

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Jafari (1987, p:158) as cited in Munnar (2009, p:1), “Tourism is the study of man (the tourist) away from his usual habitat, of the touristic apparatus and networks which respond to the needs, of the ordinary (home-based) and non-ordinary (tourism-based) worlds and their dialectic relationship.”

Furthermore, Sihite (2000, p:49) in Wisnawa (2009, p:1), divided tourist into 2 parts.

They are :

1. Domestic tourists are people who travel to a place outside their home town which the place is still a part of their country
2. International or foreign tourists are people who travel to other countries.

2.2 Promotion

According to Tjiptono (2001, p:219) in Meliala (10 September 2012), Promotion is a marketing communication or an activity of marketing to spread information, to grab or to tell target market of products or services in order to get people buy it.

There are 2 types of promotion. They are offline and online promotion. As stated by Jillyan (8 march 2013),

2.2.1 Offline promotion is any promotion or advertisement that is published and released outside the Internet. It effectively reaches and grabs the attention of people who are currently within the vicinity of said marketing activity. The Internet is not needed to make people participate and gain feedback from them. Samples of offline marketing include Events, Mall gimmicks, Posters and print ads, Restaurant promos, Product giveaways, Discount coupons, Radio and TV Commercials, Newspaper ads and Flash Mobs.

2.2.2 Online promotion is anything available on the Internet. A lot of people are connected to social media and are subscribed to video-sharing sites. Since the rise of this digital phenomenon, marketers have been tapping on the online crowd. Ad spaces opened up in various social media sites, such as Youtube, Twitter, Facebook, etc.

2.3 The Advantages and Disadvantages of Online Advertising

Silvia (2013) in her posted stated that there are 5 benefits of online advertising . They are :

1. **Less expensive.** A main benefit of online advertising is that it has a much affordable price when compared with the traditional advertising costs. On the internet, you can advertise at a way more inexpensive cost for a much wider audience.
2. **Wider geographical reach.** Online advertising gives your campaigns global coverage, which helps your online campaigns reach more audiences. This will

definitely help you achieve superior results via your online advertising strategy.

3. **No rigorous payment.** This is another appealing benefit of online advertising. In traditional advertising you have to pay the full amount of money to the advertising agency, no matter the results. In online advertising however, you have to pay only for the qualified clicks, leads or impressions.
4. **Easy result measurement.** The fact that it's so easy to measure makes online advertising more appealing than the traditional advertising methods. You can find a lot of effective analytics tools in order to measure online advertising results, which helps you know what to do and what not to do in your following campaigns.
5. **More targeted audiences.** In comparison with traditional advertising, online advertising helps you to easily reach the targeted audience, which leads to your campaign's success.

Beside the advantages, Silvia also stated that online advertising also have disadvantages. they are,

1. **Intrusive ads.** The nature of a lot of online advertising ads and campaigns is intrusive, that's why browsers' pop-up blockers can frequently prevent ads from being presented. Almost all browsers now block pop-ups. There are also extensions available for the Chrome, Opera and Firefox browsers, which will

block ads on websites. More and more consumers use these methods to avoid seeing so much the advertising.

2. **Copyright problem.** Your advertising materials are automatically available for everyone in the world. They can copy it, regardless of the legal limitations. Trademarks, pictures and logos can be copied and used for commercial purposes. In traditional advertising, such as TV, radio and newspaper advertising, where pictures must be replicated, copying the content is much more difficult.

2.4 Internet

Strauss, El-Ansary, Frost (2003, p:8), stated that Internet is networks that connected to each other. There are Several computers that save files, such as web sites that accesable to every computer network (as cited in Ayuagussari (2013, p:1). In the internet world, we know about google.com, Bing.com and Ask.com. They are kind of search engine. As Stated by Ajatasatru, Sibharata (2013), Search engine is a computer program that is designed to look for information on the internet and collect it otomatically. Before we got to the SEO techniques, it's better to know how search engine work. As stated by Trevor (1 August 2012), "Search engine work like human search work." So, the process of search engine get you informations is similar to human search. The process depicted by Trevor (1 August 2012) in the figure 2 below shows how basic human search wants when a friend called Joe asks to find him a good baker.

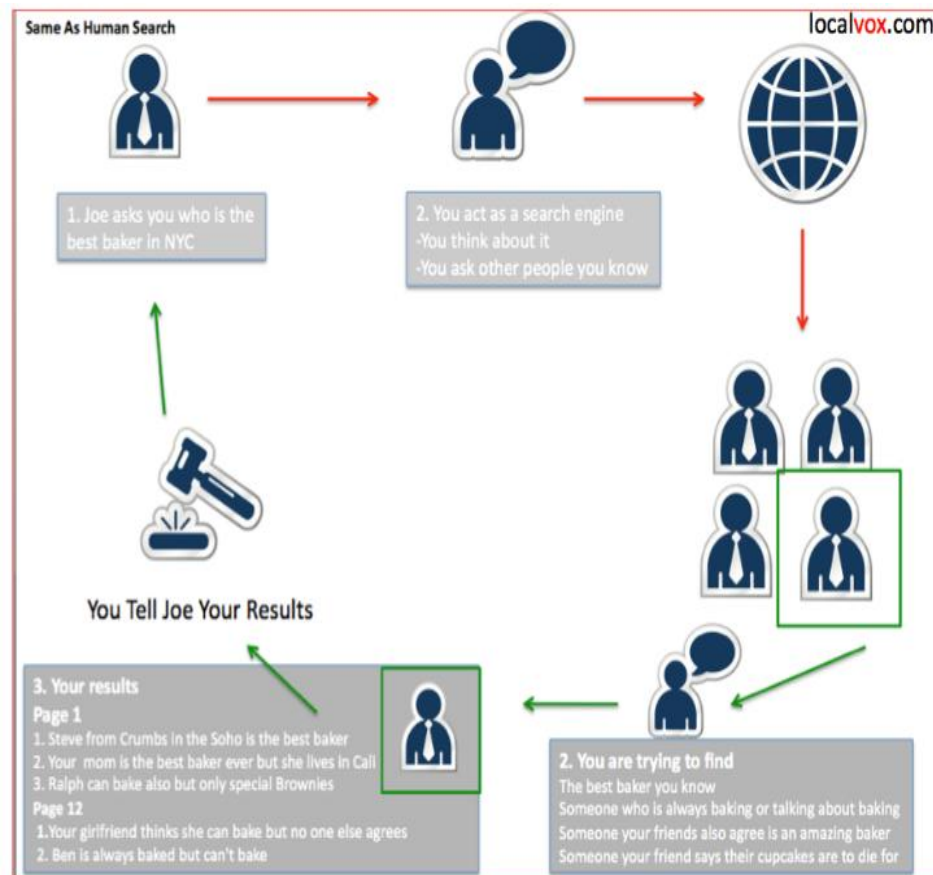


FIGURE 2 (How Search Engine Works)

In another words, search engine send spiders to look for relevant infomation based on the keywords that we typed on the search box. Here spiders is like a search engine robots that is in charge to look for relevant information by detecting certain codes in websites which is suitable to the keywords then the spiders put the relevant information in the page results. In the figure 2, spiders rever to a friend of Joe who is looking for a good baker.

2.5 Parts of Websites

According to Rouse (2005), “A Web site is a related collection of World Wide Web (WWW) files that includes a beginning file called a [home page](#).” This research focused on the website’s statistic which is a part of a website. Based on Master Web Network (2012), website statistic is a report of traffic in a website which is served in a HTML pages or text or PDF. **There are 3 elements in website statistics. they are Post statistic, Trrafic Source Statistic, and Audience statistic.**

2.5.1 Post statistic

As posted by Darma (2013), posts statistic shows the amount of page views by visitors. for example, post statistic shows 600 page views, it implies the page is viewed 600 times in a certain date.

2.5.2 Traffic Sources Statistic

According to Darma (2013), Traffic Sources Statistic is a place where the visitors come from or where the visitors click our website’s URL. For instance, the post statistic shows 60 in www.google.com. It means there are 40 people click on our website through www.google.com

2.5.3 Audience Statistic

As stated by Darma (2013), Audience Statistic shows the number of visitors based on country they lived. The Audience Statistic provided data in a number and graphic.

2.6 SEO (Search Engine Optimization)

As written by Ledford (2009, p:164), “SEO is about optimizing your site to search engines so you'll rank well and draw more visitors to it.” Further, Ledford.(2009, p:10), depict that page rank is a method by which web pages are ranked in Google search result. A combination of factors such as the amount of visitors, contents quality and keywords create the actual rank of a web page. In addition Lariviere, Krista (2013) defines SEO as “the outcome of a content marketing strategy that makes use of highly converting keywords that your target audiences is searching on.” Above all Posey (11 September 2013) states that “Whether you are creating a personal blog or a large scale portal site, Search Engine Optimization (SEO) is essential to get visitors to your site.”

In the SEO website design world, we may find some uncommon terms such as indexing, traffic sources, search traffic, referral traffic, direct traffic, website links, image resolution, and slideshow.

2.6.1. Indexing Definition

According to Hines (2012, p:1), Indexing is the processing of the information gathered by the Googlebot from its crawling activities. Once documents are processed, they are added to Google’s searchable index if they are determined to be quality content. During indexing, the Googlebot processes the words on a page and where those words are located. Information such as title tags and ALT attributes are also analyzed during indexing.

2.6.2 Traffic Source Definition

As posted by Crestodina (2013), Traffic Sources is supposed to show you how people got to your website. The three main categories are Search, Referral, and Direct. The Traffic sources are :

- **Search Traffic:** Visitors who found you through a search engine, either by clicking an organic listing or an ad (PPC / paid search)
- **Referral Traffic:** Visitors who arrived at your site by clicking a link on another website
- **Direct Traffic:** Visitors who typed your address directly into a browser.”

2.6.3. Website links Definition

As posted by Text Link Brokers (2012), “Link building is the process of creating links in order to promote a website and to improve rankings in the ‘search engine results pages’ (SERPs). Search engines interpret links as digital “votes” in favor of the destination site. In general, the more links you have from quality sites the higher you will rank in the search engines. “

2.6.4. Image Resolution Definition

As stated by Peterson (2012), resolution is the quality of the image. As the resolution goes up, the image becomes more clear. It becomes sharper, more defined, and more detailed as well.

2.6.5 Slideshow Definition

As posted by Firdaus (21 October 2013), Slideshow is an application to create a short movie that consist of pictures which are arranged in such a way for personal collection or documentation purposes.

2.7 Tourism Website

As stated by Philips (1 March 2012), Travel and tourism websites are typically very vibrant and quite high in color, a lot of textures, great photography and imagery. Furthermore, Snell (10 Agust 2009) states that Travel websites often feature large, attractive photos because of their emphasis on visual appeal. This helps to get visitors thinking about traveling and visiting the particular destination.

Look at figure 3 below,



FIGURE 3 (Good Tourism Website Sample)

The figure 3 is the example of good tourism website design as stated by Snell in his Article. Snell stated that textures are an essential part of tourism website design and a large home page photo has to be featured. Moreover, Snell stated that brighter colors with a large background image also playing a significant role in tourism website design.

2.8 Tourism Website as Promotion

As reported by Bahru'I (2013), promoting tourism via website can draw tourists to visit our attractions. The more citizens promote tourism via websites the more popular the tourism is. So, bloggers can help to make unfrequented tourism sites become well known to the people outside the country.