CHAPTER II
LITERATURE VIEW

In this chapter the writer discusses about the literature review which consists of Copywriting, Tourism Destination, Booklet.

2.1. Copywriting

According to Shaw (2012), *copywriting* is an essential part of the design communications mix, and those of us who do it for a living will tell you that crafting messages and telling stories is a rewarding mental process, even in the business context. Copywriting borrows from all other fields of writing in its quest for creative expression, but there is no room for your personality in the copy that you write; you are simply a scribe, a hired mouthpiece for your client, and it is the brand's voice that must come through, loudly and clearly.

Sugarman (2007), state that copywriting is a mental process the successful execution of which reflects the total of all your experiences, your specific knowledge and your ability to mentally process that information and transfer it onto a sheet of paper to sell a product or service. From the statements above , it can be concluded that copywriting is a method of producing material, usually in the form of writing, to invite potential consumers to buy or use goods or services or to comply with what the writer has to offer.

2.1.1. Persuasive Copywriting Elements

According to Albrighton (2013), in compiling a persuasive copywriting, a copywriter needs to exploiting a number of proven, well-established principles. Those who persuade well know how to appeal to particular human desires and needs. By understanding these needs and appealing to them, we can become more persuasive copywriters.. The persuasive elements of copywriting words are as follows:

1. Liking

The principle of liking states that people like those who like them, and are more likely to follow the suggestions of people they like. Similarities between people in terms of views, preferences and perceptions make them like each other, and people also like those who praise them, whether or not the praise is merited. Structure

2. Social proof

The principle of social proof states that people follow the lead of others who are similar to them. They look to those around them for cues on how to behave, with peers giving the most powerful cues. Argumentative

3. Consistency

The principle of consistency states that people align their actions with their clear commitments. Once they've made a public or explicit commitment, they tend to stick to it, since they want to appear consistent and honest.

4. Authority

The principle of authority states that people defer to experts, and are more likely to accept a suggestion if it is backed up by authority.

5. Scarcity

The principle of scarcity states that people value something more if it is in short supply; perceived value has an inverse relationship to availability. Some things are valued because they are useful, beautiful or powerful. And others are valued simply because they are scarce. Minerals such as gold and diamonds hold their value because they are so rare; all the gold ever found would fit into a 150ft cube.

6. Reciprocity

The principle of reciprocity states that people respond in kind: if you do something for them, they'll do something for you.

2.1.2. The Formula in Compiling a Copywriting

Good copywriting, besides being attractive, must also be able to encourage readers to want to know more about the product or service being offered, so that they believe that their choice will not be wrong. To produce a good advertisement

in an advertising message, copywriting must have elements of attracting attention, creating interest, creating desire, belief and action to invite potential consumers to buy what is offered by the advertiser, these are contained in the formula known as (AIDA) Attention, Interest, Desire, and Action.

According to Kotler and Keller (2009) the AIDA (Attention, Interest, Desire, Action) model is an advertising model most often used to help plan an advertisement comprehensive and on an advertisement.

a. Attention

Getting the customer's attention means the message must be able to generate attention in both form and media delivered. Attention is general or specific to potential consumers or consumers who will be targeted target. This can be expressed through writing and pictures that prominent and clear, interesting or memorable words, and has its own characteristics. Attention-grabbing messages is a first step for the company where the message will be known, known and remembered by consumers.

b. Interest

Interested means the message conveyed arouse curiosity, want to observe, and want to listen and look closely. This happened because there is an interest that attracts consumers' attention to messages that showed.

c. Desire

Thought arises from the existence of this desire, related to the motives and motivations of consumers to buy a product product. Purchase motives are divided into two, namely rational motives and rational motives emotional. This is where rational motives consider consumers of the advantages and disadvantages obtained, while the motive emotional emotions occur as a result of the emotion of purchasing the product.

d. Action

Action occurs with a strong will consumers so that decisions occur in making buyers of products offered.

2.2. Tourist Destination

According to (Cooper, 1993) as cited in (Suwena, 2010) a tourist desti nation must be supported by 4 (four) main components in tourism or usually known as "4A" which must be owned by a tourism destination. tourist attraction, namely: attractions, accessibility, amenities, and complements. The following are the components, namely:

1. Attractions

Attraction is a significant component in which there is its own uniqueness that can attract tourists to visit a tourist attraction. An area can be a tourist destination when it also supports being developed into a tourist attraction. There are three capital attractions that attract tourist visits, namely natural attractions, cultural tourism attractions, and man-made attractions themselves. With these components, tourism can be developed into a tourist attraction.

2. Accessibility

Accessibility is very important in tourism activity. All kinds of public transportation or transportation services are important access in tourism. This access can make it easier to move from one place to another.

3. Amenities (Facilities)

Amenity is all the facilities and infrastructure needed by tourists while in a tourist destination. The facilities and infrastructure in question include lodging, restaurants, places of worship, and travel agents. When you can use infrastructure that looks the same, tourism facilities are built such as hotels, tourist attractions, theaters, and so on. The infrastructure that is needed for the construction and development of tourism facilities is water supply, electricity, garbage disposal sites, airports, ports, communication technology, and others.

4. Ancillary (Additional Services)

Additional services must be provided by the government of a tourist destination, both for tourists and for tourism actors. The available services include marketing, physical development (roads, railroads, drinking water, electricity, telephone, etc.) as well as being able to properly coordinate all kinds of activities and with all statutory regulations, both on roads and at power stations. the tourist attraction. Ancillary itself is also essential things that strongly support tourism, such as management agencies, Tourist Information, Travel Agents, and stakeholders (local governments, investors, local communities) who play a direct role in tourism.

2.3. Booklet

2.3.1 Booklet Script

Norbury (2014) states that *script is "sequences of actions or events" presenting focal ideas and can be synchronized with other context scripts.* According to Permatasari (2014) as cited in Gemilang and Christiana, (2015) booklets are communication media that are promotional in nature, suggestions, prohibitions to mass audiences and in printed form, with the aim that the public as objects can understand the message through the media. According to Satmoko and Astuti (2006), when used as a medium to provide information, booklets are the same as brochures, which means that a book consists of only one or no more than 48 pages bound in the middle as well as the cover.

Based on the various expert opinions above, the writer can conclude that booklets can be used as promotional media. With the information contained in the booklet, potential consumers can find out what is offered in the booklet. Moreover, it is equipped with attractive images and short easy-to-read writing, making potential consumers more interested in reading it, so that the information and offers contained in the booklet can be easily understood by readers.

2.3.2 How to Develop Booklet Script

Satmoko (2006) in Septiwiharti (2015) state writing booklet start with the topic. The topic is explained, the subject you want to developed and to whom the

article is addressed, on introduction, background and general necessary information on the topic. According to Prastowo (2014) as cited in Septiwiharti (2015), in compiling a booklet includes the following steps:

1. The title is derived from the main material according to the size of the material.

2. The main material to be achieved.

3. The presentation of sentences is adjusted to age and reading experience.

4. In order not to seem monotonous in the presentation of the booklet, in addition to the text, images are also very much needed in the delivery of its contents.

5. The image displayed is an image that is easily understood by

learners.

6. Contents are arranged based on needs.

7. Booklet is easy to carry anywhere and anytime.

8. Contains complete information, although not detailed and sequential

2.3.3 Advantages using Booklet for Promoting a Tourism Destination

There are so many media of promotion, one of them is booklet. Booklet is chosen as one of medium because it has many advantages than the others.

According to Ewles (1994), booklet media has the following advantages:

1) Clients can adjust from self-study.

2) Users can view its contents at leisure.

3) Information can be shared with family and friends.

4) Easy to create, reproduce and repair and easy to customize. 5) Reduce the need to take notes.

6) Can be made simply and relatively cheaply.

7) Durable.

8) The capacity is wider.

9) Can be directed to a specific segment.

According to Gustaning (2014), as a printed medium, booklets have advantages. The booklets can be used easily or tool for self learning. They also have low cost that can reach all of society. They are more durable than audio and visual media. Besides, Perangin angin (2013) claims that there are many more advantages of booklets. First, they can be learned by everyone. Second, the booklets design also has attractiveness to increase the passion to learn, and booklet do not need electricity so it is easy to carry everywhere.

2.4 Kongar lake

Kongar Lake is located on Sungai Dua village, Sungai Keruh district, about 45 km from the town of Sekayu. To reach the location taken by road. Like the Kongar lake comes from the name of an American citizen named Mr. Congger, a businessman who contributes to oil drilling and renovation of roads that cross rivers or some kind of lowland flow and end at Cala lake in Lais sub-district.

The water in Kongar lake is very clear and when viewed from a distance, the color is bluish. This 10-hectare lake, as long as the water never dries up. Lake Kongar on holidays is crowded by local people for recreation and fishing.

Entrance ticket prices to this attraction are:

Rp. 30,000 adults.

Rp. 25,000 children.

The parking fees are as follows:

Rp. 10,000 four wheels.

Rp. 5,000 two wheels.

2.4.1 Location

Figure 2.1. The location of Kongar Lake

The map red poin Danau Sungai Dua is the location of Kongar Lake but it is more known as Kongar Lake and it is located in Sungai Dua Village, Sungai Keruh District, Musi Banyuasin Regency, South Sumatra Province. The distance is about 47 km from Sekayu Musi Banyuasin, and can be reached in more than 60 minutes.

2.4.2 History

The name of Kongar Lake comes from the United States, whose name is Mr. Congger. He is an oil drilling businessman who has made contributions. Especially, in opening roads, so they can have access over the river. Kongar Lake water by the Sungai Dua villagers who live around the lake is used for daily needs such as washing, cooking drinking water and others, besides that it is also a tourist attraction in Musi Banyuasin Regency.

2.4.3 Current Condition

Figure 2.2 Picture of Kongar lake
source: ig @kecamatan_sungaikeruh