2011). It shares its borders with the cities of Pasuruan (North), Lumajang (East), and Batu (West). Mount Bromo, one of Java’s largest volcanoes and a major tourist attraction, is located just to the east of the city. The location of the city makes the climate of this city become popular; it is often referred to as the ‘Paris of East Java’ by Indonesians.

Meanwhile, Batu City is located 15 km west side of Kota Malang, is another beautiful city to be observed. Batu is at 680 – 1,200 meter above sea level with air temperature 15 – 19°C. The total area of Batu is 202,30 km² on co-ordinate 7°44’55” South Latitude and 122° 17’10” to 122° 57’ East Longitude. (Representative Office of the Goverment of East Java Province, 2012).

Figure 1 Map of Java island, Indonesia, showing major cities, including Malang (source:RB-DESKKART).
2.1.2. Climate

The Malang regency has different terrains, therefore affecting the climates of the different cities located there. During 2008 Malang recorded an average air temperature ranging between 22.7°C and 25.1°C. While the maximum temperature reached 32.7°C and minimum temperature of 18.4°C. Average humidity ranges from 79% to 86%. With maximum moisture content 99% and minimum at 40%. Like most other areas in Indonesia, Malang has two seasons, the rainy season and dry season. According to data from observation stations, Malang has relatively high rain fall in February, November, and December. Whereas in June and September rain fall is relatively low. The maximum wind speed tends to occur in May, September, and July (Dinas Komunikasi dan Informatika Kota Malang, 2011).

Meanwhile, located at an altitude of 680-1200 meters above sea level and surrounded by several mountains, like Mountain Panderman, Mountain Lots, and Mount Welirang, make Batu City tend to be cooler than other cities in the regency, including Malang, with average air temperature of 15-19 degrees Celsius. As mentioned in the background – nature of the object, the beauty of this city, coupled with its cool temperature, makes this city a resort town of the royal families around the 10th century. In fact, later, during the colonial era of the Dutch East Indies around the 1552 to 1942, the Dutch government referred to Batu City as the “Switzerland of Java” or the"Swiss De Klein minor in Java." (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2010).

2.1.3. History of Malang Regency

As to the first clues of the history of Malang itself, the Dinoyo inscription 760 AD is the primary official document that revealed the history of Malang, before a new inscription was discovered in 1986. Based on the information found from this inscription, the experts concluded that the existence of Malang Regency’s government began in the 8th century, along with the start of King Gajayana’s rule of his Kingdom in Malang (L. Damaes: “Studed’ Epigraphy d’Indonesia IV. 1952”).
The history of Malang could not be separate from the history of East Java and Mataram Kingdom with the Legend is Ken Arok. According to scriptures of Pararaton, Ken Arok was born in 1182, from a pair of ordinary village people, Gajahpara and Ken Endok. The God Brahma determined that Ken Arok would rule the land of Java. He experienced as thief, a thug and robber until an Indian Brahmin, Lohgawe, who had an ambition to be a king and took him as child. (Biro Humas Setda Prov JATIM, 2009).

After Ken Arok succeeds in becoming the Regent of Tumapel and taken of the Kediri Kingdom. Then, he killed Tunggu Ametung with a “keris” (traditional sword) of Mpu Gandring, and married Tunggu Ametung’s wife, name Ken Dedes. Before killed Tunggu Ametung, Ken Arok had killed Mpu Gandring, because Mpu Gandring could not finish the keris perfectly. On his deathbed, Mpu Gandring set a curse that the keris will kill seven people, including Ken Arok and his descendants. Then, Ken Arok conquered Kediri Kingdom and be part of Tumapel that was then changed to Kingdom of Singasari in 1222. He ruled the kingdom until 1227 (Biro Humas Setda Prov JATIM, 2009).

According to the curse of Mpu Gandring, in 1227 Anusapati, the son of Tunggu Ametung killed Ken Arok, and Anusapati became the king of Singasari. He ruled the kingdom for 20 years until 1248 before he was killed by Tohjaya, the son of Ken Arok from his wife Ken Umang. The curse continued as three years later, Tohjaya was killed in the uprising violence led by Jaya Wisnuwardhana, son of Anusapati. After that tragedy in 1268, Wisnuwardhana died and the Kertanegara is ruled of Singasari Kingdom from 1268 to 1292. At last, Kertanegara was defeated by rebel of Jayakatwang as the King of Singasari (Biro Humas Setda Prov JATIM, 2009).

In the year 1294, the great Kingdom of Majapahit was founded by Raden Widjaja, the son in law of Kertanegara. Majapahit reached its peak during the reign of the King Hayam Wuruk. The Mahapatih (Knight) Gajah Mada accompanied him. Together with his Mahapatih, Hayam Wuruk managed to unite a large area under the name Dwipantara.

In 1357, the Bubat battle occurred; this is the war between the King of Sunda and Majapahit led by Patih Gajah Mada. The incident stems from a desire of the King Hayam Wuruk to take the Sundanese princess named Dyah Pitaloka as the Majapahit
Queen. However, due to a misunderstanding about marriage procedures, the plan led to a battle in Bubat. Majapahit troops, under the leadership of Gajah Mada conquered Pajajaran in the war of Bubat. Furthermore, in 1389, Hayam Wuruk died. Wikramawardhana replaced him. From this era is the beginning of the fall of Majapahit. However, one of them caused the disappointment of Hayam Wuruk is form another child, which is Wirabumi (Biro Humas Setda Prov JATIM, 2009). In the next era, Malang Regency became an important place when the government of Mataram Kingdom took hold the area and built it as the largest regency in East Java. Since that time Malang regency has developed rapidly.

Malang was included into Mataram in the 1614, and then transferred to the Dutch colonial rule. The reason of Malang because it was well known and very popular for many Dutch and other Europeans who preferred to visit the city because of its cool climate, along with its proximity to the major port of Surabaya. Malang was then connected to Java’s railroad network that further increasing development and leading to increased industrialization (Faishal, 2009).

On the other side, Batu City is also a very attractive place to be mentioned. In its most recent history, the Malang City Administration passed Law No. 11 about Improvement of Batu City on June 30, 2001. A few months later, on October 17, 2002 the Government officially updated Batu to “administrative city” status, which means that while previously Batu fell under the government of Malang City, it has now become independent and can rule its own affairs. After then, on October 22, 2002 the Governor of East Java, on behalf of the Minister of Regional Autonomy appointed Drs. Imam Kabulas Mayor of Batu City.

After have been upgraded, Batu City led by its mayor Drs. Imam Kabul, wish to increase city development, both physical and non-physical. Since the status updated, the City Administration together with its citizen start to prepare itself, how to maintain its prestige by keeping the image of this city to be remains cool and bring deep impressions to the tourists, both domestically and abroad (Pemerintah Kota Batu, 2012).
2.1.4. Culture of Malang

Java Island has several ethnic groups; Sunda ethnic on the west side, Java ethnic on the center, Blambangan ethnic, mostly known as Madura people, on the east side. Malang people themselves are of Javanese ethnicity, which is the most dominant. We can find ethnic groups in business center, such as market traders or even street food vendors. One of foreign ethnic groups that we can almost easily find in Malang is Chinese. However, although there are many Chinese in this city, they cannot contribute much in the government (IslandTourism Co, 2011). Aside from China, some of the current residents also come from Saudi Arabia (Dinas Komunikasi dan Informatika Pemerintah Kota Malang, 2011).

Malang itself, as a city filled with its own diverse ethnical society has its own unique culture. Native Malang refer to themselves as “Arek Malang (AREMA)” or in Bahasa Indonesia meaning “People who come from Malang.” (Dinas Komunikasi dan Informatika Pemerintah Kota Malang, 2011). The Arema are known to be religious, dynamic, hardworking, and proud of their identity.

To know more about the incredible culture of Malang City, we can dissect several elements of culture such as religion, art, language, and specialty cuisine (Dinas Komunikasi dan Informatika Pemerintah Kota Malang, 2011).

2.1.4.1. Religion

Most of Malang people are Muslims and then followed by a small number of people whose religions are Christian, Catholic, Hinduism, and Buddhism. However, these people are famous with their harmony with each other and are cooperative in developing their city together. There are many places of worship for all the religions, such as Jami Mosque, KayuTangan Church, and Kota Lama’s Temple, which have existed for hundreds of years (Dinas Komunikasi dan Informatika Pemerintah Kota Malang, 2011).

Jami Mosque, the main mosque in Malang City, has an awesome historical value. It was built with two steps and took 13 years to finish the whole construction. Since the first establishment, Jami Mosque’s structure has never been changed and the origin is
always preserved. Regarding its square-shaped structure, Jami Mosque has two styles of architecture; Javanese & Arabic, which can be from the shape of the roof and the curvy constructions of its doors and windows. Address JL. Merdeka Barat no 3 – Malang City, phone number 0341 – 321365, fax Number 0341 – 326359 (Developer Masjid Agung Jami Malang, 2012), Malang also becomes the educational center of religion proven by the large quantity of Islamic Boarding School & Bible Seminary in Malang, which has been noticed throughout the nation (Dinas Komunikasi dan Informatika Pemerintah Kota Malang, 2011). The vast amount of Muslims in Malang and the advancement of education there can also be seen from the existence of many boarding schools such as Al-Izzah Islamic Boarding School. Located on Pusdiklat Hidayatullah Sumberejo St. Batu Malang, this school is for Junior High School to High School students.

Kayutangan Church of Malang City is the witness of Catholics’ existence since the colonialism in 1905. As a heritage, it is known as the oldest church in Malang with a neo-gothic style of architecture which was presented by a famous Dutch architect named Dr. P.J.H Cuypers (1827-1921). The art of the building really is the characteristic of buildings in the middle of 19th century. From afar, people will be able to see its two towers that are 33 meters in height, so KayuTangan Church also becomes the sign of Malang City from the eyes of people in outer cities.

The most unique thing about this church is the chapel that saves various ancient inscriptions & a Tunisian Al-Qur’an from 1920s. This fact really attracts the attention of tourists from all around the world. Therefore, KayuTangan Church is also considered the icon of Malang City. Address JL. Guntur No 2. Malang 65112, phone number 0341 -362524, fax 0341 - 323744 (Wicaksono, 2012).

Martadinata Temple, located on Jl. Laks. Martadinata, has a very unique and colorful feature and belongs to three faiths: Buddhism, Confucianism, and Taoism. This temple then becomes one of the most important tourism icons in Malang that is commonly visited by many people. Visitors not only pray in this temple but also have a pilgrimage tour and get mesmerized by its beauty (east java.com, 2012).
2.1.4.2. Art

Since the culture and customs of the East Java is highly influenced by Central Java, the arts of Malang are therefore also influence by Central Java. Most of the arts that can be seen in Malang is representative of East Java culture.

There many different kinds of traditional arts in Malang, but the most distinctive ones are its performance arts. In particular, there are two performance arts that are most famous and characteristic of East Java: the Ludruk opera and the Reog Ponorogo.

The Ludruk opera is a show that takes place in a theater and tells and describes the story of the common people of east Java, The show is decorated by social criticis mandhumor. One of the more interesting facts about the Ludruk opera is that all the actors are male, even those depicting female characters. Meanwhile, the Reog Ponorogo is a very old traditional recently patented in Indonesia, recognized by UNESCO (dreamindonesia, 2009). Reog is also an icon of East Javanese art. The show is attributed with (Kuda Lumping) and supernatural elements. It tells several famous stories from East Java, such as Damarwulan and Angling Darma (Island Torurism Co, 2011).

Aside from the above two famous performance arts, there are several other dances: the Beskalan dance and the Bedayan Malang dance are more particular to Malang itself, while the Grebeg Wiratama dance and Topeng Malangan dance are more general to Javanese culture as a whole.

Beskalan dance is a welcome dance from Malang City which is performed in a ceremony that welcomes guests that visit the city. ‘Beskalan’ itself is absorbed from an Indonesian word ‘Bakalan’ which means the start, or the basic way to respect the guests who unintentionally pay a visit. (Dinas Komunikasi dan Informatika Kota Malang, 2011)

Bedayan Malang dance is an expression of the personality and attitude that reflects the openness of Malang people. This dance is also expressed a simplicity by a firmness, especially in welcoming the guests through a certain ritual. Respecting and serving guests are the main points in a social life. It is based by the thought of regarding the guests as kings and queens (Dinas Komunikasi dan Informatika Kota Malang, 2011).
*Grebeg Wiratama* dance expresses the passion and the gentleness of warriors who went to war. However, the personality of humans that is sometimes funny and slanging is also reflected in this dance (Dinas Komunikasi dan Informatika Kota Malang, 2011).

*Topeng Malangan* Dance is the result of a mixture of cultures of Center Java, Kulonan Java, and East Java. Therefore, the moves of this dance are very dynamic and its music comes from ethnic Java, Madura, and Bali. This dance is the symbol of humans’ personality, so most of the dancers reflect different types of emotions: crying, laughing, sadness, and shame (Dinas Komunikasi dan Informatika Kota Malang, 2011).

### 2.1.4.3. Language

The main language in Malang is the Javanese language with dialects of East Java and Madura. For youngsters in Malang, it is very common to use a certain style of language called *bosowalikan*. This unique way of expression is applied by saying words backwards, for instance, Malang to Ngalam. The language in Malang is known to be very stiff and lacks ice-breaking method in conversation. This fact proves that Malang people are straight-to-the-point in their everyday's lives (Dinas Komunikasi Dan Informatika Pemerintah Kota Malang, 2011).

### 2.1.4.4. Cuisine

As we know, food or culinary can identify the characteristic of a certain city or country. For example: Japan for its sushi and sashimi, Mexico for its deliciously spicy nachos, Germany for its Frankfurter Sausage, and Thailand for its Tom Yang Goon Soup. Food is even often considered the icon for a city to show its identity. Indonesia as a country that is rich of spices also has its own characterized culinary and uniqueness for each dish. In fact, each region in Indonesia tends to have its own cuisine specialty. As for Malang, among its unique foods are Bakso Malang and CwieWie Malang and Bakwan Malang.
These delicious foods can be found in the restaurant or hawkers, in the big city in Indonesia. (Dinas Komunikasi Dan Informatika Pemerintah Kota Malang, 2011).

2.1.5. Economy

Malang as the second biggest Regency in East Java after Banyuwangi has total area 3,534,86 Km², with population 2,443,609 on 2010, the number of population increase from 2,419,887 on 2009, 0.21% from 2009 to 2010. This is shown on the table below that is quoted from Malang regency data of population.

![Population growth in Malang Regency from 2006 to 2010 (source: Malang Regency’s Central Bureau of Statistics (BPS))](image)

According to Government Regency of Malang that had the data from Central Statistics Agency (BPS), in the past five years, the population of Malang increase on average 0.5% every year, but it is predicted that the increase of next year will be greater, i.e. about 0.8% (Pemerintah Kabupaten Malang, 2011).

The livelihood of resident is dominated by agriculture; it covers 40% from the total means of income. Meanwhile 18% of the total income is derived from industrial sector, 11% service sector and 32% from others. According to government of the regency of Malang, the economic activities in Malang is high, which is evident from
the fact that the Gross Regional Domestic Products of Malang was consistently in the top five in East Java for the past five years.

According to data derived from the Malang regency government (Pemerintah Kabupaten Malang, 2011), tourism is a major contribution to Malang’s economy, only second to agriculture.

![Struktur Ekonomi PDRB ADHB Kabupaten Malang Tahun 2006-2010 (dalam persen)](image)

Figure 3 Percentage of Sector Contribution to Malang’s Regional Gross Domestic Product

Trading, Hotel, and Restaurant Sector contributes 23.65% of the regency’s income. According to business.com that quoted the leader of KBI Malang, Kota Malang and Kota Batu supply 56% from the total economy market in Malang Regency area (Anwar, 2012).

To develop the economy of Malang Regency, the local government focuses on a few strategies; one of the strategies is developing the tourism industry by choosing the most ideal ‘entrance gate’ for Malang Regency’s tourism. What is meant by an ‘entrance gate’ is the entrance area for tourist to enter Malang Regency. According to planning department of Malang Regency, there are a few requirements for an area to be a good tourism entrance gate: Good transportation access to the other tourism places especially land transportation; good accommodation such as stars hotel or at
least bed and breakfast hotel; good telecommunication facilities at least post office and telephone; and good tourism facilities compare to other area in Malang Regency (Badan Perencanaan Kabupaten Malang, 2006).

After considering all the available choices, the local government chose Kota Malang as the entrance gate. As for Kota Batu, according to MohamadSofii, the author of bisnis-jatim.com, one of the website news for Malang, the regency has expanded the tourism by building tourism objects also in Kota Batu such as: Batu Night Spectacular, JawaTimur Park 2, and Batu secret zoo (Sofi, 2008).

All this expansion by the local Government is to improve and attract tourists to come to Malang as their destination. By increasing the number of tourists coming to Malang, the government could get more income that can improve the economy of Malang. Tourism could be one of the ways to develop the economy; as Matt Kircher said from tourismeconomics.com, “Tourism Economics' impact models also capture the critical secondary benefits to the tourism supply chain and the economic gains through the local spending of tourism wages. This provides a comprehensive view of tourism-generated sales, production, employment, wages, and taxes” (Kircher, 2012).

2.1.6. Attractions

There are many attractions in Malang City and Batu City. This section will give a few examples of the types of attractions that can be visited by tourists.

2.1.6.1. Malang City

**Balai Kota and Alun – Alun Bunder:** This monument is located in a front of a town hall, beautiful old building with an old monument was finished to built on August 17th 1945. The first president of the Republic of Indonesia, Soekarno inaugurated the monument as the symbol of freedom of Kota Malang. On December 23rd, 1948, the monument was partially destroyed during the invasion of Dutch military; it was then rebuild and inaugurated for the second time on May 20th, 1953 by Soekarno.
This beautiful monument that has a pool around it, and lotus trees that grow around the pool has meaning in every part, from the stairs and stars that represent the freedom of Indonesia on August 17th 1945. This beautiful monument looks stunning in the night, with lights enhancing it. Monument Tugu is open every day because it is for public facilities (Tugu, Monumen Semangat Kota Malang, 2011).

**Toko Oen Malang (Bakery Oen):** Toko Oen is a restaurant was built in 1930. Its building structure has never been changed since first built. This restaurant is very popular in Malang. The interior and exterior is very Dutch style; this is because this restaurant was served for Dutch people, but more local come to this restaurant since Indonesian freedom. The first time you step in to the store, you will feel the old and classic ambiance that brings you back to the 1930s era. This restaurant has the most famous ice cream in Malang. Other than food, many tourists go to this restaurant to feel the experience of an old restaurant back to 1930 (Mozes & Asdhiana, 2011). TokoOen is open everyday from 8am until 9:30pm. This restaurant is located in Jl. BasukiRahmat no 5, Kota Malang

**Ijen Boulevard:** Ijen Boulevard is a street in Malang and it is famous with the old beautiful building along the street; you can see the Museum Brawijaya with the tank in a front of the Museum, as well as the Immanuel Church that has European style, and the Santa Maria Bunda Karmel Cathedral, which is the second eldest church in Malang.

**Museum Brawijaya:** This museum has a collection the historical artifacts of Malang and pictures of old Kota Malang. In the front of museum there is a tank that was used during the war when Indonesia fought for independence. Museum Brawijaya is open from Monday through Saturday from 8am to 2pm. But on Sunday and public holiday this museum is open from 8am to 3pm. One hour longer than weekdays. Located in Jl. Ijen, 25A, Kota Malang (Museum Brawijaya, 2009).

**Maria Bunda Karmel Cathedral:** This cathedral was built on October 28th 1934 and the style of the building is very Dutch, including the ornament, exterior and interior. Located in Jl. Guntur No.2, Malang (Gereja St. Maria Bunda Carmel, 2011).
**Sang Timur Building:** This old building was used for National Radio. However, the function of the building has changed since the National Radio moved. Now, the building is used as a school. The building structure has never changed since first built. The building was built by the Dutch and therefore has a distinct Dutch style (Gedung Sang Timur, 2011).

**Taman Senaputra (Senaputra Park):** This park is very busy on weekends. This place is where tourists can see traditional dances, such as the *Jarang Kepang* dance, the traditional martial arts, PencakSilat, as well as Karate. The place is also used by students to practice such as: dances and martial arts (Taman Senaputra, 2010). This public Park, open everyday and located in jalanBelakang RSUD Hospital Street.

**Taman Krida Budaya:** Taman Krida Budaya is a place where Malang cultural thing. Located in Soekarno Hatta Street, this place also using as wedding and other cultural event (Taman Krida Budaya).

**Jami Mosque,** the main mosque in Malang City, has an awesome historical value. It was built with two steps and took 13 years to finish the whole construction. Since the first establishment, Jami Mosque’s structure has never been changed and the origin is always preserved. Regarding its square-shaped structure, Jami Mosque has two styles of architecture; Javanese & Arabic, which can be from the shape of the roof and the curvy constructions of its doors and windows. Tourist can visit this place anytime except on religious commemoration days and praying time.. Address JL. Merdeka Barat no 3 – Malang City, phone number 0341 – 321365, fax Number 0341 - 326359 (Developer Masjid Agung Jami Malang, 2012).

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**2.1.6.2. Batu City**

**Kusuma Agrowisata**

Batu City is famous for its ecotourism area. If you want to do this tour, you can visit the region "Kusuma agro-tourism" is located at an altitude of ± 1000, from sea level, supporting the establishment of agro-tourist areas, tourist facilities are offered in the orchard picking apples, oranges, guava, dragon fruit, hydroponic strawberries and vegetables free of pesticides. Tourist can visit this place from 08.00am to 17.00pm every day. Address Jl. Abdul GaniAtas PO BOX 36 Batu 65311, JawaTimur-Indonesia. (Kusuma Agro Wisata, 2012).

**Batu Night Spectacular**

BNS or Batu Night specturals located in the village of Oro-Oro Ombo, Batu City, has 3000 square meters area, this place provides a theme park with various rides to play for the family, ranging from garden lantern that adorn the night, ghost gallery, slalom test, The highest air bike, and trampoline. BNS also offers special rides for children such as kids’ zone consisting of 25 kinds. For teenage market, also available a few rides like a drag race, mouse coaster, to test your adrenalin. In this tourist area also provides night markets that provide some souvenirs typical of the Batu City. For food and beverage, food courts are open in this area.
Entrance rate for week days, only 5000rp, while for week end the entrance rate 10,000rp. For the operation hours, BNS open from 16.00pm to 23.00pm.

Address: Jl. Raya Oro-Oro Ombo 200, Batu Malang Utara/Batu (Dinas Pariwisata dan Kebudayaan Kota Batu, 2012).

**Jatim Park 1**

Jatim Park 1, or East Java Park 1 is a place of recreation and parks to learn in Batu, East Java. This tourist attraction is located about 20 km west of the city of Malang, and became one of the icons in East Java tourism. Currently, in 2010 in East Java Park already have 49 unique recreational rides. East Java Park is located on the eastern slopes of the mountain Panderman.

Furthermore, East Java Park 1 always presents with the addition of three new rides annually which is more entertaining and challenging. Visit to East Java Park 1, visitors can feel the coolness, comfort and beauty of the panoramic mountain background and the East Java town of Stone Park (Liburan anak, 2012).

### Price Ticket per person in East Java Park 1

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<tr>
<td>* Monday - Thursday</td>
<td>Rp. 60,000,-</td>
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<td>** Friday - Saturday</td>
<td>Rp. 80,000,-</td>
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* Not valid on public holidays and holiday seasons are determined management.

** Including the national holiday and holiday seasons / high during a specified management.

**Jatim Park 2**

After success in Jatim Park 1 (East Java Park 1), they are expanding the themes park into East Java Park 2. There are Wildlife Museum presenting animals preserved and ancient fossils are imported from various countries across the continent, such as the Americas, Africa, Asia, Australia, Europe, Arctic, and Antarctica. The objectives of the establishment of East Java Park 2 are the Institute for Ex-Situ Conservation of Wildlife, then all the animals preserved in the Museum. Establishment of Wildlife Museum is for knowledge and learning applied students. In addition, Wildlife
Museum also presents a replica of ancient animals such as Apatosaurus, Tyrannosaurus Rex, Stegosaurus, Mammoth, and other replicas of ancient animals (Jatim Timur Park 2, 2010).

Moreover, for insect seeker, there was dedicated Insectariums exhibiting a collection of hundreds of species of butterflies, beetles, grasshoppers, spiders and other insects from various countries. Each day visitors will be excited with entertainment in the form of Ice Live Show. At the end of the show, children will be invited to dance and sing with the animals with rain snow bubbles.

Furthermore, there was also a mini library contains books as supporting flora and fauna found in the literature that there is signboard in each diorama or information provided by officers in all areas of Wildlife Museum. This park is not only for playground, but it will educate and give information about the new and lattes flora and fauna (Jatim Timur Park 2, 2010).

<table>
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<tr>
<th>Jatim Park 2 Open Gate 10.00-18.00 WIB.</th>
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<tr>
<td>Price:</td>
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<tr>
<td>Rp. 40.000,- [*] Monday – Thursday</td>
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<tr>
<td>Rp. 50.000,- [**] Friday – Sunday</td>
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* Not valid on public holidays and holiday seasons are determined management.

** Including the national holiday and holiday seasons / high during a specified management.

2.2. Tourist Destination

Aside from knowing the object in detail, the authors also need to know the general idea of tourism and tourist destination. Furthermore, since the object is chosen based on its undeveloped potential, the authors also need to know that criteria that makes an object a successful tourist destination.
2.2.1 Tourism

According to World Tourism Organization (World Tourism Organization Network) Tourism comprises the activities social, culture and economics, of persons travelling to and staying in places outside their usual environment, business, and other purposes not related to the exercise of an activity remunerated from within

2.2.2 Destination

According to the Indonesian government, ‘Tourist Destination’ is defined as a geographical area, located in one or more administrative regions, within which there are tourist attractions, public facilities, tourist facilities, accessibility, as well as a community that are interrelated and completes the development of tourism (Indonesian Law no. 10 year 2009 on Tourism).

2.2.3 Potential Tourist Destination

In order for a location to become a successful tourist destination, there are certain factors that need to be developed. According to The Travel & Tourism Competitiveness Report 2007 that resulted from the 2007 World Economic Forum in Geneva, Switzerland, as cited by Barbosa, Oliveira and Rezende (2010), there are 13 factors to be considered when evaluating the competitiveness of a tourist destination, namely: “(i) public policies and regulations; (ii) environmental legislation; (iii) safety; (iv) health and hygiene; (v) priority given to the tourism sector; (vi) air transport infrastructure; (vii) ground transport infrastructure; (viii) tourism infrastructure; (ix) communications infrastructure; (x) prices in the tourism sector; (xi) human resources; (xii) national perception of tourism; and (xiii) natural and cultural resources.

Malang City and Batu City has already developed some of the requirements above. There is an airport located Abdul Rachman Saleh which serves domestic flights airlines like Sriwijaya Air, Lion Air, City link, Wing Air and Batavia Airlines and from the major cities in Indonesia, i.e. Bali and Jakarta. Malang and Batu also has sufficient ground transport infrastructure. They are accessible by bus and by car via
various routes. In addition, the tourism infrastructure is quite developed with various lodgings, dining facilities and attractions available. In terms of communications infrastructure, Malang and Batu are only lacking perhaps in wireless internet availability. Moreover, Indonesian should be aware about potential tourism in Malang and Batu cities as mention above and should give priority for tourism sector.

2.3 Marketing Strategy

The authors performed three steps of marketing strategy: Segmentation, Targeting and Positioning. In the first step of segmentation, we determine the kinds of customers that exist in the market. In the second step of targeting, we selected the best segment for our purposes. Finally, in the third step of positioning, we optimize our product image for the segment we have targeted (Perner, 2010).

Figure 4: The three steps of marketing strategy (derived from Perner (2010)).

There are basically two types of ‘products’ to which the marketing strategy will be applied: Malang City and Batu City as a one-stop destination, and Travel Guide Book as the medium to deliver information regarding the destination.
2.3.1 **Segmentation**

According to Blackwell, Miniard, and Engel (2012) “segmentation is the process of identifying groups of people who behave in the similar ways to each other, but somewhat differently than other groups.”

Segmentation’s purpose is to match the product with the group to meet their preference of the group market, so that the product can be focused with the needs of specific groups (Blackwell, Miniard & Engel, 2012).

The characteristics of segmentation are based on:

- **Geographical Characteristic**
  
The variables are: National boundaries, State and regional boundaries, urban versus rural, zip code

- **Demographic**
  
The variables that can be used in demographic are: age, gender, ethnicity, income, education, family size, nationality, life stage, marital status, occupation, religion, and living arrangement

- **Psychographics**
  
The variables that can be used in psychographic are: activities, interests, and opinions.

- **Purchase and consumption behavior**
  
The variables are: Shopping location preferences, frequency of purchase, price sensitivity, brand loyalty, benefits sought

- **Situational Characteristics**
  
The characteristic are: work versus leisure usage, time

(Blackwell, Miniard, & Engel, 2012)
For the purpose of this project the researches feel that the relevant segmentation is as depicted in the above figure. In terms of demographic, the market can be segmented into families, couples and backpackers. In terms of psychographics, the variables are those whose primary activities when going on vacation are to see natural attractions, to enjoy city and nightlife, and to see cultural and historical attractions. Meanwhile, for the purchase and consumption behavior, for the purpose of this project, the relevant variable is frequency of purchase, which can be categorized into those who do not go on vacation at all, those who vacation at once a year, and those who vacation more than once a year. The geographical variables are family tourist in domestic, family tourist in regional and family tourist global. Finally, as for the situational characteristics, the market variables are those who go for business, pleasure and educational purposes.
2.3.2 Targeting

After the segmentation step described above, and before the positioning step that will be described below, we must choose a specific target market. Targeting is important because different consumer have different perception and selection (Keller, Strategic Brand Management, 2008). “Target market” is defined by (Christopher Lovelock, 2009) “a part of the qualified available market with common needs or characteristics that a company decides to serve.” For the purpose of this project, based on the available segments, the segment with common needs and characteristics that the authors have decided to serve can be illustrated by the diagram below.

![Target Segment Analysis](image)

Figure 6 Target Segment Analysis based on Blackwell, Miniard, and Engel (2012)

As shown by the diagram above, the authors have chosen the target market based on the segmentation described above. First, in terms of demographics, the authors have chosen families for the various reasons discussed in Section 1.1.4 this Report, including the popularity of “family tourism” and the concept of family unity. This choice is related to the rest of the variables; for example, families tend to look for natural attractions, and cultural and historical attractions, and not city and nightlife attractions. Furthermore, families in general tend to go for vacation at least once a year, as previously mentioned in Section 1.1.4 above.
Meanwhile, in terms of the geographical factor, the authors have chosen not only for domestic tourists who speak English and/or tourists who live in English-speaking regions, but also globally i.e. families both in Indonesia and from foreign countries that speak English in order to support the main goal of this project, which is to improve Indonesian tourism industry.

Finally, in terms of the situational factors, only those who travel for pleasure and educational purposes, and not business, are targeted because these are the activities that families tend to choose for their vacation and because Malang City and Batu City have many attractions that are suitable for families, i.e. fun and educational, such as Jatim Park 1, Jatim Park 2, Alun-alun, zoos, and museums.

2.3.3 Positioning

After segmentation and targeting, positioning is the last step in market analysis before launching a product or brand, which in this case is a tourist destination, i.e. Malang City and Batu City. The theory of positioning can be best explained by a theory formulated by Hermawan Kartajaya, one of the most famous marketers globally and one of the 50 gurus who shaped the future marketing. Kartajaya’s (PHILIP KOTLER, 2010) theory is the “Positioning Differentiation and Brand theory”, which is illustrated by the diagram below.

![Positioning Diagram](image)

Figure 7 Positioning, Differentiation and Branding Theory by Kartajaya (2010).
Brand is defined as “a name, term, sign, symbol, design or a combination of them, intended to identify the goods and services of one seller or group of seller and to differentiate them from those of competition” (Keller, Strategic Brand Management, 2008). For the purpose of this project, the brand is Malang and Batu, which is a one-stop destination name representing a type of goods and services, which in this case is a tourist destination.

“Brand positioning” is the “act of designing the company’s offer and image so that it occupies a distinct and valued place in the target customer’s mind”. (Keller, Strategic Brand Management, 2008). For the purpose of this project, it is the intention of the authors to create the image of Malang and Batu as a “distinct and valued” family destination in the minds of the target market, which are families.

Differentiation is the “point of difference (POD) attribute or benefits that consumers strongly associate with a brand, positively evaluate, and believe that they could not find to the same extent with a competitive brand” In this case, the POD attributes that would make the target market strongly associate with Malang and Batu are the attractions and activities available that are highly suitable for families.

Therefore, the brand, Malang and Batu, is positioned to be valued as a family destination, and is strengthened by POD of family activities and attractions.