

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to The Law of the Republic of Indonesia concerning tourism number 10 year 2009 mentions that tourism is a variety of tourism activities supported by various facilities and services provided by the community, government entrepreneurs and local governments. Next, Kodyat in Revida (2020) give the definition that tourism is travel from one place to another place, temporary, done individually or in groups, as an attempt to find a balance or harmony and happiness to environment in social, culture, and natural sciences. In addition, Sugiama (2011) revealed that tourism is a series of activities and the provision of services both for the needs of tourist attractions, transportation, accomodation and other services aimed at fulfilling travel needs of a person or group of people. .

Based on the definitions above, the writer concludes that tourism is an activity carried out by individuals / groups for the recreational purposes to find harmony or happiness to the surrounding environment supported by various facilities and services provided by the community, entrepreneurs and the government.

2.2 The Kinds of Tourism

According Pedit (1994, p.42-48), there are 14 types of tourism as follows:

1. *Cultural Tourism*

Cultural tourism is a journey undertaken on the basis of a desire to expand the view of life, learn people condition, habits and culture, and their art. For example: art exposition (dance, drama, music, and sound arts), or historical activities and so on.

2. *Health Tourism*

Health tourism is a journey do by tourists with the aim to rest in the sense of physical and spiritual by visiting places like hot springs resort or a place that provides other health care facilities.

3. *Sports Tourism*

Sports tourism is a journey with the purpose of sport or intends to follow an active part in sport festival a place or a country such as, Asian Games, Olympic, Thomas cup, Uber cup and others.

4. *Commercial Tourism*

Commercial tourism is a journey that aims to visit exhibitions places and fairs with commercial purpose such as industrial fairs, trade shows, and others.

5. *Industry Tourism*

Industry tourism is a journey do by a person or group of students with the purpose of do observation or research.

6. *Political Tourism*

Political tourism is an activity purpose with take a part of activity in political such as, Independence day, coronation of British queen etc.

7. *Convention Tourism*

Convention tourism same like Political Tourism but Convention tourism is more specific to provision of facilities such as, court room, conference, and other.

8. *Social Tourism*

Social tourism or youth tourism is a for people are economic all weak or cannot pay for everything that is luxurious. This travel is usually for labor, young people, students and farmer and etc.

9. *Farm Tourism*

Farm tourism is a journey with purpose to visited agricultural projects, plantation, breeding ground and etc.

10. *Maritime or Nautical Tourism*

Maritime or Nautical tourism is a journey related to water sports. Such as fishing, sailing, diving, surfing, racing rowing and etc.

11. Nature Preserve Tourism

Nature Preserve Tourism many organized by an agency or a travel agency that aims to nature reserves, protected parks, forests, mountains and so on. Nature Preserve tourism usually do by enthusiasts and nature lovers.

12. Hunt Tourism

Hunt Tourism many do in counties that do have forests for hunting. Hunt tourism regulated become safari hunting to forests. In our county government unwrap Hunt tourism on Baluran in East Java. Tourist may shoot the bull or boar.

13. Pilgrim Tourism

This is kind of tourism that many attributed with religion, history, customs, people faith. Pilgrim tourism is usually doing by a person or group to visited holy place, the tomb of a famous person or a tomb revered leader and hill considered sacred.

14. Honeymoon Tourism

Honeymoon tourism is a journey for new bride and usuallly hold on romantic places. And with some special facilities for new bride such as, a beautiful wall decor, big mirror, and ceiling.

Moreover, according Marpaung (2002, p.80), there are three kinds of tourism, as follows:

1. Natural Tourism

Natural tourism is a kind of tourism where the visitors come for having the natural resource attraction both in its natural state and the cultivation efforts from people. This tourism can be divided into four areas:

- a. Flora and fauna.
- b. The uniqueness and distinctiveness of ecosystems.
- c. Natural phenomena such as craters, hot springs, waterfalls, and lakes.

According to Revida (2020) The types of tourism carried out by tourists include:

a. Cultural Tourism

Cultural Tourism is tourism carried out by tourists based on their interest in the arts and culture of a place.

b. Maritime Tourism

Maritime Tourism is tourism which is mostly done around beaches, seas and lakes.

c. Sports Tourism

Sports Tourism is tourism based on sports or sports parties such as rafting, diving, hiking, etc.

d. Nature Reserve Tourism

Nature Reserve Tourism is a tourism that is carried out with the aim of enjoying nature reserves, protected forests and so on.

e. Culinary Tourism

Culinary Tourism is a tourism to enjoy specialties from various regions.

f. Religious Tourism

Religious Tourism is a tourism carried out with the motive of carrying out certain religious / belief worship such as spiritual tourism and so on

g. Local Tourism

Local Tourism is a tourism that is carried out in the neighborhood or around his own place of residence.

i. Regional Tourism

Regional Tourism is a tourism that is carried out in the area.

j. National Tourism

National Tourism is a tourism carried out in the area, for example, the people of South Sumatra who do tourism to Yogyakarta, Bandung, Bali and so on.

k. International Tourism

International Tourism is a tourism carried out outside the country itself, for example from Indonesia to Korea, Japan and other countries.

In addition, Fandeli (1995) states that the tourist attractions visited by tourists are divided into 3 parts, namely:

(1) Natural Tourism Attraction, namely tours carried out by visiting tourist destinations that have unique natural attractions, such as the sea, coast, mountains, valleys, waterfalls, forests, and natural attractions;

(2) Tourist Attraction Tourism Culture, which is a tour that is carried out to visit places that have cultural uniqueness or uniqueness and;

(3) Special Interest of Tourism, namely tourism which is carried out by visiting tourist objects that are following interests such as tourism sports, spiritual tours, culinary tours, and shopping tours.

2.3 Tourism Destination

Nasrullah (2020) gives the definition that tourism destination is a place where all tourist activities and their facilities are available to meet the needs of tourists provided by the government, society and the tourism industry. Furthermore, Leiper (1995) said that tourism destination from a demand perspective, identify a destination as a set of products, services, natural and artificial attractions able to draw tourists to a specific place, where the geographical location is simply one of the factors that comprises a destination. In addition, Tamma (2001) defines destination as a supply system correlated with a specific area.

So based on the definitions from the expert above, the writer concludes that a tourism destination is a place where there are tourist activities with natural or artificial tourist attractions that are equipped with various facilities which the purpose is to attracting the tourists to visit this place.

According to Yoeti (1996), an area to become a tourist destination, must develop three things so that the area is interesting to visited.

a. There is something that can be seen (something to see), That is to say something interesting to see, in this case different tourist objects with other

places (has its own uniqueness). Besides that, we need to get attention to tourist attractions that can be used as entertainment when people visit later.

b. There is something that can be bought (something to buy) Which is something interesting typical to buy in this case made as souvenirs for brought home to their respective places so that in the area there must be facilities for shopping that can provide souvenirs or crafts other hands and must be supported by other facilities such as money changers and banks.

c. There is something that can be done (something to do) Which is an activity that can be done in that place that can make people visit feel at home in that place.

2.3.1 Elements of Tourism Destination

According to Spillane (1987, p.63-72), a tourist destination must include five essential elements in order to make travelers enjoy in the journey, namely:

1. Attraction

Attraction are able to attract tourists who want to visit it. Tourists motivates for visiting a tourism destination to meet or satisfy some needs or requests. They are usually interested in a location because of certain characteristics, e.I: the natural beauty, climate and weather, culture, history, ethnic-tribal natural and accessibility or ease of walking or specific to the place.

2. Facilities

Facilities of tourism object should be closed to the market. The number and types of facilities depend on the needs of travelers. Facilities should match the quality and price of lodging, food, drinks and ability of tourists to pay the visiting place.

3. Infrastructure

Attraction and facilities cannot be achieved easily if there is no basic infrastructure. Infrastructure includes all construction under and above ground, and a territory or region.

4. Transportation

There are several advices on the transportation and facilities which maybe some sort of guidelines including:

- a) Detailed information about the facilities, the location of the terminal. And local freight service at the destination should be available for all passengers print to departure from the area of origin.
- b) The security system must be provided at the terminal to prevent crime.
- c) standard or uniform system for traffic signs and symbols must be developed and installed in all airports.
- d) The information system should be provided data on the transport service of other information that can be contacted in the terminal, include schedules and fares.
- e) The latest information is applicable, either departure or arrival schedules should be available on the notice board, verbal or telephone.
- f) Labor to help the passengers.
- g) Information about the location, rates, schedules and routes, and local freight service.
- h) Maps of cities should be available for passengers.

5. Hospitality Industry

Hospitality industry is very important to supports tourism activities especially for the tourists to serve them during the journey like hotel, restaurant and tour guide. Travelers who are in an environment that they do not know the certainly of security is very important, especially foreign tourists so they need tour guide to accompany them.

In addition, According to Cooper et al. in Suwena (2010) says that there were 4 (four) components that must be owned by a tourist destination, namely:

- (1)Attractions, such as attractive nature, charming local culture and performing Arts;
- (2)Accessibilities, such as local transportation and the presence of a terminal;
- (3)Amenities, such as availability accommodation, restaurants and travel agencies;

(4) Ancillary services, namely tourism organizations needed for tourism services such as destination marketing management organization, conventional and visitor bureau.

2.4 Tourism Object

According to Laksana (2020) a tourism object an important component in the tourism industry and one of the reasons for visitors to travel (something to see). Regarding the definitions of tourism object, we can see from several sources, among others:

1. Government Regulation No.24/1979. Tourism object is the embodiment of human creation, living order, art and culture as well as the history of the nation and the place of natural conditions that have an appeal for visited.
2. Decree of the Ministry of Tourism, Post and Telecommunication No.KM 98/ PW: 102 / MPPT-87. Tourism object is a place or state of nature that has resources tours that are built and developed so that they have an attraction and cultivated as a place visited by tourists

2.5 Writing

Writing is a communication activity in the form of delivering messages (information) in writing to other parties using written language as a medium for media (Suparno and Yunus, 2008). Meanwhile Marwoto, et al. in Dalman (2021) gives the definition of writing as a person's ability to express ideas, thoughts, knowledge, knowledge, life experiences in written language that is clear, coherent, expressive, easy to read, and can be understood by others. Next, Writing is the ability to arrange or negotiate thoughts, ideas, and experiences using written language that is good and correct (Enre, 1988). In addition, Simarmata (2019) says that Writing is an activity in terms of assigning ideas or ideas by using written language.

So, based on definitions from the experts, the writer concluded that writing is an activity in the form of delivering messages and ideas using written language as its tool or media.

2.5.1 AIDA Model of Copywriting

Copywriting is the creative process of writing advertising promotional texts that are used by any brand. It is about persuading people to accept the offers commodities or services (Albrighton, p: 5-6, 2013). To build positive and attractive qualities which help in making the brand attractive copywriters use words to create concept and content for memorable messages. Specifically, they write the words, phrases or sentences for broadcasting and printing materials that helps in the development of an identity for product and advertisers.

Advertising or promotion aims to provide information, persuade or remind target customers, advertisements are designed for creating attention or awareness, interest, desire, and action (Kotler, 2010). The AIDA is acronym that refers to Attention, Interest, Desire and Action. AIDA formulation of "think feel do", from the "know" stage to the "feel" stage and finally to the "do" stage was used to construct a copy. This theory describes the four physiological phases experienced by a viewer upon receipt of information or a new idea about a product or service (Michaelson and Stacks, 2011). The AIDA model is a basic framework in structuring an advertisement based on perception. Here below, the four stages of AIDA :

1. Attention

The advertiser has to raise customers' awareness of a brand, product or specific services involved. This first step focuses on ways to attract attention.

2. Interest

The advertiser draws the attention to convey the benefits of the product by providing a solution or hope to a certain problem. Explaining the feature and benefit to better their interest is the best way.

3. Desire

This stage suggests that a marketer seduces the customers to purchase a product by providing a breakthrough to their consumers. Some consumers may doubt the product or service so an outcome should be offered,

4. Action

Action is the final step of the process which is eventually driving the purchase of the product or service involved.

2.6 Script

Angelo (2010) says that "*Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah program. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan*". It means that a script is the basic idea that required when making video.

According to Hanifa (2013) script writing usually consists of three activities: formulating idea, doing research and writing outline.

A. Formulating idea

The idea is an intellectual property such as copyright or patent. as in formulating the idea of writing a script of a story that will be made into a video and television program can also be taken from the true story or non fiction and fiction. As long as the idea has not been expressed into a concept with real writing or images, then the idea is still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. There are so many sources of ideas that can be inspired to write a video and television script, for example novels, real stories, etc.

B. Doing research

Research is necessary once you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be books, newspapers or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

C. Writing outline

Outline is the framework, stretch, strokes, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are organized systematically, logically, clearly, structured, and orderly. Outline is very important as a step-by-step guide in the writing process (Hanifa, 2013).

2.7 Video

Video is something that is watched that had beginning, an end, and tells a story (Haskin, 2013). Other people state that video is referred to a visual information, which includes both a single frame and frame sequences, in practice it is often used to mean sequences exclusively (Shi, 1999).

According to Rossiter (2008) there are four components that make a good video such as Good Lighting, Top Quality Audio, Steady Camera, and Shot Structure they are as follows:

1. Good Lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It does not matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good..

2. Top Quality Audio

The better a video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear.

3. Steady Camera

Steady camera will produce a steady shot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display does not shake or move too much. Therefore, using a tripod is highly recommended.

4. Shot Structure

A good video displays the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

So, from the theories about video above, the writer think that video is a good way to promote Kolam Susu because promotion by using videos is more interesting and eye-catching than photograph or text because it combines images, sounds, and also effects. In addition to more attractive, using the video as promotion media is very flexible.

2.8 Kolam Susu

Kolam Susu is located in Lebong Gajah Padat Karya Palembang. This destination is the new destination is Palembang. *Kolam Susu* is a recreation area where there is restaurant and interesting photo spots. Start from hut on the fish pond, tower jodoh, boat, love garden chair and in every corner of Kolam Susu given aesthetic wood accents. This place present a natural atmosphere with the beautiful view especially at night because there are decorative lights. In this destination there are various kind activities that we can do start from taking a picture or photo, relaxing with your family, watching live music, and also enjoying the culinary delights. Kolam Susu is very interesting place to visit because it has own charm and uniqnesses, so that tourists can enjoy beauty of the tourist object destination..

2.8.1 Location

According to Hidayanti & Masyhudi (2020), a location is a place where a business or business activity is made. Location is a factor that determines whether an interesting tourist place to visit or not. This includes access, traffic, visibility, facilities and the environment. Where a tourist attraction is easily reached by vehicle, with clear directions, safe and comfortable facilities and an environment that supports tourism services. Location will make it easier to find and visit a place. The location of *Kolam Susu* in Lebong Gajah, Palembang City, South Sumatera Province. The distance from the Capital to the this place is also not too far, it only takes 20 minutes of travel and the distance is only about 10 km.

2.8.2 Condition

According to Alfandi (2002), conditions are environmental situation (physical, social) in the place. The condition of *Kolam Susu* is very clean that presents natural atmosphere. In this destination there are various kind activities that we can do such as eating in the Kolam Susu's Restaurant and taking some photos. There are various kind spots to take picture or photo. Start of hut with pool background, tower jodoh, boat, love garden chair and in every corner of Kolam Susu given nature aesthetic accents.