

CHAPTER II

LITERATURE REVIEW

2.1 Design

According to Eames (1989), design is a plan for arranging g elements in such a way as to best accomplish a particular purpose. The other meaning of design is a specification of an object, manifested by some agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to some constraints (Treder, 2017).

2.2 Tourism

Cooper, Fketcher, J., Gilbert, D., & Wanhill, S. (1995) say tourism is a part of the recreation that involves travelling to a less familiar destination or community, for a short period, to meet the consumer's need for one or a combination of activities. Moreover, Kodyat (1998) mentions tourism is a trip from one place to another, temporary, carried, out, by individuals or groups, as an effort to find balance or liberty and happiness with the environment in the dimensions of social, cultural, natural and scientific.

According to Singh (2011), there are 11 kinds of tourism as follows:

1. *Recreational tourism*

Tourism is an often activity for recreational purpose. Most tourism took for a change and rest; this is the reason why package tours have become so popular.

2. *Environmental tourism*

Rich and affluent tourists are preferred to spend more visits to remote places where they get pollution free airs to breath.

3. *Historical tourism*

Tourists interested to know how our forefather lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts etc.

4. *Ethnic tourism*

This refers to people travelling to distance place looking to their routes and attending to family obligations. Marriage and death bring people together to their native places. Persons who are settles overseas during later part of life visit place of their birth for giving boost to ethnic tourism.

5. *Cultural tourism*

Some people are interested to know how other people or communities stay, survive, prosper. The kind of culture they practice their art and music is different from ours. So in order to acquire knowledge, understands culture well, to become familiar with the culture, they undertake journey.

6. *Adventure tourism*

There is a trend among the youth to take adventure tour. They go for trekking, rock climbing, river rafting etc. They organized camp fire and stay under the blue sky. This tourism is meant for people with strong nerves who can tolerate stress.

7. *Medical tourism*

In recent years, medical tourism has become highly popular. People visit nature cure centers and hospital providing specialist treatment. Many foreigners visit India for treatment because similar services in their country are costly.

8. *Religious tourism*

India represent multi-religious composition of population. Various package tours are organized to enable to attend the religious duties and visit place of religious importance.

9. *Music tourism*

It can be part of pleasure tourism as it includes moment of people to sing and listen music and enjoy it.

10. *Village tourism*

It involves traveling and arranging tours in order to popularize various village destinations.

11. Wild life tourism

It can be Eco and animal friendly tourism. Wild life means watching wild animals in their natural habitat.

2.3 Religious Tourism

According to Anwar (2018), religious tourism is a special interest tourism, which usually related to the followers of particular faiths who visit locations that are considered as holy sites. Moreover, Shihab (2007) said that religious tourism is a trip or visit made by both individuals and groups to places and institutions that are considered important in the spread of Islamic da'wah and education.

2.4 Promotion Media

According to Zebua (2016), promotion is the activity of notifying, conveying information of a product or services to the community with the aim of attracting potential customers to buy and consume it. Moreover, Zimmerer (2002) defines promotion as all kinds of communication designed to inform the customer about product or service to influence them to purchase goods or services that includes publicity, individual sales, and advertising.

Putradi (2021) mentions six kinds of promotion media as follows:

1. Brochure

Brochure usually printed in large quantities and of good quality. In addition, brochures can also be published periodically on certain occasions if needed.

2. Poster

Poster is one of promotion media and often found in strategic public places. usually, the size of the poster relatively large, poster has potential to attract consumer's attention which leads to brand messages. In order to get more views, posters must be designed as attractive as possible.

3. Banner

Banner is printed in large sizes and placed in places that are easy for people to see. Usually, the banner is mounted on an X-shaped frame or X-banner.

4. Television

This promotional media can accommodate many advertisements. However, advertising on television takes a lot of time and the cost of promoting on television is also very expensive. In addition, the maximum ad duration is only one minute.

5. Merchandise

Merchandise can also be used as promotion media for a product such as calendars, mugs, clothes, key chains, and others.

6. Internet media

Promote using this media, it can be through social media such as websites, Whats App, Facebook, and Instagram by posting photos or videos of the product that will be promoted on the website or other social media. This method is relatively easy and does not need to be expensive.

2.5 The Issue of Video

According to Diyar (2012), video is a technology for capturing, recording, processing, transmitting, and rearranging moving imaged that usually uses celluloid film, electronic signals, or digital media. While Smaldino *et al* (2007) mentions that video versions of the moving image are recorded on tape, in the forms that vary in size, shape, speed, recording, method, and playback mechanism.

A video is a good medium to promote a tourism destination. There are several advantages of using videos as media to promote (Akhtar, 2015) :

1. One of the biggest advantages of using video is help in reaching out to millions of people within a short time, and without spending much money. Your video can also go viral and gain millions of views within days.
2. With audio visual, the message delivery is more effective because it involves multiple senses. The use of sound and images elicits feeling and better understanding of the idea.
3. The target audience will remember what they see and hear from the video, unlike other marketing methods. This is the best way to present the product.

4. Past research shows that more than 79 percent of people who use the Internet frequently watch various videos, This makes this a powerful medium, and if it is well packaged and used effectively, it can work wonders for any company.
5. While using search engine, Internet users check what all is listed on the second page of the results. Mostly, videos are giving much higher priority than pictures, text and audio files thus giving a much better chance to pass on your video message.
6. One of the best advantages of video is that video which created will last for years and will get more exposure with time. Usually ads die out within a short time, but not for viral video. So, traveling video is an audio-visual media that the contents are about the trip to the destination include tourism aspect such attraction, facilities, infrastructure, transportation, culinary, culture and hand-gift.

Hazelton (2019) says that there are six components of videos. The components are:

1. *Concise and clear message.* Video should engage the shopper, telling her why she needs the product Every product has a purpose, and the video should explain it factually.
2. *Attention grabbing opening.* Because shoppers ere impatient, first show the problems the products fixes. The first few seconds need to be relatable to consumers. Otherwise, you will lose them.
3. *Discussing the pain point.* Every product presumably solves at least one pain point. Good product videos discuss the problem and the solution.
4. *Minimizing dead air.* “Dead air” can describe the lack of audio in videos. Many users will not watch a video with little or no sound. This is why so many professionally produced video contain background music. To minimize dead air, use appropriate background noise and sound effects.
5. *Clear call to action.* Because video will typically fill the screen of a smartphone, include a clear call to action on the video. This can be done by embedding specific instructions or tappable icons.

6. *Compelling content.* Depending on the target audience, all product videos should evoke emotion. Emotions are a driving force behind many purchases, so be sure to focus on what matters most to the customer base.

Hennequin (2019) states that the video production process consists of 3 main steps as follows.

1. Pre-production

The first stage in this process is pre-production. Basically, pre-production is the place to map out video plans. this is the place to find out what will be produced, for whom the video will be produced, what resources are needed to make the video, and how long the production period will be. This is the longest phase of the video production process for the simple reason that good early planning will ensure a successful video.

2. Production

The production phase spans the actual filming of video. At pre-production a schedule map has been made, everyone on the schedule should have a reliable estimate of how long this phase will take. As a producer or stakeholder, your job is to ensure things run as close to that schedule as possible. This part of the process usually requires someone to fill the role of director. Directors are important for ensuring that your talent gives the desired performance, that you get through all the shots you need, that they're framed and lit correctly and that the script and storyboard are followed through.

3. Post-production

The post-production process involves capturing and capturing the best shots, putting them together, cutting everything to the desired length, recording the voice over, coloring the video, and adding music and special effects.

In addition, Gearshift Studios (2021) gives the following six steps of making a video.

1. Coming up with a concept

Before start, decide on the concept for the video. Without this important first step, you run the risk of creating videos that fail to speak to your audience and advance the marketing goals.

2. *Writing a script*

Scripts that are created must be easy to understand, according to the target video time, and include changes in camera angles, wardrobe, or backgrounds.

3. *Performing pre-production planning*

At a minimum, pre-production planning consists of scouting a location, getting permits if required, procuring all of the equipment you need, reviewing your script, speaking with actors about their roles, deciding on a budget, and choosing a time and day for the shoot. There are seemingly endless other details—camera batteries, make-up, wardrobe, etc.—that need to be addressed before a shoot.

4. *Shooting the video*

Just like the pre-production planning, there are a million details to get right on the day of the shoot. If it has done the required work from the first three steps, things should go smoothly.

5. *Editing the video*

Editing software has gotten easier to use. However, for anything more than basic editing, it's wise to get professional help. A good editor has a critical eye and can help you produce an effective video.

6. *Promoting the video*

The final step in video production is promoting the video. Depending on the goals for the video, this could mean sending a commercial to local news station, getting shares and likes through social media, or adding the video to your next e-mail newsletter.

2.6 Subtitle

Based on Budianto (2005), subtitling is a method used to provide subtitles to a dialogue in a film, where only the translated dialogue is displayed at the bottom of the screen of the film. While Hastuti (2011) states subtitles are translations of film dialogue written at the bottom of the film. Like voice overs, the purpose of subtitles is to help viewers enjoy a film, whether it's a documentary or a story, drama, action, etc.

In delivering the information with two languages, the video needs subtitle. According to Emission (2011), there are some criteria of good subtitle as follows.

1. Making sure the script resolutions match the video resolution.
2. Using bright colors, especially white as the main color. Use dark colors for the outline.
3. If you want to use the shadows, make it smaller and very dark, may be made more transparent. Shadows should not be bright and bright, nor too large.
4. Using the appropriate font size. For 480p video, typically use 30-40pt, for 720p video, about 50-60pt, depending on font type and raise.
5. Making sure to a thick font (not bold). a good font selected like a San Serif or a Slab Serif font. Unnecessary fonts include Comic Sans, ITC Criteria, as used by Chihiro for Rosario + Vampire, as well as all kinds of decorative fonts, etc.
6. A good subtitle is only 2 lines long, if the text is too long for a new timing or lower the font.
7. Having a style instinct.

2.7 Narrator or Voice Over

Ayawaila (2017) says that the main key is required from a narrator is the flexibility on adapting to the tempo and storyline rhythm and also theme in general.

The followings are several criteria for a narrator given by Ayawaila (2017).

1. Having a dramatic sensitivity and timing (based on the tempo and rhythm of speech)
2. Being able to master and animate the meaning and the purpose of every words and sentences when processing the speech.
3. Being able to give action and reaction to visual elements
4. Being able to use the sense in applying dramatic elements to the speech, in

accordance with the understanding of the content and theme of the video, so there is harmonization and mutual support between the narrative and the visual sequence.

5. Being able to understand quickly and precisely when the narrative serves as a supporter, and when as a main information, especially if the visual ability is rather weak in providing information to the audience.