CHAPTER II
LITERATURE REVIEW

This chapter reviews the related literature regarding information about tourism, kinds of tourism, tourism destination, script, video script, AIDA copywriting and some literature related studies as well.

2.1 The Definition of Tourism

There are some tourism experts that reveal various definitions of tourism. According to Undang-Undang Pariwisata No. 10 tahun 2009 about Tourism explains that "*Pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas dan pelayanan yang diberikan oleh masyarakat, pengelola, pemerintah dan pemerintah daerah*". Tourism is a wide range of tourist activities and is supported a variety of facilities and services provided by communities, management, governments and local governments. In more detail, Sugiama in Khaerani (2017) reveals that tourism is a series of activities and the provision of services for the needs of tourism attractions, transportation, accommodation and other services by a person or groups. Therefore, based on the definition above, the writer concludes that tourism is an activity done by individually or in groups that has supporting facilities and services provided by communities, management, governments, and local governments.

2.1.1 Kinds of Tourism

According to Spillane (1997) there are several kinds of tourism as follows:
1. Pleasure Tourism

This kind of tourism is carried out by people leaving the place stay for vacation, looking for the fresh air, enjoying the beauty of nature, enjoying the folklore of an area, enjoying entertainment and finding a peace.

2. Recreation Tourism

This type of tourism is carried out by people who desire utilization days off for rest, to restore physical health and spiritual which will refresh weariness and

fatigue. It can be carried out at a place that guarantees its recreational purposes that offers the necessary pleasures like the seaside, mountains, and rest centers.

3. Cultural Tourism

This type of tourism is characterized by a series of motivations, such as desire to study in centers of teaching and research, studying customs, different ways of life of people, visiting historical monuments, relics of the past, arts centers and religion, music festivals, theater, folk dances and others.

4. Sports Tourism

This tourism can be further divided into two categories:

a. Big sport events, namely major sporting events such as Olympics Games, world ski championships, world boxing championships, and others that attract attention to viewers or fans.

b. Sporting tourism of the practitioner, namely sports tourism for those who want to practice and practice themselves like climber of mountain, horse riding, hunting, fishing and others.

5. Business Tourism

In this type of tourism, the element that is emphasized is opportunity used by travelers in using free times to pamper themselves as tourists visit various tourism objects and other types of tourism.

6. Convention Tourism

This tourism is in great demand by countries because when it is held a convention or meeting, there will be many participants who attend to stay for a certain period of time in the country that is holding the convention. Countries that often hold conventions will establish buildings that support convention tourism.

Meanwhile, Pendit (2006) presents several types of tourism in more detail as follows:

1. Cultural Tourism

Cultural tourism is a trip to another place to study customs and traditions, culture and art such as , Kecak Dance in Tanah Lot and so on.

2. Health Tourism

Health tourism is a trip to change situation and environment where they live for the sake of their health such as beauty clinics, spa, and others.

3. Sport Tourism

Sport tourism is a trip to engage in sports or to take part in sport events in a certain place or a certain country, examples: bowling, horse riding, archery, etc.

4. Commercial Tourism

Commercial tourism is a trip to visit commercial exhibitions. Commercial tourism is a journey that aims to visit exhibitions places and fairs with commercial purposes such as industrial fairs, trade shows, and so on.

5. Industrial Tourism

Industrial tourism is a trip done by student groups or society to an industrial complex for observation or research such as *songket* house, textile factory and others.

6. Political Tourism

Political tourism is a trip to take part in an event of politics such as, Independence Day, coronation of British queen, and so on.

7. Convention Tourism

Convention tourism is a trip to a certain place which is usually used for conference, meeting, and convention for the sake of politics.

8. Social Tourism

Social tourism is a cheap and simple trip to give opportunity to low class society to make a trip.

9. Agricultural Tourism

Agricultural tourism is a trip to agriculture projects, plantation, and cultivation of seedling such as Kebun Raya, botanical garden and so on.

10. Maritime Tourism

Maritime tourism is a trip to engage sport in water or waters recreation in maritime country such as Pahawang underwater tour, and aquarium park.

11. Nature Preservation Tourism

Nature preservation tourism is a trip to nature preservation, game preservation, and protected forest.

12. Hunting Tourism

Hunting tourism is a trip to countries which have legal hunting area like a forest.

13. Pilgrim Tourism

Pilgrim tourism is a trip to holy places, resting places of glorified leaders, and sacred mountains or hills to get blessing, spiritual force, firmness of faith, and riches.

14. Honeymoon Tourism

Honeymoon tourism is a trip done for one month after wedding party for a newlywed couple to have honeymoon to romantic places with special facilities for the sake of enjoyment of the trip and their visit.

15. Adventure Tourism

Adventure tourism is a trip to nature which can push adrenalin such as bungee jumping, rafting, mountain climbing, etc.

2.2 Tourism Destination

There are some experts that reveal various definitions of tourism destination however, they have similar concept or meaning. According to Undang-Undang Pariwisata No. 10 tahun 2009 about Tourism,

> "*Destinasi pariwisata atau destinasi wisata adalah kawasan geografis yang terletak dalam satu atau lebih wilayah administratif yang di dalamnya terdapat daya tarik pariwisata, fasilitas umum, aksesibilitas, dan masyarakat yang saling terkait dan melengkapi terwujudnya kepariwisataan*".

A tourism destination or tourist destination is a geographical area located within an administrative area that has tourism attractions, facilities, accessibility, and communities that support and complement tourism. Furthermore, Coltman (1989)

explains that tourism destination is an area with different natural attributes, features, or attractions that appeal to non-local visitors that is tourists or excursionists. The natural attributes, features or attractions possessed by each tourism destination are very diverse, such as natural, cultural and artificial attractions. Furthermore, Leiper (1995) states that tourism destination from demand perspective, identifies a destination as a set of products, services, natural and artificial attractions that is able to draw tourists to a specific place, where the geographical location is simply one of the factors that comprises a destination. Based on the explanations above, the writer concludes that a tourism destination is a place that has a geographical location, natural, cultural, and artificial attraction to attract tourists to come to visit.

According to Pendit (2006), there are certain requirements of tourism destination:

1. What to See

In a tourism destination, the objects and attractions should be different to those of other regions. In other words, the tourism destination should have a special appeal and cultural attractions that can be used to entertain tourists. It can be objects such as beaches, lakes, mountains, artifacts and can be attractions such as dances, customs and so on.

2. What to Do

At the tourism destination, there should be activities based on local wisdom to attract and entertain tourists. Recreation facilities should be provided to attract tourists to feel welcome and stay longer on the site. For examples, playing banana boat on the beach, learning to make Batik, following the rituals at the destination, etc.

3. What to Buy

What to buy is related to shopping areas/facilities offering local products, handicrafts as souvenirs. It can be clothes such as *Batik*, *Songket*, and *Ulos*. Then accessories such as *blankons*, *Udeng Bali*, etc. In addition, it can be traditional food from its region such as *pempek*, *wajik* and others.

4. How to Arrive

Tourism destination must provide detail information on the facilities including parking area, toilet, prayer room, canteen, rest areas and so on. Furthermore, it is also about the accessibilities such as how to reach the site, the road signs, the vehicle use and how long to arrive to the place of the tourism destination.

5. Where to Stay

Tourism destination should provide accommodation to enable the tourists comfortably stay during a vacation. Good lodgings or accommodation such as the star hotels, non-star hotels, resorts, villas, cottages and guest houses.

2.3 Tanah Mas Lake

The literature about Tanah Mas Lake in this study includes its location and condition.

2.3.1 Location

A location is the place where something happens, or is situated. According to Soliha, et al. (2021), location is a place where a business activity has a role in determining the business success level. Location will make it easier to find and visit a place. The location of Tanah Mas Lake in Jl. Palembang - Betung Km 14, Sukamoro, Talang Kelapa District, Banyuasin Regency, South Sumatra 30961. It can be reached in about 30-40 minutes from the zero point of Palembang City (*Air Mancur*) which means the location of this tourism destination is not too far from Palembang City, and it can be reached in about 10-15 minutes from Alang-Alang Lebar Terminal.

2.3.2 Condition

Tanah Mas Lake was officially opened in 2011. Generally, this destination stands on an area of 3 hectares. Tanah Mas Lake has several attractions to attract visitors. Besides enjoying the view of the lake inhabited by several types of freshwater fish such as *pomfret*, *arwana*, *tilapia*, and so on, the visitors can feed the fish in the lake. Furthermore, visitors can also swim in the waterpark that has 9 types of swimming pools for children and adults then visitors also can take

pictures at several photo spots or rest areas. Besides has several attractions to atrract visitors, it also has easy access and affordable prices. The condition of Tanah Mas Lake itself is currently maintained clean, both the lake, and the waterpark. It also provided several facilities for the visitors consists of toilets, prayer rooms, parking areas, rinse rooms, lockers and canteens.

2.4 Potency of Tourism

According to Noviyanti (2018) reveals tourism potency is the variety of resources in a place or area and can be developed into a tourism attraction that is used for economic. To develop tourism destinations that have potential, of course, supported by elements that make tourists feel satisfied. According to Spillane (1997), there are five essential elements that make tourists feel satisfied:

1. Attractions (Fascination)

Attractions/fascination are things that can attract tourists to come, or travel. Generally, the reason for visitors to come is usually because they are interested in seeing and enjoying the attractions that exist in a destination. An example is an object like an artefact, or place like beach.

2. Facilities

Facilities are things that can help supporting the destination that given to the visitors. There are several facilities such as clinics, toilets, restaurants or canteens, prayer rooms, parking areas, etc.

3. Infrastructure

Infrastructure construction contains below and above the ground in a travel destination. Some of them are access roads, water, electricity, and so on.

4. Transport (Accessibility)

It is an element of carriers and modes for tourists to reach tourism destinations such as vehicles that can access to tourism destinations.

5. Hospitality (Security)

It is an element of acceptance of local people towards tourist. Examples include security, hospitality, or services in tourism destinations and beyond.

2.5 Video

According to Arsyad (2011), videos are pictures in frame, where frame by frame is projected through the lens of the projector mechanically so that the screen shows a vivid image. It can be concluded that video is a moving image accompanied by sound or audio visualization projected through the projector lens. Videos present information, describe something or a process, and explain concepts. Moreover, videos are very useful to promoting in this pandemic era.

In addition, MacFarland (2014) tells that video is a powerful tool for promotion, he mentions several advantages of video as follows:

1. Video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.

2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in a place inside the environment of the video.

3. Video is being watched online more and more every year including an 80% increase in online video consumption over the past six years, a 55% majority of video news viewers among internet users and 2 billion videos per week are monetized on Youtube.

2.6 Script

According to Norbury in Najmuddin (2019) tells that scripts can be defined as a sequence of actions, or events. They capture general themes in a narrative and can be adapted to several situations. The script in a video is very important to help readers and viewers to understand a video. Meanwhile, Tristiawati (2014) defines script is a place where ideas and imaginations are written and arranged according to a regular and systematic sequence. It means that the scripts can help a script writer in transforming ideas into a video. In additon, to get maximum result, in writing a script the guidelines are needed in the process of making script.

2.7 AIDA Model of Copywriting

According to Albrighton (2013), copywriting is the process of writing advertising promotional text used by any brand. It refers to persuade people to accept offers of commodities or services. To build an image that has a positive quality that makes a brand more attractive, copywriters use words to create memorable message concepts and content, specifically words, phrases or sentences for broadcast and printing materials that help in the development of product and advertiser profiles. AIDA Model of copywriting can be used as the guideline in writing video script to promote and persuade the viewers.

Kotler & Armstrong (2010) explains that advertising or promotion aims to provide information, persuade or remind target customers. Advertisements are designed for creating attention or awareness, interest, desire, and action. AIDA is the acronym that refers to Attention, Interest, Desire and Action. AIDA formulation of "think, feel and do", from the "know" stage to the "feel" stage and finally to the "do" stage is 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 (Hassan et al., 2015; Michaelson & Stacks, 2011). The followings are the four stages of AIDA:

1. Attention

The advertiser has to raise customers' awareness of 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 features and benefits to better their interest is the best way.

3. Desire

This stage suggests the marketer seduces the customers to purchase a product by providing a breakthrough to their consumers.

4. Action

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