

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Designing**

People usually make a concept before they make a product. Then, they try to describe the concept into a product by using some ways. That process is called designing. According to W.Ernst and Vladimir (1996), designing means transforming the given problem statement into a full description of a technical system. The direct content of the design process consists of thinking out (conceptualizing) and describing the structures of a technical system. Conceptualizing is an important way before we start to design a product. By conceptualizing, the product will be easier to design.

According to Stuart (2004), design is the arrangement of forms and colors of an artifact or natural form. Based on that theory, the process of making a product by choosing colors and forms is also called designing. The design word is from the Latin verb *designare*, meaning to mark out, trace out, contrive, or arrange. The noun *designatio*, in its meaning of arrangement of order, is the nearest equivalent in Latin to the modern word.

#### **2.2 Tourism**

Tourism is a travelling that was done for a while, leaving the original place to the destination with a plan and main purpose is not to seek money or some business but to seek happiness, in short to enjoy the leisure activities. Marpaung (2002). Its relevance with Kodyat (1983) Tourism is a trip from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions. From those explanations, it can be concluded that tourism is a

journey done by an individual or group for a while, from one place to another with the main purpose to enjoy leisure activities.

According to Yuliani (2013), there are several types of tourism that already exist known, among others:

1. Cultural tourism, namely a trip made on the basis of the desire to broaden one's outlook on life by making visits to another place or abroad, studying the situation of the people, customs and their customs, their way of life, their culture and their arts.
2. Health tourism, namely tourist trips with the aim of exchanging the daily circumstances and environment in which he lives for the sake of interest rest for him in the physical and spiritual sense.
3. Sports tourism, namely tourists who travel for the purpose of exercising or intentionally taking part in a sporting party in a place or country.
4. Commercial tourism, which includes trips to visit commercial exhibitions and pecans, such as industrial exhibitions, trade shows and so on.
5. Industrial tourism, namely trips made by groups of students or students, or lay people to a complex or area industry with the aim and aim of conducting a review or research.
6. Marine tourism, namely tourism that is widely associated with lakes, beaches or the sea.
7. Nature reserve tourism, which is a type of tour usually organized by an agent or a travel agency that specializes in arranging business tours to a place or area of nature reserves, protected parks, regional forests, mountains and so on whose sustainability is protected by law.

### **2.3 Tourism Culture**

The concept of cultural tourism is stipulated in UUD no. 9 of 1990. This is done with the consideration that Indonesia has the potential for diverse arts and cultures

that are scattered in each tourist destination (DTW) in Indonesia. So the tourism that is being developed is cultural tourism. Borley (1994) defines that Cultural tourism is an activity that allows tourists to know and gain experience about the different ways of life of others, reflect on their customs and customs, religious traditions and intellectual ideas contained in an unknown cultural heritage.

Pendit (1994) explain that cultural tourism is a journey that is done on the based of desire to expand people's daily activities visiting or searching to other places or overboard, learning about citizen situation, the habit of tradition there, how to their life, culture and art. During the journey, it will have a chance to take part in cultural activities, like an art exposition (dance, theater, music and voice art).

According to Wahab (1992), based on the purpose of travel, cultural tourism is a type of tourism whose purpose and purpose of the trip are in order to enrich information and increase knowledge about other countries, in addition to wanting to get satisfaction, entertainment of the cultural results of a nation, such as dances. traditional as well as the way of life, the local community.

## **2.4 Midang**

According to Heryanto (2020) Definition of Midang is one of the requirements for marriage in the Morgesiwe community, Kayuagung District, Ogan Komering Ilir Regency, South Sumatra Province. This marriage custom is referred to by the community as the Mabang Handak marriage custom. In its implementation, traditional actors determine that the Mabang Handak marriage custom is in the form of an almsgiving ceremony or event on a large scale by the stages that have been determined by customary law. Midang Mabang Handak's presentation was also accompanied by a group of tanjidor music playing which together walked along while playing the sounds of the tanjidor. The purpose of this tanjidor sound is to enliven the atmosphere and as a sign to inform residents that there is a prospective bride and

groom who will get married. The concept of Midang in the context of marriage refers to the spirit of cooperation carried out in Mabang Handak's marriage custom. Mabang Handak's marriage custom is called by indigenous peoples as begawi (work) or begorok (party) which is a large-scale party that is carried out together (mutually) in the implementation of their marriage customs. This cooperation can be seen when there are many families, relatives, and friends who help in the implementation.

Beside that Ardand (1983) say that Midang is a tradition of introducing brides-to-be to the public by marching. The participants are married couples and young people from both families who will establish a family. Midang's goal is to inform the public that the bride-to-be has been proposed so that she should not be in contact with other men. Midang is also part of the marriage dowry in the people of South Sumatra. So in Kayuagung Midang is a heritage of ancestral cultural traditions that are very expensive in character, this tradition is a cultural asset that is highly considered in addition to other traditions in Ogan Komering Ilir district. Midang is a cultural heritage of kayuagung area, hereditary culture. Midang is divided into two :

1. Midang begorok

Midang procession, which is a large-scale wedding procession, as in the mabang handak wedding ceremony, which is a traditional ceremony.

2. Midang bebuke

Which is often called midang Eid al-Fitr because it is done to enliven the Eid al-Fitr. Midang is followed by all villages in kayuagung.

There is a marriage according to the custom of Morge Siwe Kayuagung which consists of 4 groups:

1. The custom of Setinong-tinong This traditional marriage ceremony is not carried out in the early morning marriage custom.

2. The custom of Sepinong-pinong

The implementation of this traditional ceremony is simple, the measure is what is called dish preparation.

3. The custom of Pinang dibelah

its implementation only uses basic customs or fulfills customary requirements.

4. The custom Mabang Handak's

This traditional ceremony is full of customs, this marriage custom is called by the indigenous people as begorok.

## **2.5 Promotion**

According to Alma (2006), promotion is a kind of communication that provides explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers.

Percy and Rossiter in Tjiptono (2002) classify promotional purposes as the effects of communication as follows:

1. Growing tourist perception of a need (category need).
2. Introducing and providing an understanding of a product to the customer (brand awareness).
3. Encouraging the selection of a product (brand attitude).
4. Persuading customers to buy a product (brand purchase intention).
5. Compensating for the weaknesses of the other marketing mix elements (purchase facilitation).
6. Embedding the image of the product and the company (positioning).

Meanwhile, according to Wahab (1998) there are four purposes of promotion:

1. to change the tourist's behavior.
2. to plan a visitation for those who has never done it before.
3. to change a plan for the tourist hoping for the tourist to come to the object.

4. to defense visitor's activity and hope for the tourist to buy a promote product.

Promotion can be done in various methods and media. There are five medias of promotion: internet, brochures, posters, banners, and television Putradi (2017). Meanwhile, Jonathan (2018) states that the following are some types of promotions' media that are found nowadays:

- a. Direct promotion is a promotion that can be found at certain events or activities, such as bazaars, concerts, exhibitions, et cetera.
- b. Traditional media is a media promotion that can reach many prospective customers for a long time. However, the cost of promotion through this media is quite expensive. The examples of this media are print media (newspapers, magazines, tabloids, et cetera), radio, television, banner, billboards, and others.
- c. Digital media is a promotion carried out through the internet and can reach many people and the promotion process is easier, faster and cheaper than the other media. Digital media can be used through social media, networks, search engines, websites, blogs and others.

In addition, Mayangkara (2015) groups the promotional media into three parts. They are print media advertising, electronic media advertising and outdoor media advertising.

- a. Print media is a media that prioritizes promotions messages generated from the printing process and using paper as the materials for delivering the promotions. The example of print media are newspaper, magazine, tabloid, journal, product catalog, calendar, brochure/pamphlet/flyer, and poster.
- b. Electronic media is promotional advertising media that work based on electronic and electromagnetic principles which is able to reach a wider audience at the same

time. Electronic media include television, radio, online (website, blog, or YouTube), and domain name advertising.

c. Outdoor media is a promotional media that is placed outdoors such as roads, markets, station terminals and other public places. The examples are billboard, shop sign branding, neon box, banner, and wall advertising.

## **2.6 Blog**

A blog is a form of web application in the form of writings on a web page. It supports Salamadian (2020) statement that Blog is a website whose content focuses on content in the form of writing, images, links, videos and their combinations. And states that the Blog has several functions:

### **1. Hone Writing Skills**

Blogs can be useful as a place or a place to hone one's writing skills because learning to write through blogs will make it easier for someone to improve their writing. Because, writing on blogs will be read by many people, in contrast to writing in diaries or word notes which are very rare and will not even be read by other people.

### **2. Media for exchanging information**

Everyone can write information on your own blog so that many people read information from you and vice versa, you will be able to easily find various information from other blogs.

### **3. Make Money**

Blog is a website that can make money. By learning to write on a blog, someone can learn to make money through adsense. Apart from adsense, revenue can also be generated from article placement by backlink service websites, startups, e-commerce or blog reviews by producers so that the products they produce can be better known.

#### 4. As a Media Promotion and Product Sales

Blog is a platform that people can use as a promotional medium or advertise their products or services so that many people can recognize and reach them. Take advantage of blogs as a place to sell someone's products and as a medium to promote a place, location, destination and so on because the blog itself will be more accessible to the public than other social media.

#### 5. As a medium for doing business

A person can start a business or introduce a business through a blog, because by writing on a business blog more people will visit it by adding keywords which are of course much searched for on the Google search engine.

#### 6. Adding Networks or Work Relationships

By writing a blog, one can exchange information with many people so that they can increase their network through this platform.

Rahman & Suryadi (2012) say that there are several ways to design a blog:

##### 1. Choosing a template

The first thing we have to do is choose a suitable template.

##### 2. Using a Blogger Template Designer

This is a tool that has been prepared by blogger in your blogger dashboard.

##### 3. Background



Selection of a bright color background can also encourage or make people who visit our blog site more excited.

#### 4. Adjust Width

this one menu is of course to set how wide the blog you will have. Not only the width of the entire blog, but the sidebar which means the width of the sidebar and posts on the blog Layout.

#### 5. The layout also has a lot of options.

#### 6. Advanced

are settings related to your blog content, such as changing the page text (font), link background (link color), blog title, blog description.

Of course you are the one who can determine how big the measure of the success of your blog is to attract users according to Halim (2010) Measuring the success of a blog can be seen in several ways:

1. Display the title as interesting as possible or maybe it can smell controversial to attract other Bloggers.
2. Switch to a cool look that must support the blog title which must support the blog title in question.
3. The appearance of the blog will be better if it uses dominant bright colors so that it can give our visitors the morning enthusiasm.
4. The contents of the Blog information are vital points, whether in the end the complete information content on the Blog that we make can satisfy the information needs of other Bloggers.
5. Fill in the complete blog owner's bio to make it easy for outsiders to access your blog site.

6. The use of good and correct sentences in the blog can make the reader easy to understand.