CHAPTER II

LITERATURE REVIEW

This chapter provide definition of tourism, definition of social media, definition of blog, kinds of blog kinds of promotion and definition of tourism.

2.1 Definition of Tourism

Suswantoro (2004:3) states that tourism is a temporary departure process of one or more headed other places outside of their home. He added that his departure was for impulse various interests, either because of economic interests, social, cultural, political, religious, health and other purposes such as just want to know, add to the experience or to learn.

Burhalis (2003:352) explains tourism industry describes both private firms and establishments providing facilities and services for tourist as well as the public sector authorities planning and managing tourism in a region.

By this it can be concluded that tourism activity is a journey from one place to another with a variety of purposes, such as purpose for fun, business or other.

2.2 Definition of Social Media

In this time, internet or social networking is the important tools that people used to help their activities. According to Burhalis (2003:15-16) the internet supports a wide variety of different tools and functions that enable communication and sharing of data. The internet provides a window to the external world and facilitates the interactivity of organizations globally. This development instituted an innovative platform for efficient, live and timely exchange of ideas and products. It also provided unprecedented and unforeseen opportunities for interactive management and marketing to all service providers. The development of the internet introduced a whole range of new tools as well as benefits and

challenges for organizations. It supported several business functions and organizations were forced to transform their processes in order to take advantage of the new business realities.

In general understanding of the media, Burhalis (2003:349) states that is non personal communications channels including print media (newspaper, magazines, and direct mail), broadcast media (radio, television), display media (bill-boards, signs, posters) and electronic media (internet, SMS, emails).

According to Zarella in Setyani (2010:6) social media is development the modern day of new web technologies based on the Internet, which makes it easy for everyone to communicate, participate, share and form an online network, so as to distribute their own content.

So, social media is a place, tools, services that used an internet system which many people use to do a lot of activities, such as communicating, searching for information, retrieve data, businesses and other.

2.2.1 Definition of Blog

According to Suryana (2008:1) blog is short for web blog is a form of web application that consists of writings commonly called as a post on a web page. These writings often published in descending order by date, meaning the date of writing the latest date will be displayed at the top or front.

So, in my opinion blog is a web site that contains text, article or information useful which is continuously updated and can be accessed online, either for public or private use.

2.2.2 Kinds of Blog

Juju (2008:3-5) state that blog is divided into three kinds:

o **General blog** is common type of blog that covers everything, it means the blog already contains text, images, videos, songs, but the majority is text in it, such as Blogger.com, WordPress.com, Facebook.com, Type pad and many more.

o **Photo blog** is service blog content dominated by the photos, of course you will see is a lot more than the visual display of text. For some people, in a photo usually save the specific story or moment.

o **Video blog** is a blog service that contains video media. So, the idea of writing that you have represented in the form of video media. Video blogs in Indonesia and some developing countries are less popular because it requires a fast internet connection.

2.2.3 Concept of Blog

According to Nuswantoro (2014) blog concept in Indonesia began to be combined with social media. The one that started this blog was to develop social Kompasiana. After a 3-year-old, Kompasiana has 8 thousand of members from Indonesia and other countries (Indonesian people who are residing overseas). Kompasiana a means of citizen journalism, as well as the container to establish social networks with others kompasianer (call for writers in Kompasiana).

Kompasiana.com (2014) states that kompasiana is a Citizen Media. Here, everyone can proclaim events, express opinions and ideas and channel the aspirations in the form of text, images and video or audio recordings. Kompasiana accommodate a variety of content that is interesting, useful, and reliable from all levels of society with a variety of cultural backgrounds, hobbies, professions and competencies. The massive involvement of citizens is expected to speed up the flow of information and strengthen the foundations of democracy in the life of the nation.

2.2.4 Steps of Blog

In this section, the writer will explain the steps in creating a blog on WordPress. According to Enterprise (2010:24-40) steps in creating a blog in WordPress as follows:

- o **Process of making the blog**
  - ➢ Open your web browser and enter the address www.wordpress.com then 'enter'
  - ➢ Then press 'sign up now'
  - ➢ So will perform the registration form, enter your username and password in the text box available

  - ➢ Then enter your email address in the box 'text email address'
  - ➢ Do not forget to enable the check box 'I have read and agree to the fascinating terms of service' and be sure to enable the option 'gimme a blog', then press 'next'

- o **Change the theme on the blog**
  - ➢ First log in to your blog account
  - ➢ On the dashboard page, press the 'change theme'
  - ➢ Choose a theme desired by clicking on a link to view the display theme Previews before applied to blog
  - ➢ After the match, click Activate 'koi' (the name of the theme) is contained in the upper right corner. Instantly direct applied to the selected theme as the theme of the blog

Then according to Enterprise (2007:25-39), he explains the other stages, such:

- o **How to write a blog**
  - ➢ After logging in, select 'new post'
  - ➢ Then write the title of the blog that you created in the Title, while write a post on the blog you want then select one of these buttons:

Save and continue editing:		If you want to keep the blog type and want to continue the process of writing a blog
Save	:	If you want to save the your blog and do not want to type in continuing the process of writing a blog
Publish	:	If you want to publish the blog that you type

  - ➢ By default, the date following the date of writing blogs that apply on the WordPress server, if you want to change Click the minus sign first section Post Timestamp to part that open
  - ➢ Then select a new date and a new blog will be published according to the date of the last selected

- o **See the first blog**
  - ➢ After pressing the publish key, click the 'View Site' on the top and wait a few moments
  - ➢ Look for photos on the internet that you will install in your blog
  - ➢ Navigate your mouse cursor over the picture or that picture, then click the 'right'
  - ➢ Choose 'Copy Link Location' (if you use Firefox)
  - ➢ Then switch to your Blog

➢ Place the mouse cursor in the Image URL, and then press the right mouse button and select 'Paste'

➢ In the Image Description, type a description of the rate for this photo

➢ In the alignment, select the photo which will be positioned, set the image size you want. Press the 'insert'

o **Take a photo or image from your own computer**
➢ Press the 'Browse' button and then press the 'open'

➢ In the title, you can enter a title for the photo file and write a short description of the photo in the 'description'. So press the 'Upload'

➢ Then select the following options:
Thumbnail : the photo was just posted in a small size in the blog

Full view : photograph posted in actual size

Title : only the title picture that will be displayed in the blog

➢ Press the 'send to editor' to install it into the photo editor of the blog, then type in the text you want

➢ Then press the 'publish' if it is

o **Using paragraph alignment**
➢ Type in your blog first, put the mouse cursor in the paragraph you are going to give alignment

➢ Select the icon you want alignment

- o **Using the list**
  - ➢ Position the mouse cursor where you could write an ordered list and unordered list
  - ➢ Click one of the following icons:

    Ordered list   : used to create a sequence using the numbers 1, 2, 3, and so on

    Unordered list   : used when you want to make the points are not sequential
  - ➢ Type the point or first order, press the 'enter'. If you want to finish it, click again one of the icons above

In the other situation, there is the other step to make a blog became easily. Mahendra (2001:5-8) explains this is a step to make a blog in WordPress:

- o Open http://wordpress.com , and click Sign Up Now

Picture 1

o Then fill your data. After finish, don't forget to check the Term of Service, click Next

Picture 2

o If your username is available, then select a language, e.g.: Bahasa Indonesia. Next click Sign Up
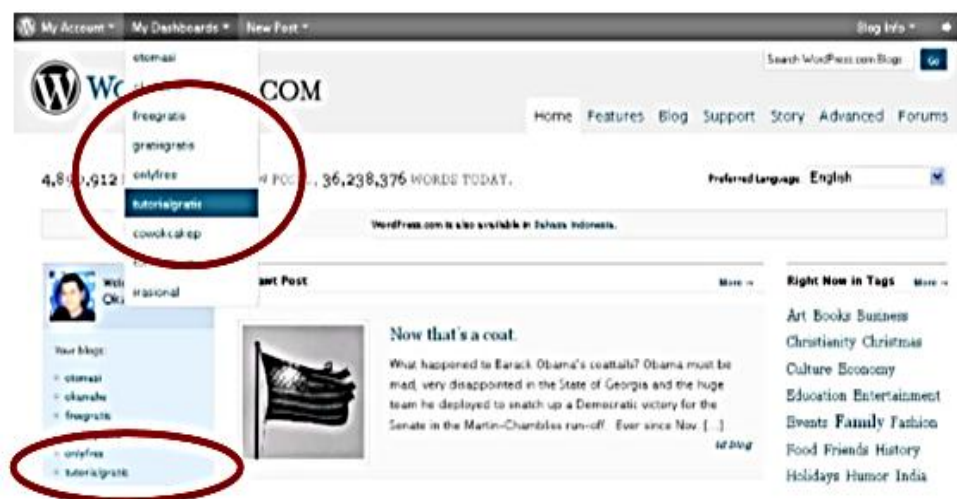

Picture 3

o You will soon receive an email from WordPress. Open the email and click link in the email

Picture 4

o You have already registered on the blog in WordPress, then you can Log In. Open http://wordpress.com, enter your username and password then click login/enter

Picture 5

o After login, you will go to the dashboard. This page is a page of the control panel of your blog

Picture 6

2.3 Definition of Promotion

Sudarma (2006:68) states that promotion is the way a person or company that is used to introduce a product or service that is produced to society or customers. He added that the purpose of the promotion is to attract consumers into customers and finally the customers will become loyal customers.

In addition, according to Rangkuti (2009:177) is a promotion activity that serves as a means of communication between companies and consumers but also as a tool to influence consumer purchasing activities as you wish and need.

It can be concluded that promotion is a method to offer services or items which purpose to selling or introducing.

2.3.1 Promotion of Social Media

Siswanto (2013:3) describes social media as a medium of socialization and interaction, as well as attracting others to see and visit the link that contains information about the product and others. So natural that its existence be used as a marketing media most easy and inexpensive. It is what ultimately attracts small and medium entrepreneurs to make social media as a promotional media mainstay. He added, that as a networking site, social media has an important role in marketing. This is because social media can play the role of communication.

2.3.2 Promotion of Tourism

According to Novalina (2008:20) tourism promotion is a communications in tourism marketing. Tourism promotion plays an important role in controlling the marketing of tourism. As a city that is known for the tourist city, the promotion should going well and continuously. The success of the promotion will result in the attraction and motivation of tourists to visit and spend money in the tourist destination that they visit.

Burhalis (2003:90-91) states that in the pre-internet era, internet assist organizations in exchanging information, orders and invoices without human involvement. In tourism, for example, this can be used for travel agencies to transfer bookings to a tour operator's database and again for a tour operator to provide rooming lists for their hotel suppliers. In the 1990s, networking through the internet enabled inter-organizational networking on a global scale and empowered tourism firms and destinations to communicate directly with prospective travelers, demonstrating their products and services. Even the smallest organizations now have the opportunity to promote their offerings on the internet as well as communicate with partners around the world efficiently and effectively.

With the promotion of tourism especially in internet networking, there are many benefits to consumer/visitor. According to Burhalis (2003:326), consumer benefit include more information/knowledge about products, services and destinations. This allows to have a higher involvement in planning their travel and in building their own itineraries. As a result, niche markets can grow rapidly by enabling tourism organizations to offer consumers themed, specialized and personalized experiences. More information and competition also allow consumers to shop around and often to reduce the price they have to pay for tourism products.