CHAPTER II
LITERATURE REVIEW

2.1. Tourist Attraction

An object or a place in tourism destination that could attract the attention of tourists because of its selling value is called a tourist attraction. According to Navarro (2015), a tourist attraction is a created or converted resource to give a tourist experience, including contemplation, interpretation, and participation. In addition, Baggio (2011, in Yang, 2017) states a place that is a destination for tourists to visit because it has natural, historical, beauty, and cultural values is called a tourist attraction. A similar opinion is also stated by Poria, Buttler, and Airey (2003, in Syahrial and Badollahi, 2020), that the attraction is everything that attracts people to visit a certain area.

Moreover, every tourist attraction has its own characteristics. Wettscot and Anderson (2021) state there are five major categories of tourist attractions including: heritage attractions (e.g., museums, art galleries, historic sites, botanical gardens, zoos, and so on); amusement/entertainment attractions (e.g., arcades, amusement, theme, and water parks); recreational attractions (e.g., golf courses, skiing facilities, marinas, and bowling centers); commercial attractions (e.g., craft stores listed in a tourist guide); and industrial attractions (e.g., wineries, fish hatcheries, and factories).

Based on those explanation, the writer concludes that a tourist attraction is a resource that has value like beauty, uniqueness, natural wealth, and cultural diversity, including heritage attractions, amusement or entertainment attractions, recreational attractions, commercial attractions, and industrial attractions. *Danau Shuji Lembak* is a former ordinary swamp that was later converted into an artificial lake, which is now known as a recreational attraction in Lembak village, so this place is classified as an artificial natural tourist attraction in the form of a lake.

2.2. Promotion

Promotion is an effort to make a product or service recognized by many people. Tjiptono (2015) defines promotion as an effort to convey information, introduce, convince, and leave an impression on consumers so that they remember the product. In addition, Waldi and Sari (2021) state that promotion is part of the form of the marketing mix to provide information, persuade, and remember about the product being promoted. Moreover, Kotler and Keller (2017, in Nurjaya, Affandi, and Erlangga, 2021) explain that promotion is about advertising, sales, and public relations activities carried out by companies to achieve their marketing goals. The main reason someone does a promotion is so that the product being marketed is increasingly known to many people. It is also hoped that the sales results will increase after the product is widely known. In addition, Kennedy (2006) classifies some promotional methods, including:

1. Personal Selling: Promotional activities are carried out directly from person-to-person, which is usually done by sales under the auspices of sales managers who promote products directly to the target market.
2. Sales Promotion: Sales promotion is classified as either consumer-oriented or trade-oriented.
3. Publicity: This technique is commonly used in public relations programs to promote special products, generate trust in the product, and strengthen the product's value to special consumers.
4. Advertising: Advertising is a form of promotional presentation in which goods, services, or ideas are financed by the sponsors of the billboard.

Promotional media have changed along with the times, advancing from the printing era (newspapers, magazines, and posters) to the broadcast era (television and radio), and eventually into the digital era when information can be delivered via the Internet, increasing interactivity for people. Moriarty, Mitchell, & Wells (2012, in Thenoch, 2022) state there are two kinds of promotional media that are commonly

used to carry out promotion activities, namely traditional media (e.g. printed media, out-of-home media, and broadcast media) and digital media. The use of digital media has now begun to be widely used by people to do promotions.

Based on all of the above explanation, promotion is an effort to build interaction with customers to introduce a product by persuading them with the aim to attract their attention to get to know more about the product or service. In promotion, there are 4 promotional methods, including personal selling, sales promotion, publicity, and advertising. In addition, there are 2 kinds of promotional media that are commonly used for promotion, namely traditional media and digital media. However, nowadays, digital media are more widely used by people to do promotions than conventional media.

2.3. Digital Media

Along with the progress of the times, now everything is completely practical. Many activities that are previously is carried out conventionally become more modern. Nowadays, people have also introduced and promoted their products or services by utilizing the sophistication of technology through digital media. Digital media in tourism promotion have an important role in disseminating information quickly to the audience from one electronic device to another in order to increase product or service engagement. Digital media are the media where the information is shared on any electronic device for the audience to view. There is a wide range of electronic media that broadcast a variety of different things, like television, radio, and internet (Xie, 2015). Then the process of promoting a product or service via digital media is called digital marketing. Yasmin, Tasmeen, and Fatima (2015) state that digital marketing is a marketing strategy using digital channels or digital media to promote products or services to reach customers through digital technology. Promotion through digital media can increase engagement of a product or service, as mentioned by Khan and Mahapatra (2009), that technology plays a vital role in improving the quality of services provided by the business units. Based on some of

the explanations above, it can be concluded that digital media are media in the form of electronic devices that contain information that is accessed by digital means as well. Usually, digital media users are used to carrying out a marketing strategy to increase the engagement of a product or service.

2.3.1. The Effectiveness of Digital Media for Promotion

The globalization era makes the development of digital media grow rapidly. Nowadays, digital media are often used as promotional media. Any kind of information or promotion can be disseminated effectively through digital media. Along with the function of digital media, which is very efficient in disseminating information, it is often used as a mainstay promotion media by business actors nowadays. Apriyani, Irhamnah, and Amalia (2021) state that the use of digital media are very efficient and practical. Digital media can promote a product or service with a wider reach but at a lower cost than traditional promotional media. The turnover from sales can also increase tens of times as the impact of promotion through digital media. That opinion is also being strengthened by a study conducted by Wirata (2021), which shows that the contribution of conventional media in attracting visitors has only reached 23%, whereas digital media could contribute 37% to attracting visitors, which proves that digital media have 14% higher level of effectiveness than conventional media. It proves the great potential of digital media to increase and expand the market of a product.

Digital media also have a good future prospect, which can be seen from the increasing number of its users from year to year. The number of internet users in Indonesia is quite high, which means the number of people who access information on the internet from digital media is also quite high. Rachman (2019) states that in 2016, there were around 132.7 million (60%) internet users in Indonesia. Moreover, Apriyani, Irhamnah, and Amalia (2021) reveal that, from a survey conducted by the Association of Indonesian Internet Service Providers (APJII), in 2017 Indonesia reached 143.26 million internet users, an increase of 8% from the previous year.

From this data, it can be seen that the growth of the internet as the medium to access information through digital in Indonesia was very quick. Based on what has been explained above, it can be concluded that digital media are effective to be used as promotional media. This effectiveness can be seen from the great role or ability of digital media in attracting visitors just by less costs than conventional media. The promotion through digital media makes the income increases higher than usual. Moreover, digital media also has good prospects in the future because the growth of internet users in Indonesia has increased significantly from year to year.

2.3.2. Kinds of Digital Media

Digital media are media that are presented online on the internet. Digital media are also commonly defined as a means of online communication. Some of the online media that are included in digital media in general are email, mailing lists (mailing lists), websites, blogs, WhatsApp, e-books, and social media. Irwansyah (2011) states that digital media refers to any type of media which can only be accessed through the internet and contains text, photos, videos, and audio. In addition, Raharja & Natari (2021) state tht digital media are telecommunications and multimedia-based media consisting of portals, websites, radio-online, TV-online, online press, mail-online, and others, with their respective characteristics according to the facilities that allow users to use them. Based on some of the explanations above, the writer can find out that all the information contained in digital media is stored and accessed online. Some kinds of digital media are websites, social media, e-mail, e-books (including e-booklet), and others.

2.4. E-Booklet

One of the promotional digital media is the electronic booklet (e-booklet). According to Azinar & Fibriana (2019, in Gultom, Retnowati, and Yani, 2022), a medium that may be conveniently accessed through computer systems, tablets, and smartphones, as well as other electronic devices, is called an e-booklet. Moreover, a

booklet and an e-booklet are similar because the elements and contents in both of them are quite similar. In his journal, Yulianto (2015) states that people read printed books and electronic books in the same way. An electronic or digital booklet (e-booklet) is based on a printed book in general that has the same fundamental design, and the differences are in the distribution method and the content. In addition, Mujiati, Muslim, and Febriana (2020) also state that the initial form of the e-booklet is actually a combination of e-book and leaflet where the contents are combined with a subject matter accompanied by images to make it looks attractive. Based on some of the above explanation, the writer concluded that an e-booklet is a medium that contains information in digital form that can be accessed through electronic media such as computers, smartphones, tablets, and so on. Basically, the beginning of an electronic booklet (e-booklet) is like a combination of an e-book and a leaflet because of the similarities on their elements.

2.4.1. Effectiveness of E-Booklet

The effectiveness of e-booklet can be seen through its advantages as promotional media to disseminate information. An e-booklet has several advantages over a printed booklet. Ewles (in Aritonang, et al., 2013) states that an e-booklet is a medium that is durable, environmentally friendly, low cost of production, contains a lot of information, and is easy to share and access. In addition, an e-booklet can reduce paper usage, is easy to obtain, and quick to access (Awaludin, Wibawa, and Winarsih: 2020). Based on those expert opinions, it can be concluded that the advantages of e-booklet are that the content is easy to access, easy to share, eco-friendly, low cost production, durable, and can contain a lot of information.

2.4.2. Elements of E-Booklet

Larisa (2018) explains that there are four important elements in making a good e-booklet, including:

1. The table of contents

It includes the list of titles or headings of each section in the e-booklet that is used as guidance to make it easier for the readers to find the information they want to know.

2. The company overview

This part will give readers an idea of the introduction part of the company by describing the company's basic and background information such as history, identity, ticket price, location, and so on.

3. Product description

After describing the company overview, the readers will definitely want to know more about the details of the product, which includes what the visitor can do, see, and buy, such as the facilities, attractiveness, and so on of the tourism destination that will be described in this part.

4. List of contact information

This part contains the company's contact information like social media, address, map, web address, office phone number, fax, and so on.

2.4.3. Aspects to Consider in Designing E-booklet

Design is a creative process of making work or models. According to Malahayati and Hayati (2019), design is a form of planning that is done before making an object, system, component, or construction. Meanwhile, further explanation of design is stated by White (2011), that design is the process of gathering unrelated pieces and putting them together into an organized unit, either graphic, industrial, interior, or architectural. Each discipline deals with solids and voids and is required to meet the aspects that people concentrate on, the elements, and the kind of structure needed to collaborate. From those two explanations, it can be concluded that design is a planning of a process to create something, whether interior, graphic, architectural, graphic, and so on, from some unrelated things into a solid unit by considering the focus, elements, and structure.

The process of making a design is called designing, where the initial concept of the product will be formed, which is then described and realized in certain ways. According to Nasrullah (2019), "designing is a process of transforming an existing problem statement into a complete technical system description…". In addition, White (2011) states that designing is the process of identifying and displaying the similarities and distinctions in a visual message's content. The purpose of design is to make an improvement to the quality of a product or object from a collection of ideas into a product that has more value. Based on the explanations above, it can be concluded that design is the creativity of creating something (an object, system, construction, or component) that is new and has a use value. The process of making the design is referred to as designing, which has the aim of improving the quality of the product so that it becomes more valuable.

The appropriate arrangement of the design elements and a fixed concept is essential for creating an e-booklet that will engage the reader's attention. Sitepu (2004, in Fitri, 2016) argues that the elements of graphic design include line, shape, space, texture, and color.

1. Line

    Lines in graphic design are useful for separating the position of design elements on one page. There are four types of lines, namely curves, horizontals, diagonals, and verticals.

2. Shapes

    The shape is a field that develops as a result of being constrained by a contour (line), as well as by the presence of various hues, shading, or dark light in a texture.

3. Space

    Space is created as a result of depth perception that makes high and low objects visible through the sense of sight. It is intended that by providing enough room, readers won't get tired of reading lengthy content.

4. Texture

The texture is a characteristic and feel of the physical surface of a material, such as rough, shiny, or dull, that is deliberately made to achieve such a shape.

5. Color

   The color given to the graphic design has its own meaning. The purpose of giving color elements is to make certain parts of the design look striking, so that the script can be easily read, to make it more interesting, and to show the visual effect of an object.

In addition, Muslich (2007, in Alisa, 2018) states there are four aspects to be concerned with in designing e-booklets as follows:

1. Aspects of Content

   The content contained in an e-booklet should follow the development of science, technology, and art so as to motivate readers to think critically. As for other things that must be considered in the content aspect of an e-booklet, namely relevance, adequacy, accuracy, and proportionality.

2. Aspects of Content Presentation

   A good booklet serves the content in a complete and systematic way so that the contents contained in the e-booklet can be conveyed properly and easily understood. Also, the aspect of presenting the contents must be complete, systematic, and accompanied by supporting illustrations.

3. Aspects of Grammar

   The content in the e-booklet must be written as well as possible with proper grammar both in terms of spelling and words, terms, technical, and harmonic harmonization in each paragraph.

4. Aspects of Graphic

   The graphic aspect relates to aspects that make the appearance of visuals in e-booklet more physically attractive, including the size, type of paper, type of printing, font, color, and functional illustrations of the e-booklet.

2.4.4. Script Development of E-Booklet

According to Friedman (2014), there are 8 steps in script development, including:

1. Background and research investigation

   Research is a process of gathering information that helps to decide the specific content of a subject. Research can be undertaken in several ways, such as through journals, literature studies, articles, the internet, observation, and interview. The writer has to learn and analyze the subject well to be able to make decisions about what is relevant or interesting from all of the data that has been collected for the designated target audience.

2. Developing a creative concept by brainstorming

   Before a script can be developed, the writer needs to develop all of the ideas or information into a good formulation through the process of brainstorming. Brainstorming is the process of writing down all the ideas that come to mind. It means making up the abstract idea through free association and doodling, such as making lists, mind mapping, or sketching images. After that, the writer will make the outlines that allow the writer to find the most logical or meaningful order of structure for the script.

3. Concept

   The first formal document to be created in the scriptwriting process is called a concept. The concept outlines the key ideas and basic vision of the script content.

4. Pitching

   Pitching contains important points in the manuscript that are discussed briefly and clearly. The purpose is to attract the interest of the reader so that later a desire arises to read the continuation of the contents of the whole story in the form of synopsis. The content that was put as the synopsis was about the information about the attractive facilities and exciting activities in *Danau Shuji Lembak*.

5. Treatment

Treatment is the process of providing a description or more detailed information from the existing outlines. The purpose of writing the treatment is to expand the concept to reveal the complete structure of the program with the basic content or storyline arranged in the order that will prevail in the final draft of the script.

6. Revision

Revision is the process of changing and improving the first-draft script based on the results of evaluation or input received from experts.

7. Final-Draft

The final-draft is the document that incorporates all the revisions and input of the expert and all the improvements and finishing touches that the writers give to the job.

The collected data is processed to be a manuscript text. To build the ideas, the sentences in the manuscript text of the e-booklet use descriptive and narrative paragraphs.

1. Descriptive Paragraph

Faisal & Suwandita (2013) explain that a descriptive paragraph is a paragraph that describes the details of the physical senses and the senses that appeal to the emotional, physical, or intellectual sensitivity of the reader. Then a similar opinion is also expressed by Oshima and Hogue (2007), that descriptive paragraphs are paragraphs that can tell the reader about how something looks, feels, sounds, tastes, and smells. Based on these two opinions, the writer concludes that the descriptive paragraph is a description of an event or object that is described in detail both physically and emotionally about how the event or object looks and sounds. According to Oshima and Hogue (2007), there are three things that need to be considered in writing a descriptive paragraph, including:

a. Use spatial order such as back to front, left to right, top to bottom, far to near, and so on to link the ideas.

b. Pay attention to the unity of the paragraph. It means that a paragraph can only discuss one main idea.

c. Besides the topic sentence and controlling idea, a good sentence also needs supporting details to enrich the paragraph. The more supporting details, the better.

2. Narrative Paragraph

In her journal, Laia (2020) argues that a paragraph that describes the events of an event, either real or fictitious, with a sequence of stories with past-tense grammar, which is composed of several general structures such as orientation, complication, resolution, and code is called a narrative paragraph. Almost the same opinion is also stated by Syafi'i (2011, in Silfia & Oktawati, 2020), that narrative is a form of paragraph that tells a story, either true or fictional about one or more experiences. In addition, Montgomery (2007, in Silfia & Oktawati, 2020) states that narratives are stories that tell a related event to another event. Based on those three explanation, the writer concludes that a narrative paragraph is a paragraph that tells a story about an event, fictional or true, in the past that is arranged by some structures, including orientation, complication, resolution, and code. According to Oshima Hogue (2007), three things need to be considered in writing a narrative paragraph, including:

a. To begin the paragraph, start by writing a sentence about what event or experience that you want to write about.

b. Use both simple and compound sentences, and pay attention to organizing the paragraph.

c. To organize the paragraph, use time order signals (e.g. before, first, next, finally, and so on) then linked them with punctuation.