

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter describes about the tourism, promotion media, sosial media, and function of sosial media.

#### **2.1 Tourism**

Tourism is needed with all the people in this world, because tourism is one of the activities can make people enjoy. According to The European Commission (2002) tourism is a set of activities performed by people who travel and stay in places outside their usual environment for not more than one consecutive year, for leisure, business and other purposes. Based on UU no 9 Tahun 1990 tourism is travel activity or part of activity that has been done voluntarily and temporarily, to enjoy the tourism object and attractions. Meanwhile Spillane (1982:20) states that tourism is doing trip activity to get pleasure, satisfactions and knowledge and to cure illness, enjoy support or rest, carry out duty, making a devotional visit to a sacred place and others.

Tourism can be defined as a system involving physical environment, social and culture as well as industry. It is purposed to fulfil the needs of someone who made the journey out of their residence. People who traveled consider the impact of their journey whether it can be pleasure, learning, experience, business and others.

There are seven kinds of tourism given by Yoeti (1993, p23-124) as follows:

1. *Cultural Tourism*

Cultural tourism is a kind of tourism which encourages tourists to come to tourism object, because of the attraction of a cultural art in a place. The tourism object are museum, an art attraction that has the history of culture.

2. *Recuperational Tourism*

Recuperational tourism is called healthy tourism, because the purpose of tourists come to the tourism object is for curing the disease. For example, the tourist has the activity for bathing in the hot springs, mud.

3. *Commercial Tourism*

Commercial Tourism is the trip that associated by the commerce activity both national and international, such as exhibition, seminar.

4. *Sport Tourism*

Sport tourism is the trip done by tourists to see the sport festival in one place, such as Olympiad, and the competition of boxing.

5. *Political Object*

Political Object is the trip that has the purpose to see the event related to the activity in the activity in a country. For example, the event of Hari Angkatan Perang Indonesia.

6. *Social Tourism*

Social tourism is organizing a cheap and easy trip to give an opportunity to the society and it's non-profit, such as study tour, picnic.

7. *Religion Tourism*

Religion tourism is the trip that has the purpose to see the religious event. Such as the event of pilgrimage for Islam.

Also, according to (Rikania, 2010) types of tourism can be divided into two categories, namely as follows:

1. Nature Tourism, which consists of:
  - a. Coastal tourism (Marine tourism), is a tourism activity supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including accommodation, eating and drinking facilities and infrastructure.
  - b. Ethnic Tourism (Ethnic tourism), is a journey to observe the realization of the culture and lifestyle of people who are considered attractive.

- c. Nature Reserve Tourism (Ecotourism), is a tour that is much associated with the fondness for natural beauty, fresh air in the mountains, rare wonders of living animals (wildlife), and plants that are rarely found in other places.
  - d. Buru Tourism, is a tour carried out in countries that do have areas or forests where hunting is justified by the government and promoted by various agents or travel agencies.
  - e. Agro Tourism, is a type of tourism that organizes trips to agricultural, plantation and nursery projects where tour groups can conduct visits and reviews for study purposes and enjoy the fresh plants around them
2. Socio-Cultural Tourism, which consists of:
- a. Archaeological heritage and monuments, these tours include cultural groups, national monuments, historic buildings, cities, villages, religious buildings, and other historical places such as battle fields which are the main tourist attractions in many countries.
  - b. Museums and other cultural facilities, are tours that relate to aspects of nature and culture in a particular region or region. Museums can be developed based on the theme, including archaeological museums, history, ethnology, natural history, arts and crafts, science and technology, industry, or with other special themes.

## **2.2 Promotion Media**

Promotion is a tool of communication and delivery of messages made by companies and intermediaries with the aim of providing information about products, prices and places. According to Kotler (2002: 41) states that Promotion is a variety of activities undertaken by a company that show the features their products to persuade the target of customers to buy. Saladin and Oesman (2002: 123) state that, promotion is an information communication of seller and buyer with aims to

change attitudes and behavior of buyers, who previously did not know to be known so that the buyer and remember the product.

There are five elements of promotion mix based on Kotler (2012:13):

a. Advertising

Advertising is defined as a non-personal presentation that purchased by the identified sponsor by using mass media to introduce and to persuade the listeners.

b. Sales promotion

Sales promotion is any kinds of incentive that have limited period of time in order to increase the purchase of products or services. The medium that can be used are discount, contest, coupon, free sample and trade exhibition.

c. Public relations

Public relations is any kinds of programs that created to promote and to keep the good image or products or company and serves to build good relationships with company relations.

c. Individual sales

Oral presentation in conversation with one or more potential buyers with the aim of making a sale.

d. Direct sales

Use of direct channels to reach and deliver goods and service to customers without use the marketing intermediaries.

Meanwhile Pramono (2007) states that Media Promotion is a tool to communicate a product / service / image / company or others to known the wider community. So that, with the promotion media someone can know, acknowledge, own, and bind themselves for a goods / services / products / image / company targeted. One important part of promotion is to determine the most appropriate promotion media. Kusriyanto (2007:330) gives four kinds of promotion media as follows:

a. Booklet

Printed material consisting of several binding pages that resemble the book.

Usually booklets are smaller in size than books in general.

b. Catalog

Kind of brochure that contains details of the type of product or service business and sometimes comes with pictures.

c. Leaflet

Printed sheets of paper, two-dimensional and usually be assembled on Strategic places or the center of the crowd.

d. Folder

Sheets of printed material that are created into 2 like a folder or book for easy portability.

In details, Faris (2014) divides promotion media into 2 types as follows:

**1. Above the Line (ATL) or Upper Media**

Marketing or marketing Above the Line (ATL) is the marketing of products or services that use the mass media. ATL is an indirect media that concerns the audience because of its nature is limited to the reception of the audience. The media used are usually the television media, radio, print media (magazines, newspaper) and internet. ATL is an indirect media that concerns the audience because of its nature is limited to the reception of the audience.

The characteristics of Above the Line (ATL):

- a. Target audience wide.
- b. More to explain a concept or idea and no direct interaction with the audience.

**2. Below the Line (BTL) or Lower Line Media**

Below The Line (BTL) is a marketing or promotional activity conducted at the retail or consumer level with one of its goals is to embrace the consumer to be interested in a product. BTL is a direct media that concerns the audience, for example: program bonus or reward, event, founding consumer, and so on. The media used are event, sponsorship,

sampling, point of sale (POS) materials, consumer promotion.

The characteristics of Below the Line (BTL):

- a. Target audience is limited.
- b. Media or activities provide an audience the opportunity to feel, touch or interact, even directly buy.

The purpose of promotion media as the effect of communication is as follows:

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

Furthermore, Reyypare (2010) gives there are several promotion media with the Strengths and Weaknesses as follow:

<b>Media</b>	<b>Strengths</b>	<b>Weaknesses</b>
Newspaper	Flexibility, punctuality, coverage can be local and national, wide acceptance,,trustworthy, Advertising can be placed in potential locations, Time of exposure is quite new, Readers control the exposure.	Advertisinng space can expensive, age information is relatively short, the newspaper generally read once then discarded, the print quality and the ugly picture, limited audience who pass the information, draw attention to the low ability.
Television	The combination of visual, audio and motion, the audience's	Fast exposure, less able to select the audience, the

	attention high, wide coverage, a prestigious, high prestige, low cost per each person exposed, reaching a high concern, reaching a positive image.	frequency of installation must be frequent and repetitive, high production costs and the selection of the audience less.
Radio	Many listeners, demographic and geographic selection, reliable and relatively low cost, flexible, low production costs.	Only the sound presentation, attention lower than the TV, fast exposure and the audience cannot see the product being advertised.
Brochure/Folder	Specifically given information, directly aimed at personal, low cost, Power of excitement can be strong and can be lace depends on the visual appeal shown.	Tends to be ignored if the content is unattractive or unrelated to the need, The message space is determined / limited by the cost capability.
Banner, Poster	Affordability and achievement is quite large, cheap production costs.	Low excitatory power, limited information displayed, High tax and licensing fees, less secure security, If the position is not strategic, the target segmentation is not achieved.

### 2.3 Social Media

Social Media is a forum to gather freely, the meaning of free is free in aspirations or other things that are still responsible. Based on the results of research in various media, the meaning of social media or social networking is an online media where users can easily participate and share. Actually, social media is a

medium where users can create content and applications and allow these users to interact and exchange insights with other users. According to Philip Kotler and Kevin Keller (2012; 568), is a means for consumers to share text information, images, audio, and video with each other and with the company and vice versa. The role of social media is increasingly being recognized in boosting business performance. Social media allows small businesses to change the way they communicate with customers, market products and services and interact with customers in order to build good relationships.

The new type of promotion media that is popular to the people right now is through Social Media. According to Moreau (2017) world's most popular social networking sites certainly have changed over the years, and they will undoubtedly continue to change as time moves forward. Old social networks will die, popular ones will stick around as they're forced to evolve, and brand new ones will appear. By using this media, also the company does not need a lot of cost to promote the product or service because the reach is quite wide among consumers. According Dailey (2009: 3) states that social media is an online content created using publishing technologies that are highly accessible and scalable. Most important of these technologies is the shifting way of knowing people, reading and sharing news, and searching for information and content.

#### **2.4 Function of Sosial Media**

Social media, in its current role, has built a huge force in shaping behavior patterns and various areas of human life. That is why social media has many crucial functions. The functions of social media include the following:

- a. Social media is media designed to expand human social interaction using the internet and web technology.
- b. Social media has succeeded in transforming the practice of unidirectional communication with broadcast media from one media institution to many audiences (one to many) into dialogical communication practices between many audiences (many to many).



- c. Social media supports the democratization of knowledge as well as information. Transforming humans from users of the message content to the message maker itself.

In addition, according to Puntoadi (2011: 5) the use or utilization of social media is as follows:

- a. The advantage of building personal branding through social media is not knowing tricks or false popularity, because the audience will decide. Various social media can be a medium for people to communicate, discuss, and even gain popularity on social media. (Puntoadi, 2011: 6).
- b. Social media provides an opportunity to interact more closely with consumers. Social media offers a more individual form of communication. Through social media, marketers can find out the habits of their consumers and interact personally and build deeper bonds. (Puntoadi, 2011: 21).

In addition, social media has various characteristics, positive and negative functions and impacts that support a person using social media.

The followings are some special characteristics of social media given by Purnama (2011:116):

- a. Reach: the reach of social media from a small scale to a global audience.
- b. Accessibility: social media is more accessible to the public at an affordable cost.
- c. Usability: social media is relatively easy to use because it does not require special skills and training.
- d. Actuality (immediacy): social media can provoke the response of audiences more quickly.
- e. Permanent (permanence): social media can replace the comments instantly or easily make the editing process.

According to Astri (2014) the positive and negative Functions of Social Media are as follows:

### **1. Positive Functions of Social Media:**

- a) Selling, social media is really helpful. They do not need to bother to roll out and offer their products, simply display in social media, and then the consumers will come alone,
- b) Friendship, with the many friends from different regions, it will also expand our knowledge of the region and culture outside our environment,
- c) The Society, as a place for them to greet of a common origin or interest. For example, friends of school / college, friends of one office or friends with the same profession, and
- d) The source of science, this function is the best, for example like a motivator.

### **2. Negative Functions of Social Media:**

- a) Expression of feelings, complaints such as the work that piles up, friends who do not match, the lessons are boring, the unfaithful girlfriend, some even complain about the nature of his husband or his own wife,
- b) Insinuating, mutually sarcastic in social media rather than fixing but worsening things, and
- c) Show off, is the incarnation of the arrogant term, also narcissistic. This can trigger a sense of jealousy that many people compete with each other to show who is more capable.

According to Astri (2014) the positive and negative impacts of Social Media in Life are:

#### **1. Positive Impacts:**

- a) An event to multiply friends; Can add new friends and business relationships with ease,
- b) As a communication medium; Simplify our communication with people, both at home and abroad, and
- c) Where to find information; many news agencies also seek to use

social media as media dissemination.

## **2. Negative Impacts:**

- a) The appearance of a crime; Many people also use social media as a tool to commit crimes such as kidnapping and fraud, and
- b) Cause the nature of opium; Social media can also cause opium that can lead to the nature of the user to autism or more close to the life around.

The example of Social Media are Instagram, Twitter, and Facebook. In this case, Sultan Mahmud Badaruddin II Museum uses Facebook and Instagram as their promotion media. Xia (2009, p.470) states that Facebook is one of the high technologies that has been integrated into library marketing efforts. As an interactive web site, Facebook has been very popular among college students. Then, Jacobson (2010, p.13) defines 15 Facebook as a better tool for “active libraries,” or libraries that host a lot of events, exhibits, workshop and other activities as its top use is for announcements and marketing.

Xuya (2009) argues there are seven advantages of Facebook than other social media, as follow:

### **1. Network**

we can choose our main network based on the country. With this feature, we can easily find friends who are in our country.

### **2. Clean Layout**

Facebook has a simple layout.

### **3. Group**

Unlike Friendster which requires us to create an account for the community, on Facebook we can create a group where this group has excellent features to form online communities such as discussions, photos, wall or testimonials, and other features.

### **4. Photo Album**

With this facility, we can group the photos in event / location category. And fantastic, the number of photos is unlimited or unlimited.

## **5. Event**

we can fill the activities that we want to know by the other users. For example a party we can invite other users to attend the event.

## **6. Update Status**

this feature can be filled with the activity we are doing. It could be to share the things that we think or what we feel.

## **7. Mobile Browsing**

we can access the Facebook page directly from the mobile phone. With a view adapted to the conditions of mobile phones, the access will be easier and faster than accessing a website with a desktop display of the phone.

Based on Pratama (2015), the purpose of Instagram as a promotion media is as follows;

- 1) With the existence of social media Instagram then marketing sale of goods or service online becomes easier and effective.
- 2) Customer gets information about product or service complete and up to date easily.
- 3) Instagram is well integrated and very effective because it is seen from the many interest of buyers with ease of marketing and sees the product or service itself.
- 4) By creating Instagram as a means of online sales transaction with consumers or customers.

Atmoko (2012: 28) Instagram has 5 main menus as follow;

### **1. Home Page**

Home page is the main page that contains photos or videos from other users who have been followed. How to see it by sliding the screen up and down.

### **2. Comments**

Photos or videos that have been uploaded on Instagram can be commented by other users in the comments column provided.

**3. Explore**

Explore is a collection of popular photos or videos that get many likes.

**4. Profile**

User information can be found through the profile.

**5. News Feed**

News Feed is a feature that contains notifications for various activities carried out by Instagram users.